

SKMHTA Advertising Policy

Objective: Consistency between paid advertising and recognition of donations.

Current state: Individuals/businesses/groups can buy an ad (business card, logo, URL) on SKMHTA website for 1 year for \$20. This includes said business card, logo, URL also to be published in one issue of the SKMHTA *Trail Talk* newsletter.

We also post business card, logo, URL of those individuals, businesses, groups that make a significant contribution of money, time, or materials. Examples: seminar speakers who did not charge for their presentation; equestrian groups like UMECRA who made a donation. Timeframe has varied.

We have posted on Facebook for one-time events/activities that support equestrians and/or trails. Examples: Rushing Waters and Coyote Canyon installing hitching rails. USRider deal is listed on web for duration of deal (May 15 –July 15) and FB posts are renewed for duration of offer.