



Hello,

We are creating a virtual magazine for our 5 clients in the Middle East. There will be a Straight Egyptian, Purebred Non Straight Egyptian (European Type), and an Endurance magazine created with about 50 to 100 sale horses in each book.

One of our clients is awaiting the book and he wishes to purchase 30 SE horses.

We get calls daily asking when will it be done so there is good word of mouth and I am pleased!

The book will be made in English and Arabic for the ease of reading for our buyers.

In addition, we will advertise it in 2 magazines in the Middle East for a few months. We will also send out email blast featuring different horses within the book on a regular basis to our names who are already Arabian Horse owners living in the UAE. (We have an additional 21,000 names of US emails should we decide to email it to Americans).

I just bought the following keywords on Leapfish.com and feel this too will drive much traffic our way.

Arabian Horses
Straight Egyptian
Arabian horses for sale
Marwan Al Shaqab
Arab horses for sale
El Shaklan

The cost for an ad in our virtual book is:

\$350 USD for one horse
\$300 USD for 3-5 horses
\$250 USD for 10 horses or more

We will charge a 20% commission on each horse we are successful at selling.

We ask for 2-5 high quality photos in high resolution, pedigree, and a high quality video (without contact information).

Creative videos are fabulous to capture people's attention, however we also have additional request for conformational video. Our clients have told us they want close ups of the legs and head from all angles. A relaxed standing body shot, and without the hard show pose. It is also appreciated if you can take photos of the horse walking and trotting towards and away from the camera, then trotting loose in a paddock, a large round pen or arena. It is mandatory that contact information is not included. We encourage you get your video to us soon, weather permitting.

Forms that you will be interested in reading can be found on the link below. Kindly fax me back the credit card form & Info form to: (888)-221-9991.

A very rough draft of the book can be found by clicking on the link

<http://www.globalarabians.com/ahsweb/ahssalesbook.html>

The forms can be found also on the virtual book. We will need you to download the Credit Card Form and Information Form. Sign and date, then return to me.

Another helpful link is:

<http://arabianhorsesource.com/fileuploads.htm>. On this page you can find information about uploading your files directly to AHS using our secure portal.

If you have additional questions we urge you to contact us as we are rushing to create our ads and finish the book.

For those who want to be involved, but are not ready with photos or video due to weather, there is a simple solution. We can sell you the page and include your information on the horse with the pedigree, and just mark it as "Photo Coming Soon".

Thank you for your interest and I would love to work with you to market your horses!

If you have any more questions let me know and I will respond quickly.

Respectfully,

Rhonda Davis

Arabian Horse Source

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