

MediaKit

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Main Entry Pages

Index



Carousel slider

Technically unlimited pictures can be displayed.

This size will be used on index page as well as on all main category pages, which are:

- Ranches
- Fishing Resorts/Lodges
- B&B's
- Campgrounds
- Restaurants
- Jobs
- Real Estate

Featured properties

Featured properties on index and main category pages are limited to 6 properties.

Navigation

Visitors have the option between the main navigation menu or going directly to the continent level by clicking on this worldmap.

Newsfeeds

Property owners have the option to have their newsfeeds linked here. They will open in a FancyBox (Lightbox). In addition they may be linked on the individual property page and be fully displayed.

Footer

Footer is not shown on this media-kit

TheWesternSource.com

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Volkhardtsmuehle 1, 73663 Berglen, Germany

Main Entry Pages

Continent



Carousel slider

Again technically unlimited pictures can be displayed.

Slides of featured properties will be displayed here as well as general pictures of the individual continent.

For picture specs refer to „picture specifications“

Featured property pictures

2 pictures (220 x 128 pixel) of each featured property will be displayed on this level.

A direct link leads to the featured property listing of this property from each location where the property is featured.

Sidebar

Sidebar contains relevant information for the individual category, continent or country.

This is also an additional option for advertisement and cross-category featuring.

Content width 620 pixel

Sidebar width 270 pixel

Countries and states

This page continues with each country and state/province a property is listed in.

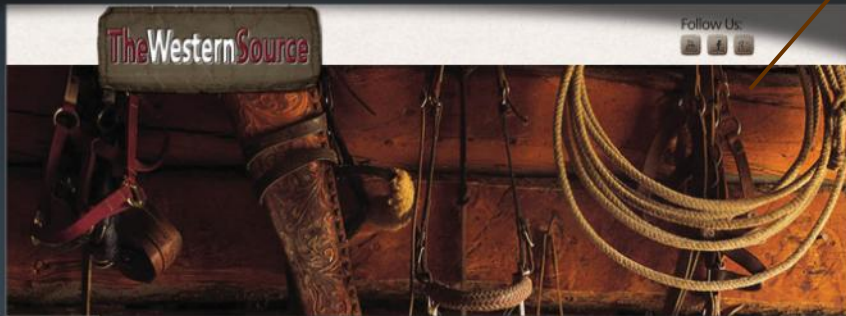
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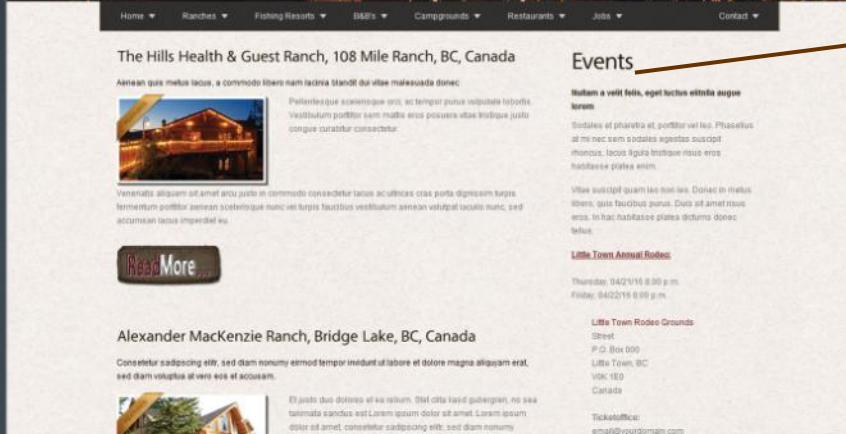
Main Entry Pages

States



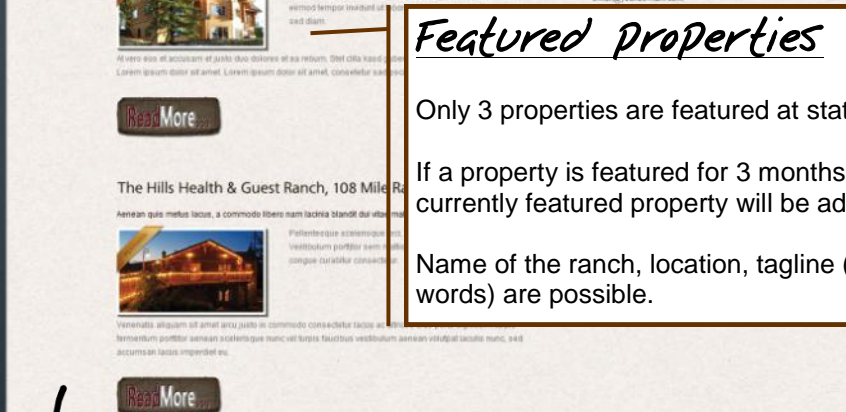
Carousel slider

Technically the same slider as on continent level.
Slides of featured properties will be displayed here as well as general pictures of the individual state/province.
Pictures of properties other than featured properties can be included. Please contact for details.



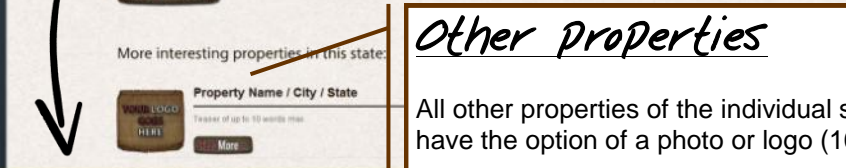
Sidebar

At state level the sidebar will show events for the individual state/province and can include events taking place at your location.
All fields are marked up according to Google's specifications and will result in higher search engine rankings.



Featured properties

Only 3 properties are featured at state level.
If a property is featured for 3 months only the next property in line will receive the space. The currently featured property will be added to the cue if it wants to be featured again.
Name of the ranch, location, tagline (up to 255 characters) and a short description (up to 100 words) are possible.



Other properties

All other properties of the individual state/province will be listed below featured properties and have the option of a photo or logo (100 x 100 pixel) and name, location and a short tagline.

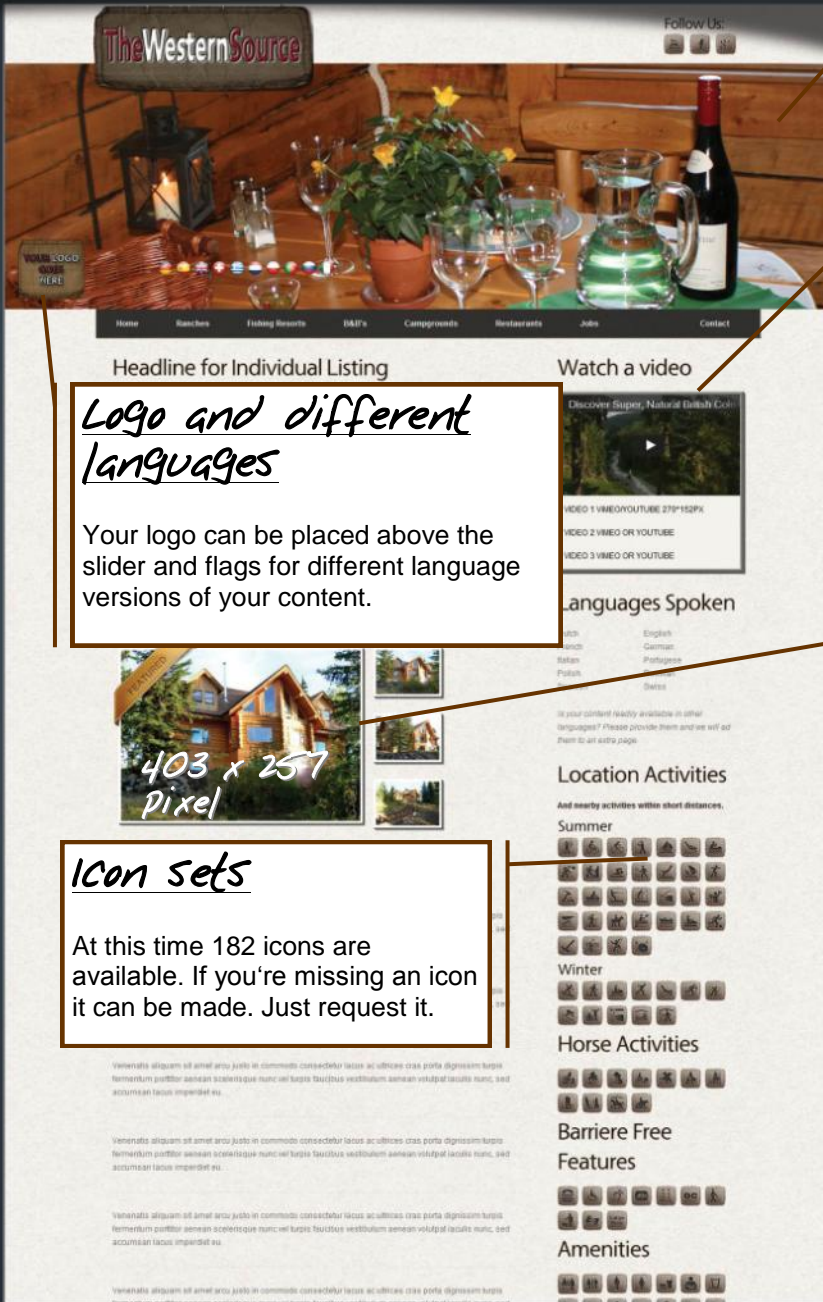
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Individual Property Info

Property



Carousel slider

At the individual property level it is up to the property owner how many slides he/she would like to include, but is limited to a maximum of 1.5 megabytes in total.

Videos

At this time the limit for videos is 3 different videos featuring your property or activities.

The visitor can click on the play button and then expand it to fullscreen mode.

After closing fullscreen mode the visitor will stay on the page and can continue to the next video.

Property pictures

You may provide multiple pictures (up to 18 pictures) and they will be arranged within the text in gallery sets, displayed with FancyBox (Lightbox) in a maximum size of 800 x 600 pixel.

Logo and different languages

Your logo can be placed above the slider and flags for different language versions of your content.

Icon sets

At this time 182 icons are available. If you're missing an icon it can be made. Just request it.

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Individual Property Info

Property

The screenshot shows a property listing page with several sections:

- Text content:** Multiple paragraphs of placeholder text (Lorem Ipsum) on the left side.
- Winter:** A section with icons representing winter activities.
- Horse Activities:** A section with icons representing horse-related activities.
- Barriere Free Features:** A section with icons representing accessibility features.
- Transportation:** A section with icons representing transportation options.
- Property Offers:** A section with a table of offers.
- Nearby Attractions:** A section with icons representing nearby attractions.
- Nearby businesses:** A section with three business cards: Real Estate Agency, Snowmobile Tours, and White Water Rafting.

Callouts point to specific elements:

- A callout points to the text content sections.
- A callout points to the 'Quick Facts' section of the 'Property Offers' table.
- A callout points to the 'Nearby businesses' section, which is highlighted with a green frame.

Text content

You are not limited with your text content. Write as much as you want.

Content in another language will be placed on a separate page.

Property facts

The first tab (Quick Facts) is mandatory. The others can be modified to fit your individual needs.

It's hard to write too much.

Nearby businesses

It can be beneficial to show businesses in the area especially if they are partners of yours.

Featured properties can choose if they want to show this or not.

Other properties can request to have it removed for a small fee. *Green frame is not visible on the webpage.*

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Navigation Menu

Ranches

Menus general

The menus

- Ranches
- Fishing Resorts
- B&B's
- Campgrounds
- Restaurant

are structured in the same way.

The screenshot shows a website navigation menu with the following items: Home, Ranches, Fishing Resorts, B&B's, Campgrounds, Restaurants, Jobs, and Contact. Below the navigation menu is a section titled 'Featured Ranches' which displays three property listings. Each listing includes a small image, the property name, city, state, and country, followed by two lines of placeholder text and a 'Read more...' link. To the right of the featured properties is a section titled 'Ranches for Sale' which displays four 'FOR SALE' signs. Each sign includes a price and a 'More' button. Below the featured properties is a section titled 'North America Ranches' which is a drop-down menu. The drop-down menu is currently open, showing a list of countries and states. The countries listed are Canada, United States, and Mexico. The states listed under United States are Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, California, Texas, Florida, Illinois, and Pennsylvania. The states listed under Mexico are Federal District, Aguascalientes, Baja California, Baja California Sur, and Campeche. Below the North America Ranches section is a section titled 'South America Ranches' which is a drop-down menu. The drop-down menu is currently open, showing a list of countries and states. The countries listed are Argentina, Brazil, Ecuador, Chile, and Peru. The states listed under Brazil are Formosa, Entre Rios, Cordoba, Buenos Aires Province, and Rio Negro. The states listed under Argentina are Acre, Alagoas, Amapa, Amazonas, and Bahia. The states listed under Ecuador are Azuay, Bolivar, Carchi, El Oro, and Esmeraldas. The states listed under Chile are La Araucania, Bio Bio, Los Lagos, Metropolitana de Santiago, and Maule. The states listed under Peru are Amazonas, Ancash, Arequipa, Ayacucho, and Cajamarca.

Featured properties

Only 3 properties are featured in the drop-down menu.

Real estate sales

Properties for sale are offered here increasing the chances of targeted visitors.

If not all spots are taken the spots are offered for additional advertisement to you.

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Navigation Menu

Jobs

s ▾ B&B's ▾ Campgrounds ▾ Restaurants ▾ Jobs


Job Openings & Job Search

You're looking for a job or you have one to offer? This is the place to go. Companies may advertise their open positions. Job seekers can email their profile and we'll forward it to the right companies. Maximize your chances now! >>Click here<< for details.

| | | |
|---------------|-------------------|------------------------|
| Chef | Kitchen Assistant | Massage Therapist |
| Sous Chef | Dish Washer | Wait Staff |
| Ranch Hand | House Keeper | Counselor / Babysitter |
| Wrangler | Maintenance | Office Staff |
| Fishing Guide | Caretaker | All Others |

Related Businesses

You are in a related business to the main categories i. e. a farrier, gift shop, supplier of decoration, fishing, ranching or other related articles, then this is the right spot for you.
Read more...



Western art wholesale. If we don't have it, we'll get it. WESTERN ARTISAN, Notmytown, Anystate, Worldwidecountry - Phone: 0800 - callmenow

Job openings

This service is free to registered property owners. You may post as many positions as you like within your annual registration period.

Related businesses

As it says, these are businesses related to the main categories.

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Technical Information

Pictures



Large sliders

Two different sizes of sliders are used.

1264 x 570 pixel is used on main categories and the index page only.

Upon request this size may be used for your property as well. Additional charges apply.



Small sliders

Small sliders with 1264 x 370 pixel are the standard for your property listing.

Pictures should be provided in JPG or PNG format only.

You may leave them in their original sizes and they will be formatted & resized on this end. It is in both parties best interest to have the best possible picture presentation.

You are only limited by a total filesize of 1.5 megabytes in the amount of slides.

Would you like to use more? Please contact us for details. We'll work something out.

You want to make the picture job yourself? Sure, just stick to the specs.

*1264 x 570 px at 72 dpi
1264 x 370 px at 72 dpi
150 kb per slide maximum
(Large slide on this page has 37.2 kb)*

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Technical Information

Pictures

Picture sets

Specifications:

- 800 x 600 px at 72 dpi
- Up to 18 pictures are included in your annual premiums.
- Add a short description to each picture
 - This will be added to the title and alt tag, increasing your chances to be found before others.
- Pictures must be free of third party rights.
- Picture sets dimensions:
 - 403 x 257 pixel at 72 dpi (large picture of set; 1 per set of 6 pictures)
 - 95 x 66 pixel at 72 dpi (thumbnails)

Featured picture sets

Specifications:

- 212 x 120 px at 72 dpi (for pages)
- 70 x 70 px at 72 dpi (navigation menu)

Property pictures

Upon clicking of the thumbnails the picture will be displayed in FancyBox (Lightbox) in a maximum size of 800 x 600 pixel. 600 x 480 pixel is a recommendable size.



Copyright

Please don't add a watermark or any other copyright to the on top of the picture. If you want to have a copyright tag added it can be done on this end without any problem.

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Your Web Advantages

About

What is in it for you?

Your presentation will be optimized to the graphical and technical best possible outcome. Addressing the rankings in search engines as well as your target customers taste.

TheWesternSource.com is not driven by a database-system inserting only inserting data into a template. It's the human behind it, that makes it a unique presentation and resulting in high search engine rankings.

Google being the most important search engine on the net is setting the standard for the source code markup. TheWesternSource is adhering to these principles, ensuring the best possible outcome for your individual data.

The pages are optimized for both; graphic oriented browsers and text-only browsers. Due to this the pages are also barrier free for challenged people and on screen readers may also explain something about the pictures that are not visible.

Because no database is used, the title tags for links and pictures are kept unique and so are the keywords and meta descriptions.

TheWesternSource allows not only for B2C marketing but also for B2B.

Your wishes and input will not only be appreciated but addressed in the best possible way.

Presentation is much better than with most other comparable services. We don't only know the internet - we know your industry and the daily problems you're faced!

Knowing the internet since it has been available to the public and been the youngest professor for internet surveillance, I know what I'm doing.

Quick facts:

- *Long time experience*
- *Professional graphical & technical work*
- *Human made, driven and managed*
- *Up-to-date markup*
- *Optimized for humans and machines*
- *Nearly 100% individual presentation*
- *B2C & B2B marketing*
- *It's really about your best outcome*
- *Presentation you would pay 10 times and more with others*
- *Direct booking request & contact form*

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Financial Information

Rates

How much is it?

The rates are an absolute bargain.

Annual listing fee \$49

If your property applies to more than one category, it can be added to each applicable category at no additional charges.

Featured property fees

Following standard featured property rates and possibilities are available:

Current Rates

| | State Level only | Country Level* | Index Level ¹ |
|-----------|------------------|----------------|--------------------------|
| 3 months | \$49 | \$99 | \$199 |
| 6 months | \$89 | \$189 | \$389 |
| 9 months | \$129 | \$279 | \$579 |
| 12 months | \$159 | \$359 | \$759 |

*Includes state level.

¹Includes main categories, country, state and navigation menu levels.

Includes

- Graphic work of up to 20 pictures. Additional pictures are calculated at \$1 per picture.
- All text layout of course, editorial changes excluded. Suggestions might be made, but it's up to you how you want to present your property.

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