



2016 PARTNERSHIP OPPORTUNITIES EQUINEINFOEXCHANGE.COM

WHO WE ARE A single source uniting the horse world, offering Education, Information and Entertainment!

WHY WE MATTER Our growing community embraces our vision to showcase the leaders in the equine industry, provide depth of content, and commitment to share knowledge and add value for horse lovers everywhere.

WHAT WE OFFER Visibility for both established and emerging businesses, continuous viewer engagement, and high-value reach at every partnership level.

HOW WE CAN HELP By leveraging world-class technology, marketing, design and our equine editorial team, our growth is exponential. Let us show you how we can optimize your results!

**When you advertise on EquineInfoExchange.com
we can showcase your business to our:**

- ✓ **300,000+ Page Views per Month**
- ✓ **500,000+ Social Media Reach**

EquineInfoExchange.com has over 100 pages with engaging content that appeals to all horse lovers. We are continually refining our marketing strategies to increase traffic. For instance, we are hosting "Free Gift Friday" to encourage repeat visits from our audience. Ride this wave of success with us!

Contact us at: sales@equineinfoexchange.com

EACH CUSTOMER ACQUISITION IS MEANINGFUL

Our 2016 Visitor Survey Shows

76% Own or manage 2 or more horses
16% Own or manage 20 or more horses

79% Ride at least once a week
20% Ride five times a week or more

63% Own a horse trailer
75% Own a truck



47% Participate in horse shows / competitions
71% Belong to an equine related club or association

47% Attend Horse Fairs

60% Travel for Pleasure
50% Travel for Business

89% Attended college or have a college degree



FEATURED BUSINESS LISTINGS

When you feature your equine-related business on Equine Info Exchange, we can showcase your business to our audience of:

- ✓ **300,000 +** Page Views per Month
- ✓ **500,000 +** Social Media Reach

At the Diamond level, we will also send out a press release about your business to our media list of more than **300** outlets. When you subscribe for one year, you save 20% off the already low price!

Select the Gold, Platinum or Diamond Level that best meets your organization's needs and remember that when you choose to pay annually, you save 20%! Share your business with a global audience starting today and save money at the same time!

Learn more here:

EquineInfoExchange.com/index.php/home/featured-listing-for-your-business

GOLD LEVEL

1. Company Name
2. Company Address
3. Direct Link to your website
4. Enhanced Business Listing will remain in current page section
5. Company Logo/photo
6. Company Phone included on your listing
7. One Social Media direct link

Subscribe at \$30 per month
OR
Buy Now at \$288 per year,
20% discount, savings of \$72

PLATINUM LEVEL

1. GOLD LEVEL *PLUS*
2. Two Social Media direct links
3. Company Email direct link
4. We Tweet about you 2X per month
5. Business Description up to 100 characters

Subscribe at \$50 per month
OR
Buy Now at \$480 per year,
20% discount, savings of \$120

DIAMOND LEVEL

1. PLATINUM LEVEL *PLUS*
2. Enhanced Business Listing in current page section & at top of page in Featured Listings
3. Three Social Media direct links
4. We Tweet about you 10X per month
5. Business Description up to 150 characters
6. Announce your business in our Press Release
7. Two posts on Facebook per month about your business
8. DIAMOND Level is available to a limited number of subscribers

Subscribe at \$99 per month**
OR
Buy Now at \$950 per year,
20% discount, savings of \$238



BANNER ADVERTISING OPTIONS

You choose the section and pages for your Banner.

Your Banner gets

UNLIMITED impressions and

you can enjoy a 20% Discount

when you secure a Six Month contract!

Top of Page Banner – Only **\$375/month** (+\$125 per additional page). This is the banner at the top of the pages you select and is our most prominent placement. *Placement for this is not available on the Home page. 728px X 90px*



Bottom of Page Banner – Only **\$300/month** (+\$100 per additional page). This is the banner at the bottom of the pages you select and is placed above any advertising sponsored by Google. *Placement for this is not available on the Home page.*

Banner Advertising Exclusively on the Top of the Home Page

(Rotating photos - new ad option) Perfect for promoting your events!

Weekly \$195.00 or Monthly \$702.00 and enjoy a 10% discount. *For more info see page 6.*

Tall Rectangle – Only **\$270/month** (+\$75 per additional page) This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$500 per month. 250px X 350px*

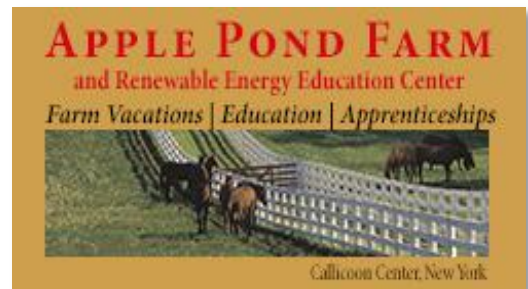


BANNER ADVERTISING OPTIONS

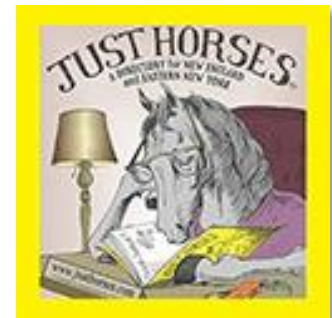
Square – Only **\$250/month** (+\$50 per additional page) This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$400 per month.*
250px X 250px



Rectangle – **\$150/month** (+\$30 per additional page), This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$300 per month.*
250px X 125px



Small Square – **\$110/month** (+\$30 per additional page). This banner appears in the right hand column on the pages you select. *Placement for this is not available on Home page.*
125px X 125px



Custom - If interested in any type of size or duration, please let us know your request and we will provide a customized package.

Get a 20% discount for a Six Month contract!

ROTATING PHOTO BANNER ON HOME PAGE

Our NEWEST option!
Located on our HOMEPAGE with UNLIMITED views.
Perfect for EVENTS, CLINICS, SHOWS
or PROMOTIONS!
Weekly \$195.00 Monthly \$702.00 (10% discount)

Note: Approved artwork only

The screenshot shows the Equine Info Exchange website interface. At the top left is the logo for Equine Info Exchange, with the tagline "The Source for Everything Equine". To the right is a search bar and a "Login to My Profile" button with social media icons for Facebook, Twitter, and Email. Below the header is a navigation menu with categories: WELCOME, RIDING DISCIPLINES, RECREATION & LIFESTYLE, TRAVEL & TOURISM, HEALTH & EDUCATION, TACK & FARM, RETIRE & REHOME, HORSE RACING, CLASSIFIED ADS, COMMUNITY FORUM, CONTESTS, and LOGIN. The main content area features a "FIRST ACTS" section with a profile of Ilka Gansera-Lévêque, a Racing Trainer. Below this is a rotating photo banner showing two brown horses in a green paddock with a white fence, which is circled in red. To the right of the banner is a "Today's News" section with several article headlines.



FREE GIFT FRIDAY

Looking for an innovative
way
to introduce your products
to a massive audience of
horse lovers
around the world?
Free Gift Friday is the
answer!

One of our most **POPULAR** pages!

For only **\$500.00** per month/per gift, **EIE** promotes our **Free Gift Friday** page **60 TIMES** a month through our social media and e-mail blast campaigns. Everyone loves to “**Enter to Win**” and when you become a part of our **Free Gift Friday** family, we will showcase your product **daily** to our growing equine-loving family!

For all the details, visit EquineInfoExchange.com/index.php/contests/free2

Horse lovers will
come running
to check out your
products when you
become a part of **Free
Gift Friday!**

Everyone loves the fun
and excitement of
taking a chance to win
something amazing.



CUSTOMIZED SURVEY

Let us help you get to know your customers' needs and wants even better, by allowing us to host a survey for you.

Gather valuable demographic information! We host your survey with an added incentive *to win a prize*. This is a great way to encourage people to participate. Here is an example of what your survey could look like:



<http://survey.constantcontact.com/survey/a07ecux73t2ipr89ptr/start>

You can brand this survey with your logo and we can distribute it for you. We can select a winner or winners for you so that you may directly provide them with the prizes of your choice.

Between Equine Info Exchange's mailing list, Facebook connections and Twitter followers, we have an outreach of more than 100,000 people. In turn, we will provide you with the valuable statistics of the results of this survey so you can better understand the needs and wants of your customers.

- ✓ **EIE will develop the survey to match your product-specific questions.**
- ✓ **We will host it for you.**
- ✓ **We will drive traffic to your survey via our Twitter/Facebook/e-mail blast efforts and**
- ✓ **We will provide you with the complete results of your survey.**

Our Customized Survey is available to your firm.

Please contact us at **sales@equineinfoexchange.com**



Let us help you really get to know your current and your future customers by allowing us to host a Customized Survey for your company today!

PARTNERSHIP PACKAGES WITH EQUINE INFO EXCHANGE



Elite Premier Partnership	\$10,000 per month
Premier Partnership	\$5,000 per month
Professional Partnership	\$2,500 per month
Associate Partnership	\$1,500 per month

Enjoy a 10% discount for 6 month contracts and a 20% discount for annual contracts.

Let EquineInfoExchange.com help you take a big leap toward your next level of success!

Please consult with your Account Executive who will provide you with detailed descriptions of these offerings and help advise which package works. Call your Account Executive today for all the details or contact us at sales@equineinfoexchange.com

EIE offers four partnership levels to best serve your business. These are robust, multi-faceted packages which take full advantage of EIE's features.

Each Partnership Package includes an array of our products, promotional opportunities, consulting services, banner ads, video ads, press distribution and social media outreach.

Our social media presence includes:

50,000 + Twitter followers

25,000 + horse lovers on our e-mail list from around the globe.

19,000 + Facebook Followers

EIE on Twitter @EquineInfoEx

EIE Facebook pages:

Equine Info Exchange: [Facebook.com/equineinfoex](https://www.facebook.com/equineinfoex)

EIE Horse Racing: [Facebook.com/equineinfoex.horseracing](https://www.facebook.com/equineinfoex.horseracing)

EIE Horse Health and Education: [Facebook.com/equineinfoex.horsehealth](https://www.facebook.com/equineinfoex.horsehealth)

EIE Horse Rescue and Retirement: [Facebook.com/equineinfoex.horserescue](https://www.facebook.com/equineinfoex.horserescue)