



2021 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:**

- ✓ **180,000+ Page Views per Month**
- ✓ **57,000+ Facebook Likes**
- ✓ **26,000+ Twitter Followers**

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 Recent 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

69% have income over \$75,000



CALENDAR OF EVENTS

We offer the only comprehensive **Calendar of Events** for the equestrian and horse loving community. We look forward to promoting your event and organization to our ever-growing audience of horse lovers around the world!

We have Event Calendars in all these categories:



Premium Event Listing

Your Premium Event will be **featured on the EIE Home page** in a prominent placement. Your Event will also appear on the **Events Calendar for your category**, displayed in a weekly, monthly or daily view. We will post your event to our ever growing **Facebook** audience.

Your Premium Event Listing includes:

- Event Title and Dates with a link back to your website
- Category of your choice
- Venue Name, exact address and description with Google Map
- Company Logo
- Event Description and Two Images
- BUY NOW button for tickets with link to your website, PayPal, Ticketmaster or Eventbrite
- Event Contact email and phone
- Event Video from YouTube or Vimeo
- Event Information for your visitors - a file they can download
- Visitors can Save your Event in their Google Calendar, Yahoo Calendar or on their device
- Visitors can Share your Event to their Facebook page

[Display Your Event Listing for One Month \\$100](#)

[Display Your Event Listing for 2 - 5 Months for \\$75 per Month](#)

[Display Your Event Listing for 6 Months or More for \\$50 per Month](#)



Premium Listing on the EIE Calendar of Events – example

RECREATION & LIFESTYLE

Events

Kentucky Derby, Churchill Downs, Louisville, KY

By Year

By Month

By Week

Today

Search

[Share](#)

Add to your Google Calendar

Kentucky Derby, Churchill Downs, Louisville, KY

Saturday, May 02, 2020

Churchill Downs
700 Central Ave
Louisville, KY 40208 USA

Churchill Downs is a Thoroughbred racetrack most famous for annually hosting the Kentucky Derby. It officially opened in 1875, and held the first Kentucky Derby and the first Kentucky Oaks in the same year. Churchill Downs has also hosted the renowned Breeders' Cup on nine occasions, most recently on November 2 and 3, 2018.

Map

Satellite

Circle

Full Screen

Print

Share

0:05

KENTUCKY DERBY

Presented by **WOODFORD RESERVE®**

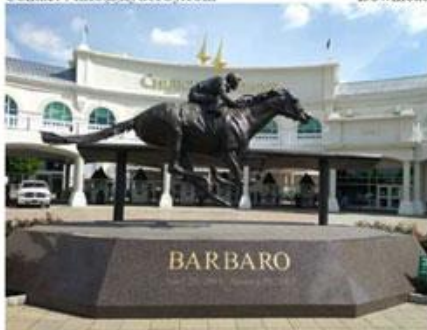
146th Kentucky Derby, the Greatest Two Minutes in Sports!

The Kentucky Derby, presented by Woodford Reserve, is a top rank, Grade I stakes race for 3 year old Thoroughbred horses. The race distance is one and one-quarter miles long, and it is run on the dirt racetrack at Churchill Downs in Louisville, Kentucky. Colts and geldings in the race carry 126 pounds (57 kg), and fillies in the race carry 121 pounds (55 kg).


Buy Tickets

Contact : info@kyderby.com

Download: [Kentucky Derby Day Schedule](#)



BARBARO



FEATURED BUSINESS LISTINGS

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

- ✓ **180,000+ Page Views per Month**
- ✓ **57,000+ Facebook Likes**
- ✓ **26,000+ Twitter Followers**

We offer a Gold, Platinum or Diamond Level that best meets your organization's needs. Our most popular option is the Diamond Level.

At the Diamond Level, we will also send out a press release about your business to our media list of more than **300** outlets.

Choose to pay annually and you save 20%! Share your business with a global audience starting today and save money at the same time!

Learn more here:

<https://www.equineinfoexchange.com/index.php/home/advertising-on-eie/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!

HERO Banner - Exclusively on the Home Page – \$195/week or \$695/month

Take advantage of our newest banner placement with a **HERO Banner** on the EIE Home page: the biggest size, the highest visibility, the most impressions and always above the fold (no scrolling). Grow your website traffic and get your business seen by our horse-lovers every single day! [For more info see page 8.](#)

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



Leaderboard Banner on Bottom of Page – 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, Amazon or other third parties. *Placement for this is not available on the Home page.*

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**

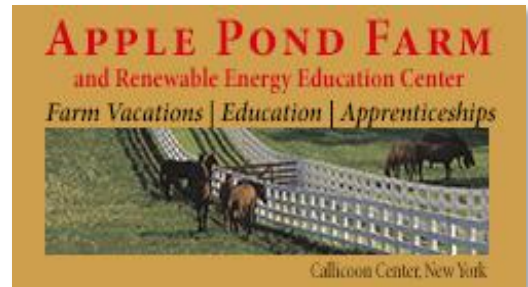


BANNER ADVERTISING OPTIONS

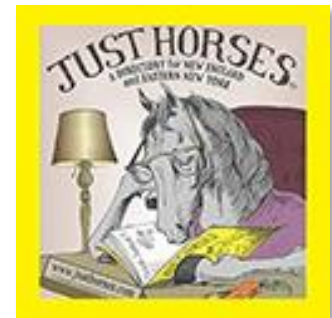
Square – Only **\$250/month** (+\$50 per additional page) This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$400 per month.*
250px X 250px



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!



HERO BANNER ON HOME PAGE

HERO BANNER Our NEWEST option!
Located on our HOMEPAGE with UNLIMITED views.
Perfect for EVENTS, CLINICS, SHOWS
or PROMOTIONS!

Weekly \$195 Monthly \$695 (10% discount)

HERO Banner - Exclusively on the Home Page

Take advantage of our newest banner placement with a **HERO Banner** on the EIE Home page: the biggest size, the highest visibility, the most impressions and always above the fold (no scrolling). Grow your website traffic and get your business seen by our horse-lovers every single day!

HERO BANNER for RIDE TV on EIE Home Page

The screenshot shows the Equine Info Exchange homepage. At the top is the EIE logo and navigation menu. A hero banner for RIDE TV is prominently displayed in the center, featuring a group of people on horseback and the text "Your Destination for Equestrian Sports and Lifestyle Shows". The banner includes a price of \$59.99/mo. and a Dish logo. To the left of the banner is a "Today's News" section with several articles. To the right is an "Upcoming Events" section with a calendar view. A red circle highlights the hero banner area.

Banner dimensions are 640px X 400px

Note: Approved artwork only

ADVERTISING OPTIONS AND DISCOUNTS

Combine your advertising options and take advantage of our discounts.

Standard Rates for One Month

Premium Event Listing – \$75

Featured Business Listing – Diamond Level - \$50

Hero Banner on EIE Home Page – One Month - \$695

Special Combination Offer – Take out a Hero Banner for One Month and get a FREE Calendar of Events Premium Listing and a Featured Business Listing! You save \$125 a **15% Discount**.

Standard Rates for Six Months

Premium Event Listing – \$180

Featured Business Listing – Diamond Level - \$594

Special Combination Offer – Take out both listings for Six Months for \$580! You save \$194 a **25% Discount**.



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!



CUSTOMIZED POLL

Give people a chance to express their opinions through a Poll. Inspire them with thought provoking questions and start a conversation with your customers.

We recently partnered with **Kerrit's Performance Equestrian Apparel** and conducted a Poll about Plus Size Riding Apparel. We offered a free pair of Women's Riding Breeches to anyone who completed the Poll. We collected their email address and corresponded with them about the results and the winner.

The image on the right is an example of the Poll Results that display immediately after a vote is cast. The most popular choice moves to the top and the color progress bar shows a visual representation of the response rate. It's an interactive experience for participants with an immediate effect.

This is an invaluable tool in soliciting your customer's tastes. It increases brand awareness and focuses their attention on your company's services and products.

- ✓ **EIE will develop a Poll to engage people with your services and products.**
- ✓ **We feature the Poll on our Home page.**
- ✓ **We will share the Poll through Social media via our Twitter, Facebook and e-mail blasts.**
- ✓ **We will provide you with the complete results of your Poll, including a statistical analysis of the responses, all comments and email addresses of participants.**

Let Us Create a Poll for your firm.

Please contact us at sales@equineinfoexchange.com



SPONSORED CONTENT

Publish your content on EIE! Grow your website traffic and get your business seen by our horse-lovers who are interested in what you have to say or sell.

We publish articles almost daily including a wide variety of topics from Health & Education to Recreation & Lifestyle. You can get an overview by looking at our [Archive of Articles](#).

**Our rate to publish your content is \$250 - \$500
depending on the length of the article.**

In addition we may include your article in a press release and share it on social media. Reach out to us for a customized quote at info@equineinfoexchange.com.

Here's some of most popular recent articles featuring apps, books and services available to our readers.

[EIE Recommends "The Rundown," a Stable Management App that Aims to Eliminate Communication Problems in Horse Racing](#)

[Is Your Horse Happy and Comfortable? Find Out with This Simple Body Exploration](#)

[An Artist's Life: Living Through Horses and Their People](#)

[3 Companies That Excel at Outfitting Equestrians of All Sizes](#)



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 on Twitter @EquineInfoEx

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)

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:

27,000 + Twitter
followers

58,000 + Facebook
Followers

52,000 + horse
lovers on our e-
mail list from
around the globe.

