



## 2024 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+ Website Monthly Page Views**
- ✓ **2,500,000+ Social Media Monthly 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](mailto:sales@equineinfoexchange.com)

# EACH CUSTOMER ACQUISITION IS MEANINGFUL

## Our Recent Visitor Survey Shows

**47%** Attend Horse Fairs or Horse Racing Events

**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

**60%** Travel for Pleasure

**50%** Travel for Business

**89%** Attended college or have a college degree

**69%** have income over \$75,000



# 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](mailto:info@equineinfoexchange.com).

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

[A Brief Guide to Betting on Horses](#)

[Barn Design and Management Tips for Competition Horses](#)

[Equine-Themes Slot Games: Celebrating Horses in Casino Gaming](#)

[Friendly Games for Horse Lovers](#)

[Virtual Tracks and Digital Thrills: The Evolution of Digital Horse Racing](#)

[Equestrian Europe: Horse Culture Countries](#)

[You May Still Be Entitled to Money Back for Your Equine Business with ERC!](#)

[A Brief History of Horse Racing in the United Kingdom](#)

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

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

["The Problem of Overfacing" – Excerpt from The Sport Horse Problem Solver](#)

[Which are the Hottest Horse Racing Bonuses the Bookmakers Offer?](#)



# 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](mailto: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:

- ✓ **300,000+ Page Views per Month**
- ✓ **2,500,000+ Social Media Monthly Reach**

Featured Business Listings appear at the very top of the list in a huge variety of sections. Truly a vast array of information and resources that the equestrian community relies on and trusts. Join us and grow your business!

At the **Platinum Level** for \$50 per month, your logo can appear on every page in our website! At the **Diamond Level** we publish two of your articles with a yearly subscription - a value of \$600! Click [here](#) to learn more.

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

## PLATINUM LEVEL

1. Company Logo/photo
2. Company Name
3. Company Address
4. Company Phone
5. Company Email direct link
6. Direct Link to your website
7. Social Media links
8. Business Description
9. A clickable Company logo appears in the Footer of every page at random
10. A clickable Company logo on the home page in "Featured Sponsors"

Subscribe at \$50 per month

OR

Buy Now at \$480 per year,  
20% discount, savings of \$120

Subscribe



Buy Now



## DIAMOND LEVEL

1. Platinum Level *PLUS*
2. Announce your business in a Press Release
3. Two sponsored posts with a yearly subscription - a value of \$600! Your content can reach our audience of engaged horse-lovers

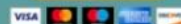
**Get maximum exposure on Equine Info Exchange!**

Subscribe at \$99 per month\*\*

OR

Buy Now at \$950 per year,  
20% discount, savings of \$238

Subscribe



Buy Now



**\*\* There is a six month minimum for the Monthly Subscription. You will be charged \$594 for the first six months, then monthly billing at \$99 per month will begin seven months after your initial payment.**



# 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**

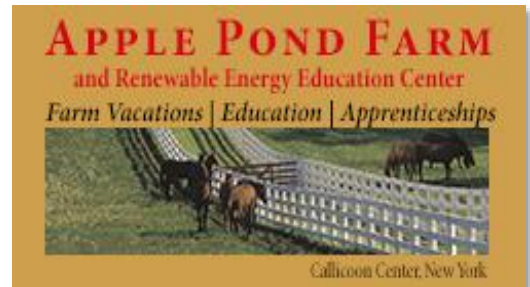


# BANNER ADVERTISING OPTIONS

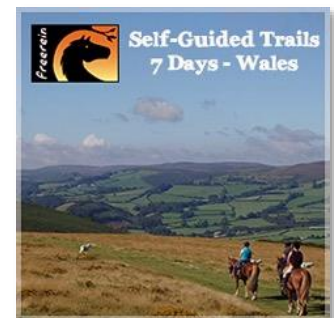
**Square** – Only **\$250/month** (+\$50 per additional page) This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$400 per month.*  
**400px X 400px**



**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

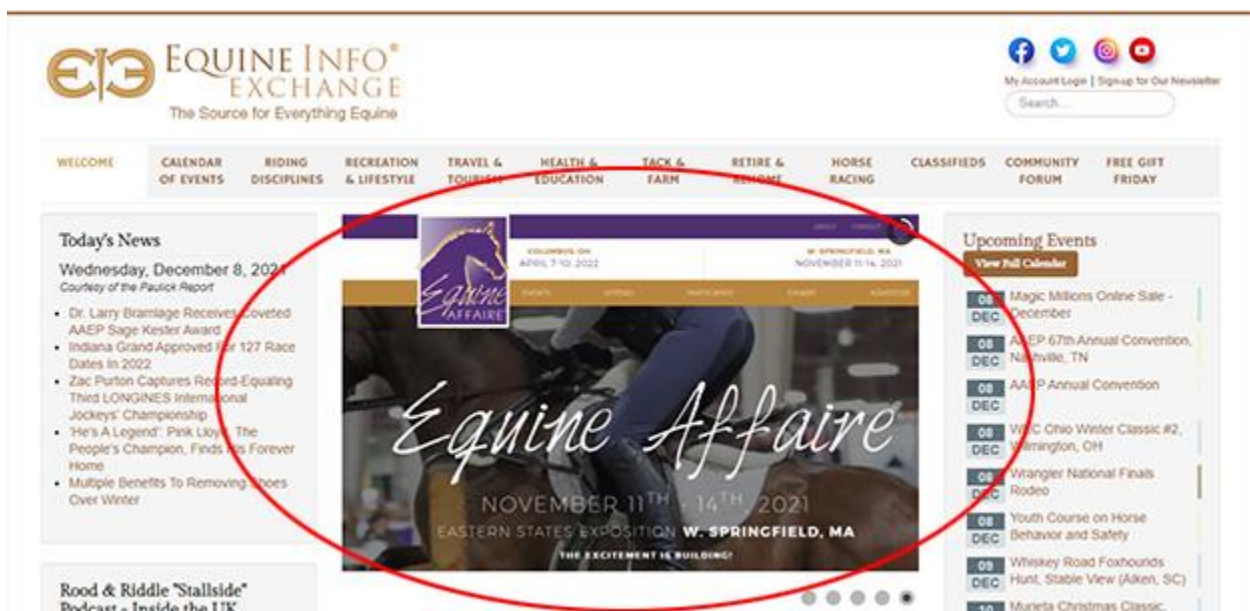
**HERO BANNER Our NEWEST option!**  
**Located on our HOMEPAGE with UNLIMITED views.**  
**Perfect for EVENTS, CLINICS, SHOWS**  
**or PROMOTIONS!**

**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 Equine Affaire on EIE Home Page



**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 – \$100

Featured Business Listing – Diamond Level - \$99

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 \$199 a 22% **Discount**.

## **Standard Rates for Six Months**

Premium Event Listing – \$300

Featured Business Listing – Diamond Level - \$594

**Special Combination Offer** – Take out both listings for Six Months for \$670! You save \$224 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/contests](http://EquineInfoExchange.com/contests)

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](mailto:sales@equineinfoexchange.com)**



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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!

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# 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](mailto:sales@equineinfoexchange.com)



# PARTNERSHIP PACKAGES WITH EQUINE INFO EXCHANGE



<b>Elite Premier Partnership</b>	\$10,000 per month
<b>Premier Partnership</b>	\$5,000 per month
<b>Professional Partnership</b>	\$2,500 per month
<b>Associate Partnership</b>	\$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](mailto: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.

