



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

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.

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

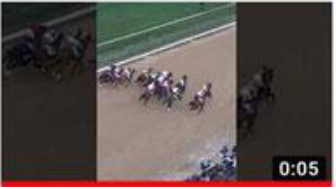

[Share](#) | [Add to your Google Calendar](#)

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.



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](#)



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

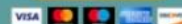
Get maximum exposure on Equine Info Exchange!

Subscribe at \$99 per month**

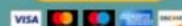
OR

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**

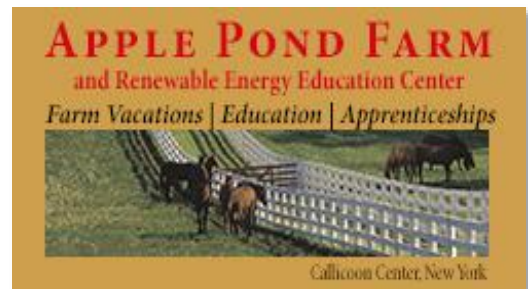


BANNER ADVERTISING OPTIONS

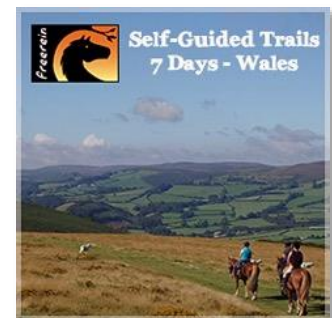
Square – Only **\$250/month** (+\$50 per additional page) This banner appears in the right hand column on the pages you select. *Placement is available on the Home page for \$400 per month.*
400px X 400px



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

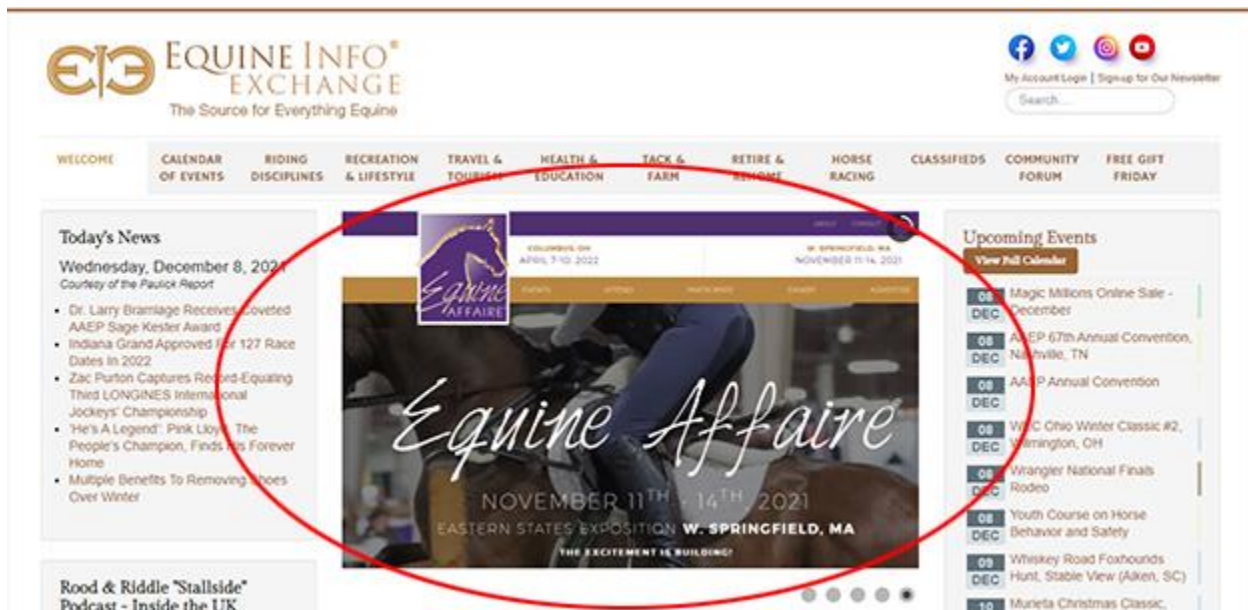
HERO BANNER Our NEWEST option!
Located on our HOMEPAGE with UNLIMITED views.
Perfect for EVENTS, CLINICS, SHOWS
or PROMOTIONS!

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

The image is a screenshot of the Equine Info Exchange (EIE) website homepage. At the top left is the EIE logo and the text 'EQUINE INFO EXCHANGE The Source for Everything Equine'. At the top right are social media icons for Facebook, Twitter, Instagram, and YouTube, along with a search bar and a 'Sign up for Our Newsletter' button. Below the header is a navigation menu with categories: WELCOME, CALENDAR OF EVENTS, RIDING DISCIPLINES, RECREATION & LIFESTYLE, TRAVEL & TOURISM, HEALTH & EDUCATION, TACK & FARM, RETIRE & BENEFIT, HORSE RACING, CLASSIFIEDS, COMMUNITY FORUM, and FREE GIFT FRIDAY. The main content area is divided into three columns. The left column is titled 'Today's News' and features a list of articles from Wednesday, December 8, 2021. The middle column is dominated by a large hero banner for the 'Equine Affaire' event, which is circled in red. The banner features a purple and white logo, a photo of a person riding a horse, and the text 'Equine Affaire NOVEMBER 11TH - 14TH 2021 EASTERN STATES EXPOSITION W. SPRINGFIELD, MA THE EXCITEMENT IS BUILDING!'. The right column is titled 'Upcoming Events' and lists several events for December and January, including 'Magic Millions Online Sale', 'AAEP 67th Annual Convention', and 'AAEP Annual Convention'.

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

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.



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

PLUS SIZED riders we want to hear from you! Designers WANT to know your needs - one lucky rider will win a free pair of women's breeches of YOUR CHOICE for taking the survey, courtesy of Kerrits. Check all the responses where you agree!

The clothing is not flattering in my size.
Votes: 80 (38.5%)

Finding clothing specifically cut for a fuller figure is not easy.
Votes: 48 (23.1%)

There are issues/problems with quality.
Votes: 39 (18.8%)

Plus sized clothing is too expensive.
Votes: 31 (14.9%)

Plus size clothing is not carried in my local retailer!
Votes: 10 (4.8%)

Total Votes: 208
First Vote: November 28, 2016
Last Vote: December 7, 2016

November 28, 2016 | December 7, 2016



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 or contact us at sales@equineinfoexchange.com

[EIE on Twitter X @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.

