



Advertising Packet - 2017

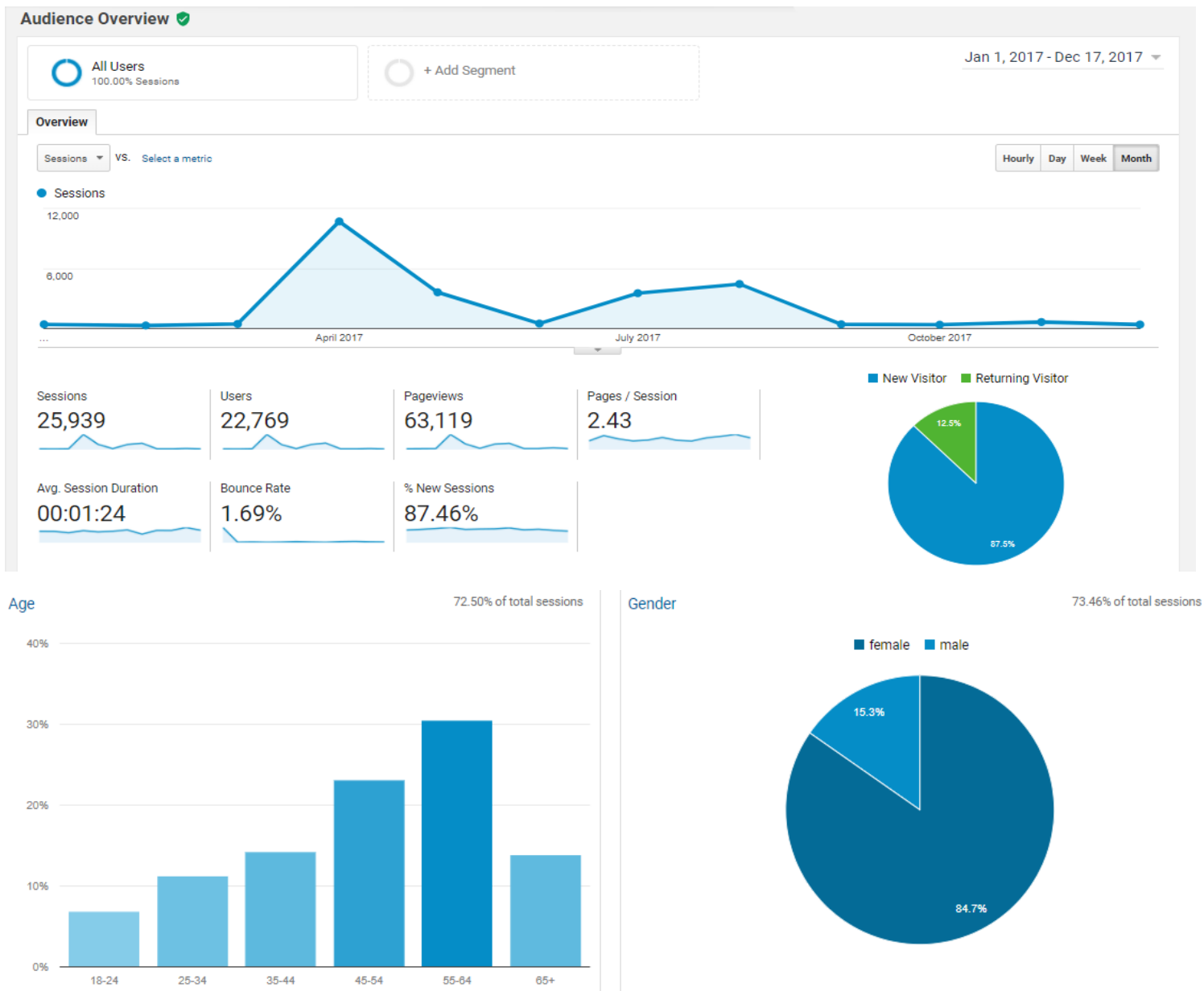
The Colorado Horse Forum started as an online community dedicated to equines in Colorado in 2007. **We have blossomed into a fully functional equine blog with over 22,000 users in 2017, while still retaining an online community with over 7,400 current members (and growing).** We also offer a free online calendar as well as an online classifieds section.

www.coloradohorseforum.com

We love horses, donkeys, mules and more... We cover topics from boarding, training, trail riding, showing, equine events, horse health, product reviews, and more. Most of all we offer a fun friendly environment to get to know other equine enthusiasts in Colorado and share information through.

We offer many affordable advertising opportunities - outlined on page 4!

Website Visitors for 2017

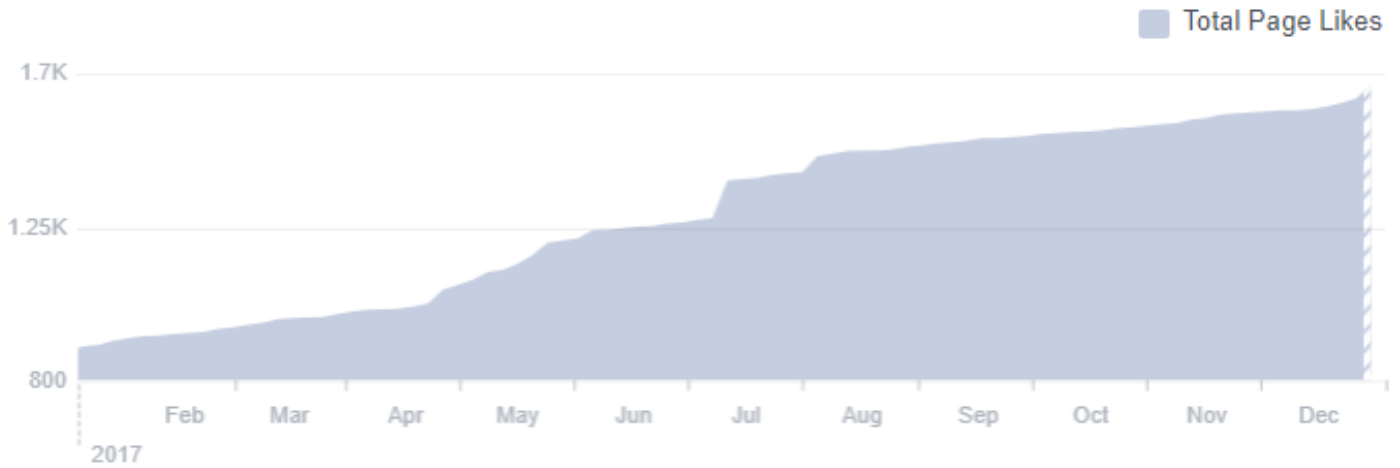




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Facebook Statistics for 2017

Total Page Likes as of Today: 1,668



Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



BENCHMARK

Compare your average performance over time.

Organic

Paid

Email Newsletter Statistics for 2017

22.33% Email Open Rate in 2017 with 534 current subscribers, equals out to 119 users on average viewed our emails.

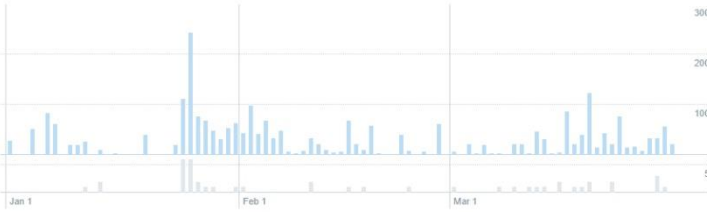
2017-12-14 Equestrian Survey Regular • Colorado Horse Forum Newsletter Sent on Thu, Dec 14, 2017 3:50 pm	544 Subscribers	21.5% Opens
2017-11-22 Happy Thanksgiving Regular • Colorado Horse Forum Newsletter Sent on Wed, Nov 22, 2017 4:10 pm	550 Subscribers	16.0% Opens
2017-09 Newsletter Regular • Colorado Horse Forum Newsletter Sent on Tue, Sep 05, 2017 6:58 pm	532 Subscribers	21.0% Opens
2017-05-08 Disease Concerns in CO Regular • Colorado Horse Forum Newsletter Sent on Mon, May 08, 2017 8:21 pm	525 Subscribers	31.2% Opens
2017-02-10 February Articles A/B Testing • Colorado Horse Forum Newsletter Sent on Fri, Feb 10, 2017 7:13 pm	515 Subscribers	21.9% Opens



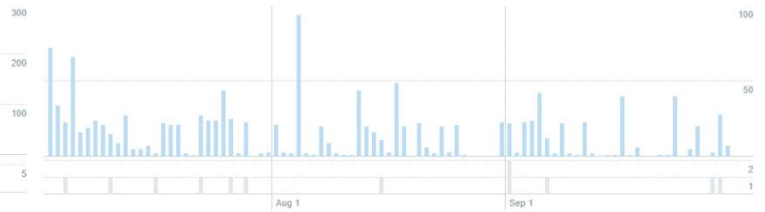
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Twitter Statistics for 2017

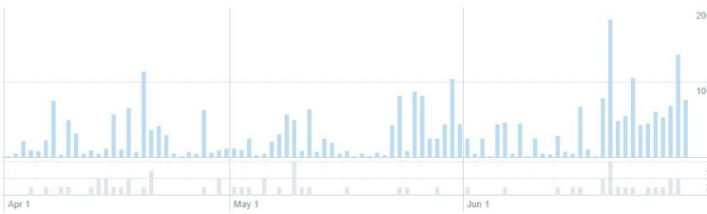
Your Tweets earned 2.6K impressions over this 90 day period (January 2017 - March 2017)



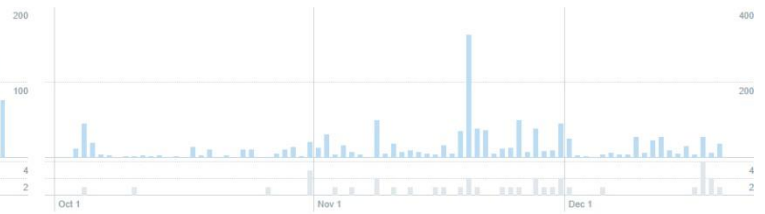
Your Tweets earned 1.3K impressions over this 91 day period (July 2017 - September 2017)



Your Tweets earned 3.0K impressions over this 91 day period (April 2017 - June 2017)



Your Tweets earned 2.2K impressions over this 80 day period (October 2017 - December 2017)



Instagram Statistics for 2017

coloradohorseforum [Edit Profile](#) ⚙️

26 posts 88 followers 107 following

Colorado Horse Forum

POSTS SAVED



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Sponsorship Opportunities

In every sponsorship opportunity we offer, we provide tracking links for your ads. What this means – if you utilize Google Analytics or another quality website analytics tracking medium, you will be able to see the click to your site from your advertising partnership with us. We will also provide you monthly statistics on the amount of times your ad was served to our users. **We offer discounts to businesses that want to sign up for an entire year or with multiple advertising packages!**

Site Sponsorship - \$299/ month

This is a great way to get your business name or ad in front of our website visitors. Your ad will be displayed to all visitors, on every page. The repeated brand building will help keep you front of mind when the visitor has a need that fits your specialty. We will only offer one advertisement per industry* at the same time. We only offer space to 4 advertisers at one time to offer exclusivity. First come first served.

What site sponsorship/advertisement includes:

- 300x250px banner advertisement with link: on website articles and all webpages to over 1,800 avg. visitors per month with 2.43 pageviews.
 - Mention on the Corporate Facebook as a site sponsor to over 1,600 followers monthly.
 - Mention on the Corporate Twitter account as a site sponsor to over 750 impressions average monthly.
 - Listed as a Site Sponsor with your logo here: <http://coloradohorseforum.com/site-sponsors/>
-

Calendar Sponsorship - \$1,000/ year

Calendar sponsorship is a great way to be engaged with active equine enthusiasts in Colorado. There is only ONE space available for this, and the location is right above the calendar, so all users will have to scroll past your ad to see our events. On average we have 270 visits on that page alone per month. First come first served.

Blog Post Sponsorship Information - \$75/ blog post

Blog post sponsorship is a great way to build trust with the website visitors, as they will see you as an expert on the topic and think of you the next time they have a need for your specialty. We limit this to one sponsored post per week, and will not allow a direct competitor* to advertise within 4 weeks of your post.

What blog post sponsorship/advertisement includes:

- One blog post published on a topic of your choosing. You can write the article, or we can write it for you. It should be informative and provide beneficial information for our website visitors. We offer over 1,800 average visitors per month with 2.43 pageviews.
- Blog post will be published on our corporate FB page (Over 1,600 followers) as well as to our FB group (over 7,400 members).
- You are listed as the post sponsor & links as well as contact info for your company are provided in the post.
- Sponsored post will be a sponsored ad on Facebook to guarantee a minimum of 2,000 viewers specifically in CO.

Email Newsletter Sponsorship Information - \$100/ email

We send out a newsletter to approximately 544 subscribers. You would have a banner ad on the sidebar of the email. Our email newsletters offer a 22.33% open rate on average. We will only offer one advertisement per industry* at the same time. No more than 4 advertisers per email.

What email sponsorship/advertisement includes:

- 300x250px Image advertisement with link on the right column of the monthly email campaign that is mailed out to over 540 email subscribers.

*Industries include (and some of these will cancel out others based on product type offered): Saddles, Tack Store, Veterinarians, Equine Insurance, Feed, Massage Therapists, Equine Dentists, Equine Clothing, Equestrian Clothing, Truck/Diesel Repair, Horse Trailers, Horse Training, Equine Chiropractor, Ranch/Farm Store, Grooming, Boarding Facility, others available contact for info.