



Advertising Packet - 2018

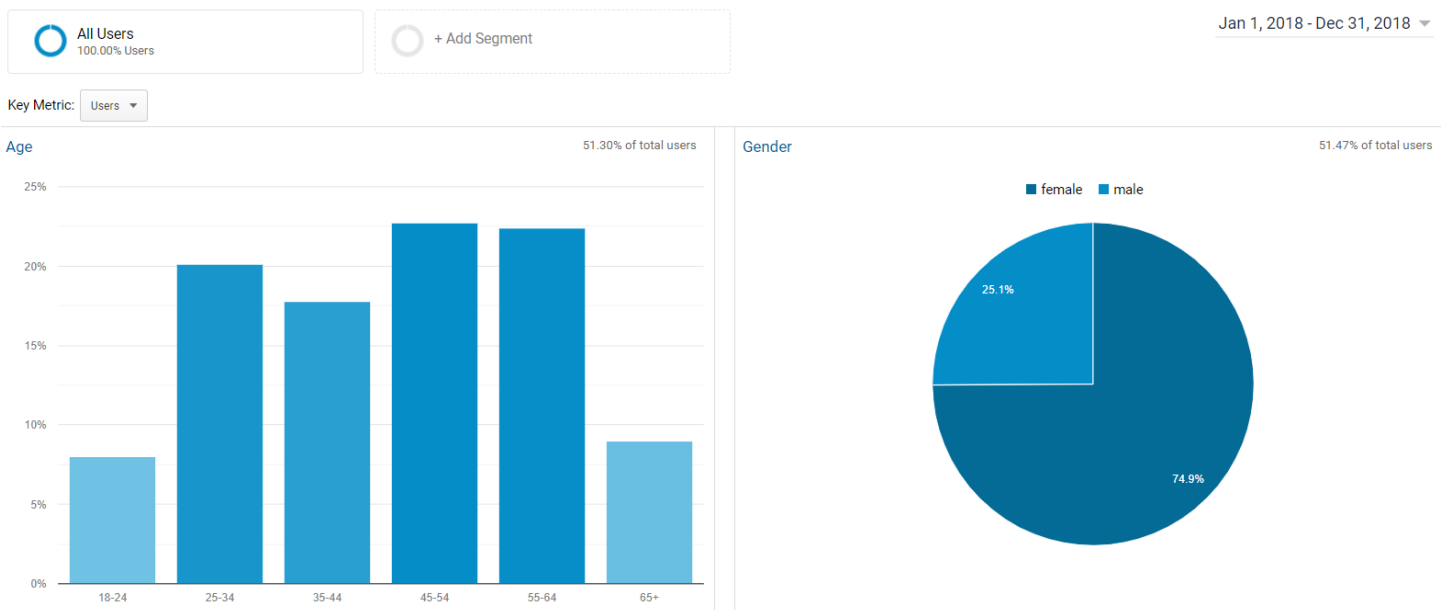
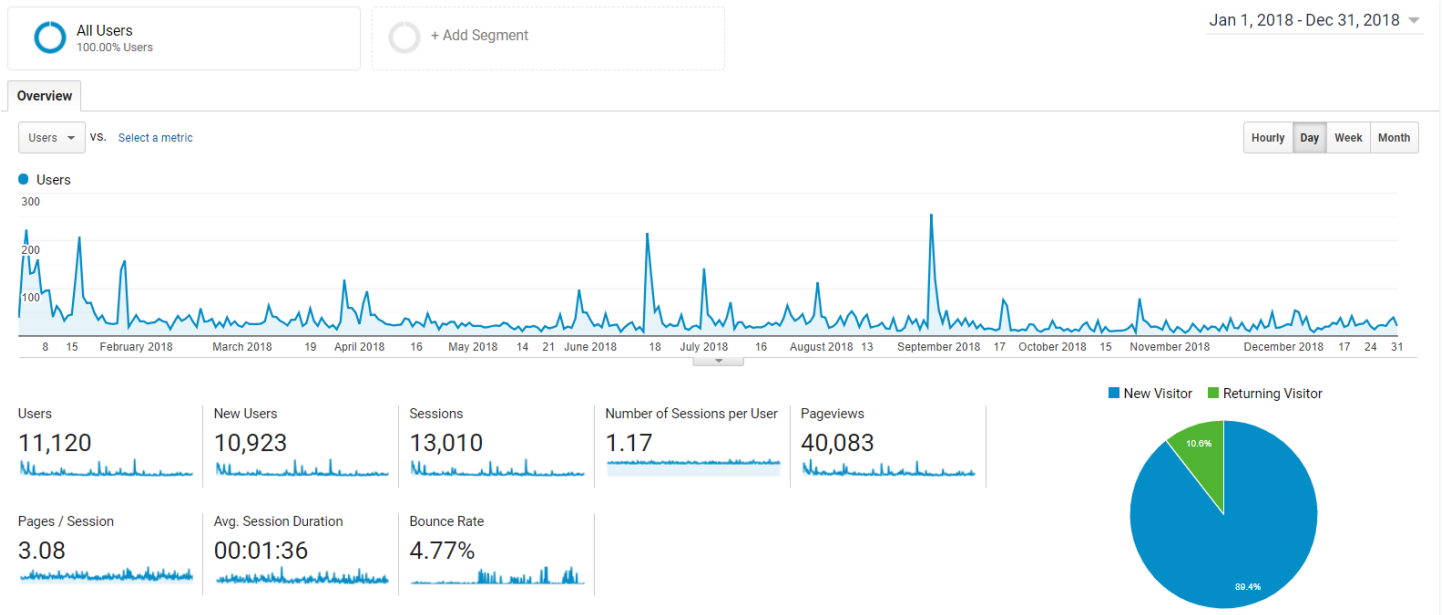
The Colorado Horse Forum started as an online community dedicated to equines in Colorado in 2007. **We have blossomed into a fully functional equine blog with over 11,000 users in 2018, while still retaining an online community with over 8,900 current members (and growing).** We also offer a free online 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 2018

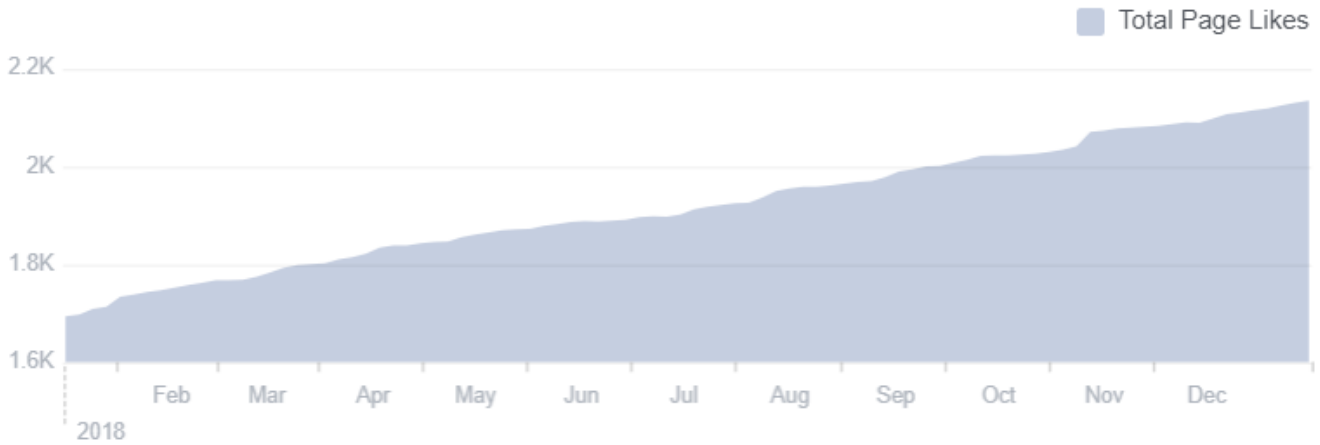




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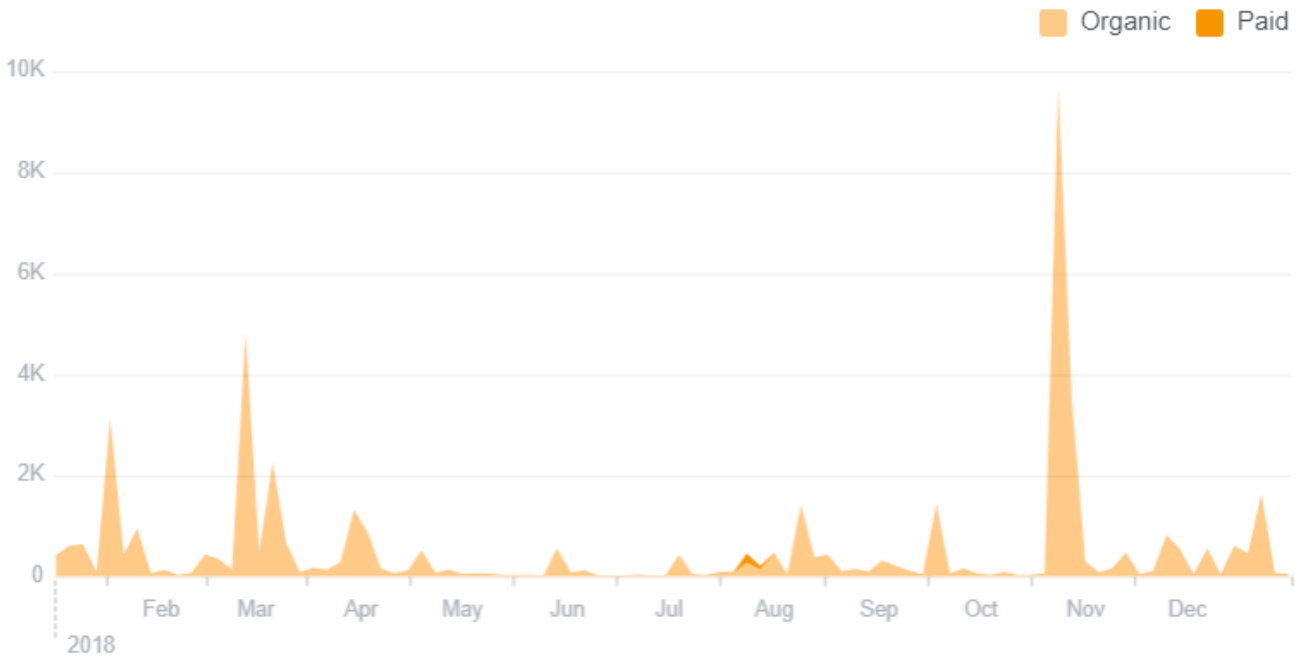
Facebook Statistics for 2018

Total Page Likes as of Today: 2,135



Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



Email Newsletter Statistics for 2018

17.9% Email Open Rate in 2018 with 656 current subscribers, equals out to 117 users on average viewed our emails.



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Twitter Statistics for 2018

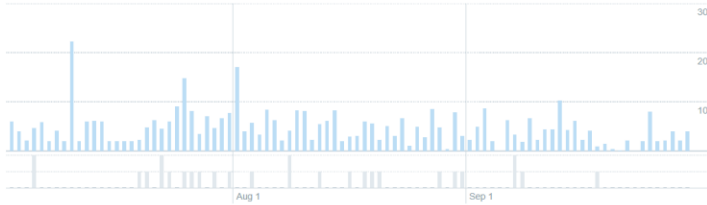
Your Tweets earned **4.3K impressions** over this **90 day period**



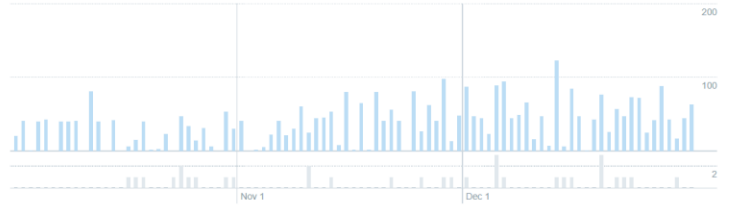
Your Tweets earned **3.5K impressions** over this **91 day period**



Your Tweets earned **4.3K impressions** over this **91 day period**



Your Tweets earned **3.5K impressions** over this **91 day period**



Instagram Statistics for 2018



coloradohorseforum

Following

50 posts 162 followers 110 following

Colorado Horse Forum

The Colorado Horse Forum started as an online community dedicated to equines in Colorado. We have blossomed into a fully functional equine community.

www.coloradohorseforum.com

Followed by [yourhorsesphotography](#), [stacy_justice](#), [audreymendezhayes](#) + 37 more

POSTS

TAGGED





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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 - \$199/ 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 916 avg. visitors per month with 3.08 pageviews.
 - Mention on the Corporate Facebook as a site sponsor to over 2,150 followers monthly.
 - Mention on the Corporate Twitter account as a site sponsor to over 1,300 impressions average monthly.
 - Listed as a Site Sponsor with your logo here: <http://coloradohorseforum.com/site-sponsors/>
-

Calendar Sponsorship - \$500/ 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 145 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 916 average visitors per month with 3.08 pageviews.
- Blog post will be published on our corporate FB page (Over 2,150 followers) as well as to our FB group (over 8,900 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 660 subscribers. You would have a banner ad on the sidebar of the email. Our email newsletters offer a 17.9% 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.