



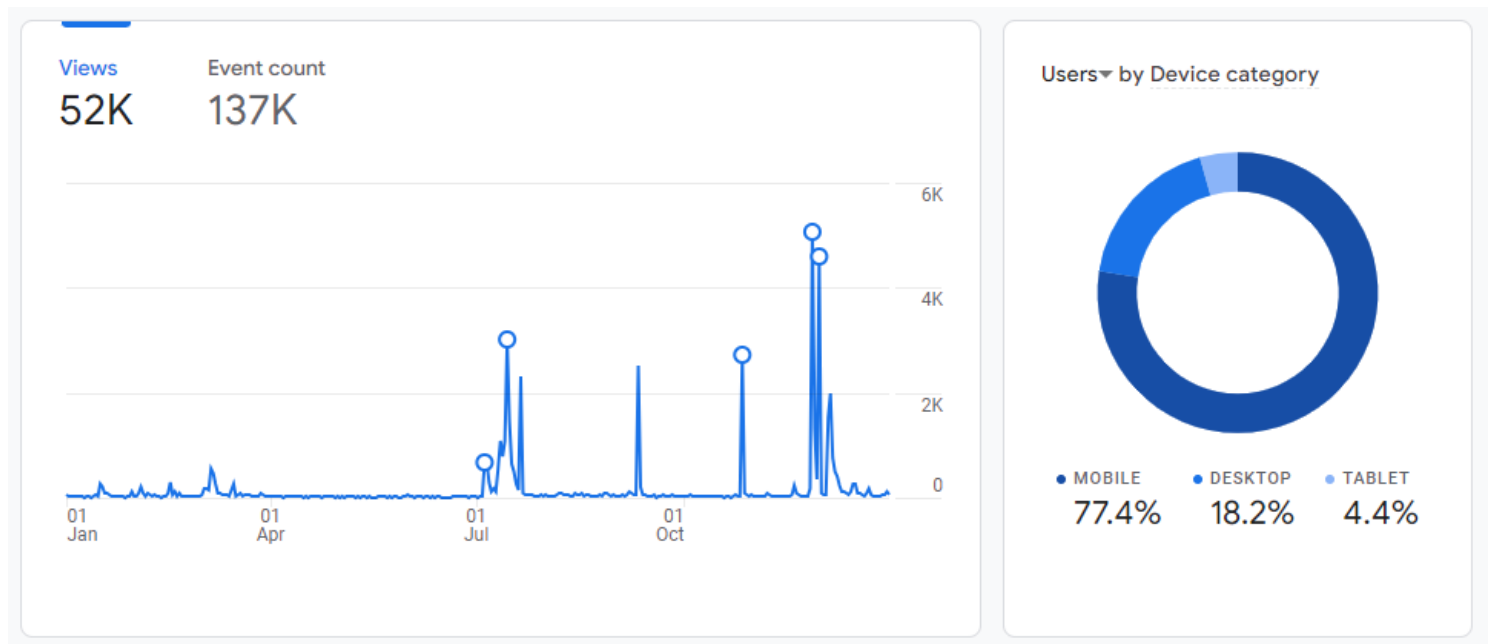
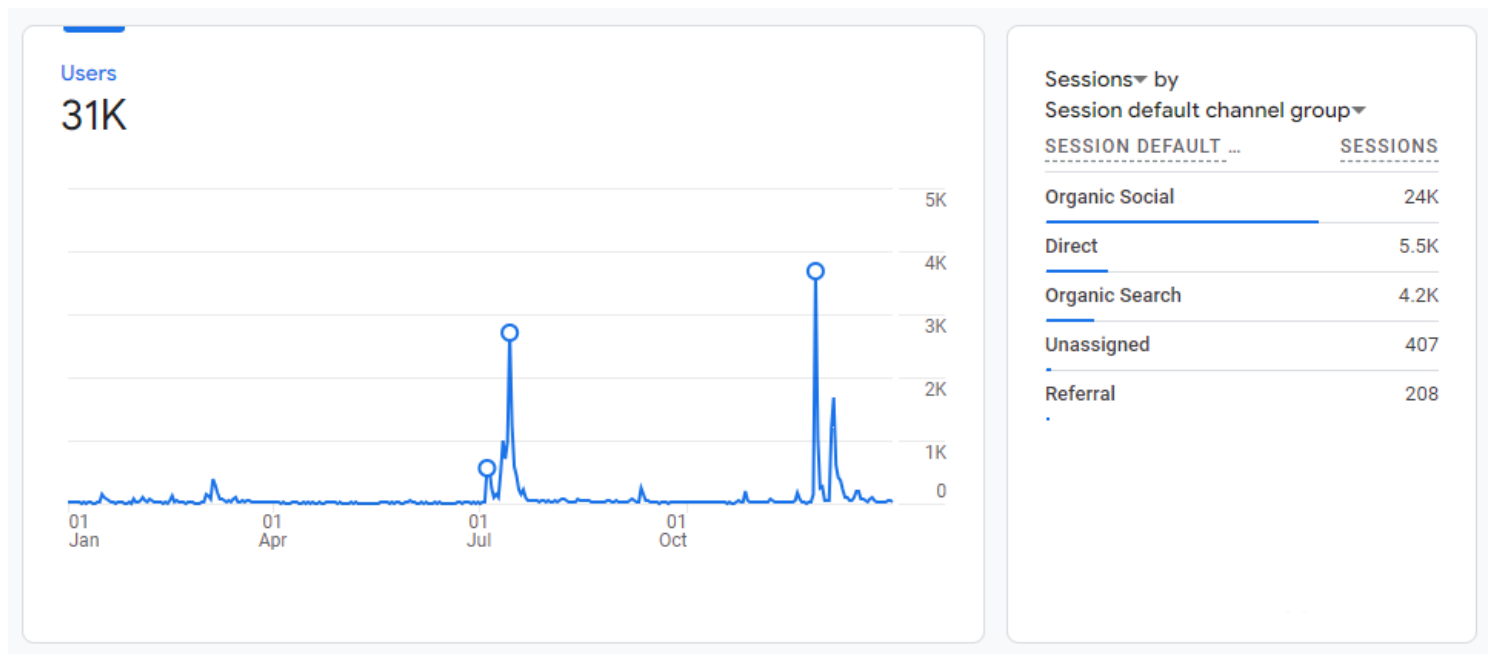
Advertising Packet - 2024

Are you looking for an affordable new way to get your business in front of horse/mule/donkey owners? We offer no contract advertising options so support our local equine and equestrian-related businesses.

Established in 2007, the Colorado Horse Forum initially emerged as an online space exclusively focused on equines in Colorado. Over the years, it has evolved into a comprehensive equine blog and website, attracting more than 30,000 users who visited over 50,000 pages in 2023. Our online community extends to Facebook Groups, boasting over 8,000 members, with 7,400 being highly active. Additionally, we provide a free online calendar and an online directory/classifieds. Explore our offerings at www.coloradohorseforum.com.

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

Website Visitors for 2023

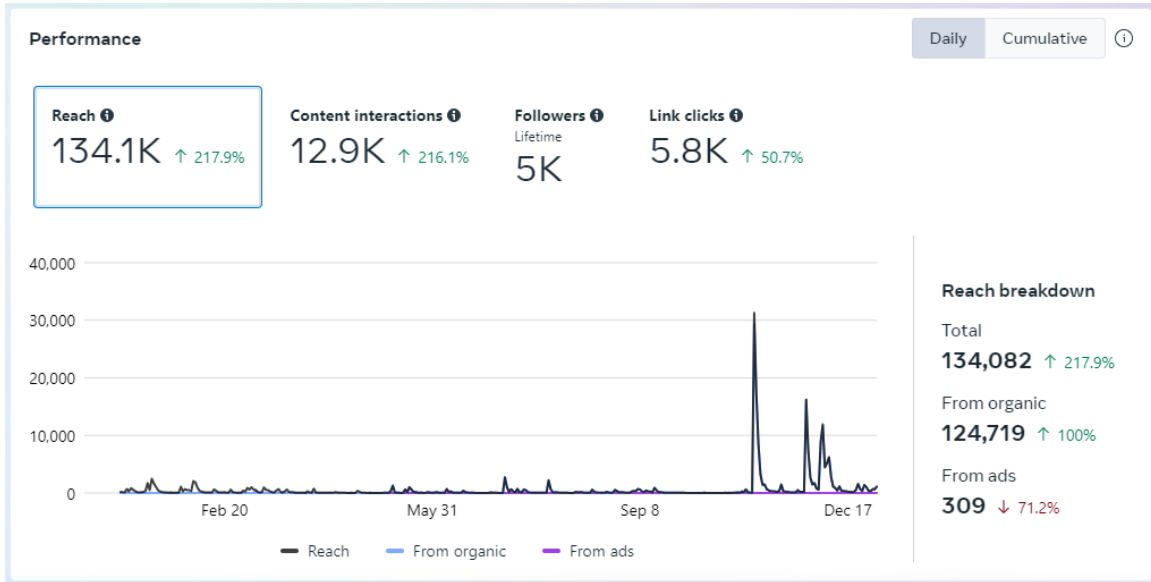




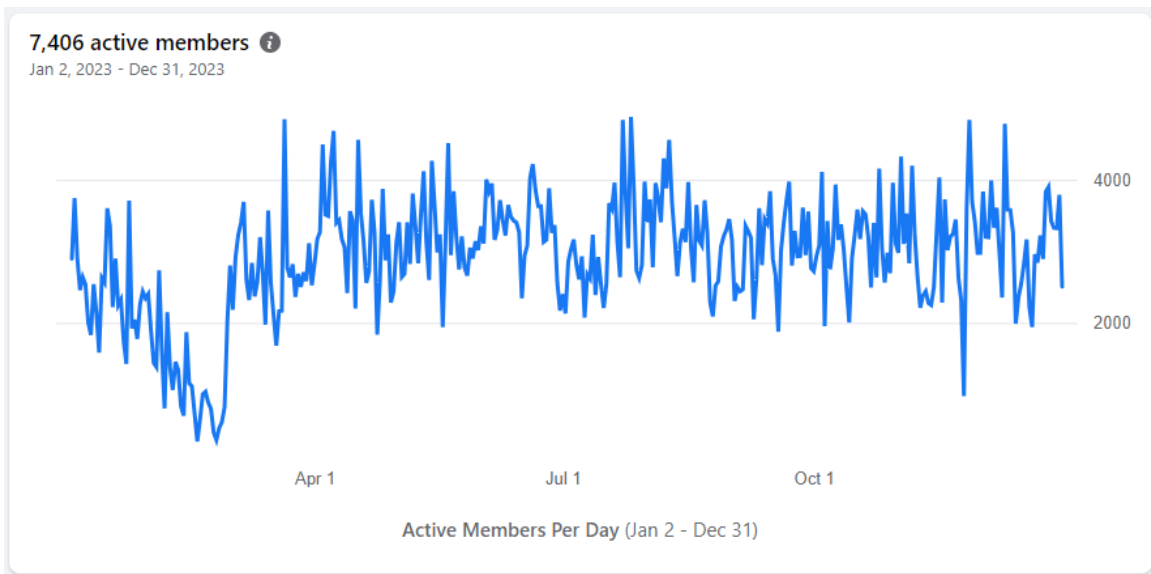
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Social Statistics for 2023

FB Business Page



FB Community Group



Email Newsletter Statistics for 2023

44.38% Email Open Rate in 2023 with 1,016 current subscribers, equals out to 451 users on average viewed our emails.



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Sponsorship Opportunities

In each sponsorship opportunity we present, we furnish tracking links for your advertisements. Essentially, this allows you to track clicks to your site through tools like Google Analytics or other reliable website analytics platforms. Additionally, we will furnish you with monthly statistics detailing the number of times your ad was displayed to our users.

We offer discounts to businesses that want to sign up for an entire year!

Site Sponsorship - \$200/ month or \$2,000 with an annual contract (\$400 savings off month to month costs)

Seize the opportunity to showcase your business to our website visitors effectively. Your ad will be prominently featured in the right column of every page, excluding the calendar and directory pages. Consistent brand exposure aims to establish a lasting presence in the minds of visitors, ensuring your business is top-of-mind when their needs align with your specialty. To maintain exclusivity and maximize impact, we only allow one advertisement per industry at any given time. Act swiftly to secure your spot on a first-come, first-served basis. *What site sponsorship/advertisement includes:*

- 300x250px banner advertisement with link: on website articles and all webpages that feature a sidebar (not including the calendar and directory) to over 2,500 avg. visitors per month with approximately 1.67 pageviews per user. (Totaling 4,000+ ad views per month by in-market Colorado Equestrians). This works out to only \$0.05 for every view per month on your ad.
 - Mention in the Colorado Horse Forum Facebook Page as a site sponsor to 5,000+ followers monthly as a bonus.
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Calendar Sponsorship - \$250/ year

This presents an excellent opportunity to connect with dynamic equine enthusiasts in Colorado. With only a single space up for grabs, your ad will be prominently displayed just above the calendar, ensuring that all users scroll past it to access our events. The page garners an average of 124 visits monthly, translating to a remarkable cost of \$0.16 per user reached. This exclusive sponsorship opportunity operates on a first-come, first-served basis, so secure your spot now.

Blog Post Sponsorship Information - \$75/ blog post

Blog post sponsorship is a great way to build trust with our 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. *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 with your input. It should be informative and provide beneficial information for our website visitors. We offer 2,500 avg. visitors per month to our website with approximately 1.67 pageviews per user. (Totaling 4,000+ ad views per month by in-market Colorado Equestrians). You are listed as the post sponsor, & links as well as contact info for your company are provided in the post.
 - Blog post will be published on our corporate FB page (Over 5,000 followers) as well as to our FB group (over 8,000 members).
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Email Newsletter Sponsorship Information - \$50/ email

We send out a periodic newsletter to approximately 1,016 subscribers. You would have a banner ad on the sidebar of the email. Our email newsletters offer a 44.38% open rate on average, which equals out to 451 users on average viewed each email or a cost to you of \$0.11 per viewer. 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

*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.