

PROFESSIONAL'S GUIDE PACKAGES

The Horse Professional's Guide Packages offer an effective way to align your products with veterinarian- and professional-focused topics on our website, the vet & professional newsletter, plus social media. Target your message by choosing from a list of topics.

SPONSORSHIP COMPONENTS:

The Professional's Guide Package Sponsorship includes:

- ➔ Website banners on five articles: 300x250, 728x90 (320x50). Banners remain on articles for one year.
- ➔ Social Media posts sharing the articles with the sponsor tagged.
- ➔ Vet & Professional In-Depth newsletter: Two 300x250 banners; includes the five articles. **(Vet & Professional list size: 69,300)**
- ➔ Also promoted in related newsletters.
- ➔ Topical Collection page of all articles on TheHorse.com with sponsor acknowledgement in header: 300x250, 728x90 (320x50). Banners will remain on landing page for one year.

ONLINE RATE TOTAL: \$5,500/YEAR; ADD PRINT IN THE HORSE MAGAZINE WITH THE ONLINE FOR A TOTAL OF \$11,000

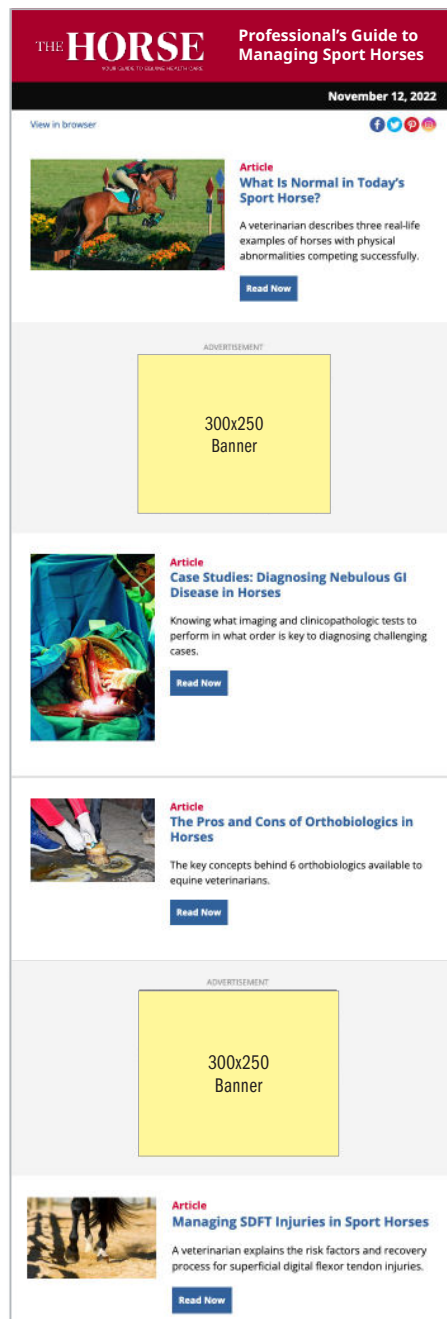
AVAILABLE TOPICS:

With a special focus on AAEP coverage (Jan.-May):

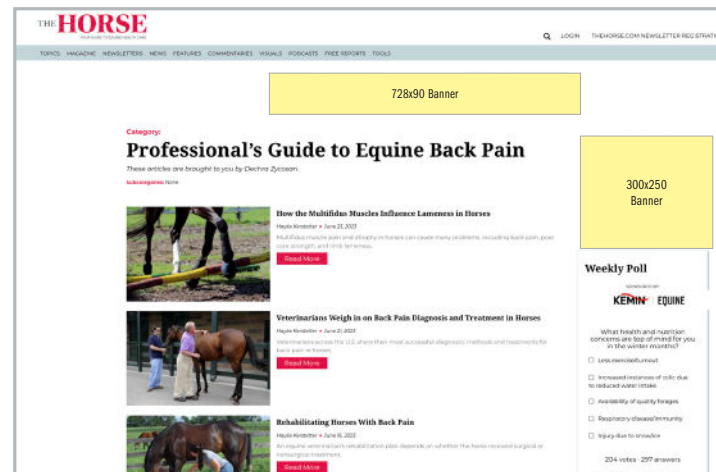
- ➔ Joint Therapies
- ➔ Orthobiologics
- ➔ PPID/Endocrine Disorders
- ➔ Lameness
- ➔ Prepurchase Exams
- ➔ Reproduction
- ➔ Infectious Disease
- ➔ Vaccine Research
- ➔ Rehabilitation and Therapies
- ➔ Neurologic Disease
- ➔ Diagnostic Imaging
- ➔ Gastrointestinal Problems

Anytime:

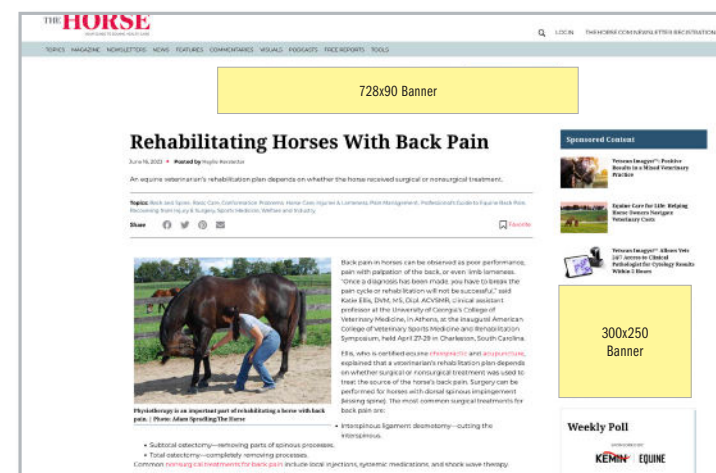
- ➔ Back Research
- ➔ Neck Research
- ➔ Hoof/Foot Research



Vet & Professional
newsletter

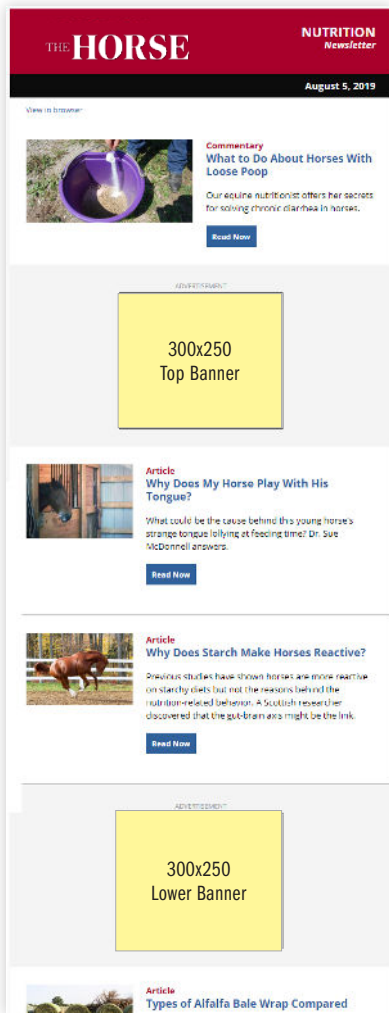


Collection Page



Article Page

TheHorse.com email newsletters feature safe, permission-based marketing, with 100% opt-in lists of subscribers. These newsletters provide your business with the opportunity to deliver your message to one of the most highly engaged equine professional and horse owner audiences online. Each newsletter has a top 300x250 px banner placement and a lower 300x250 px banner placement.



WEEKLY NEWSLETTERS

AVERAGE OPEN RATES	EMAILS SENT	OPEN RATE	UNIQUE OPEN RATE
Nutrition	96,00	29.4%	20.8%
Horse Health	167,500	29.3%	20.6%
Lameness	90,950	29.6%	20.8%
Welfare & Industry	52,150	28.8%	20.4%
Reader Favorites	30,900	28.3%	19.4%

MONTHLY NEWSLETTERS

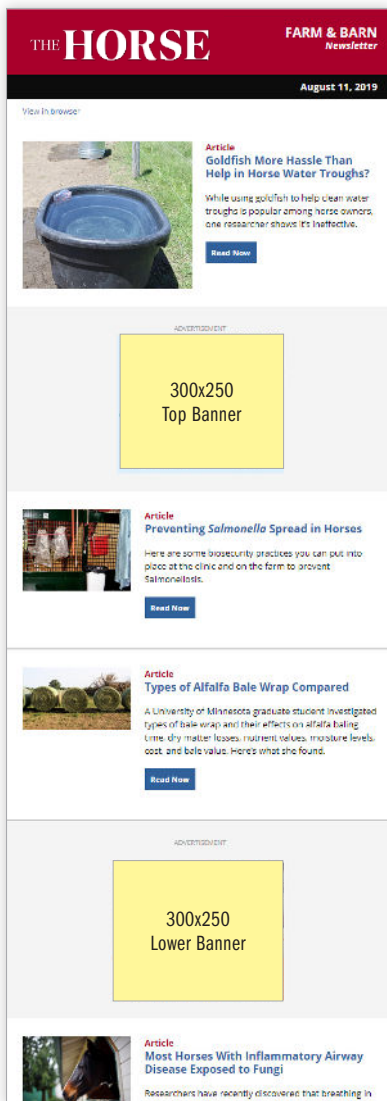
AVERAGE OPEN RATES	EMAILS SENT	OPEN RATE	UNIQUE OPEN RATE
Equine Behavior	59,050	31.0%	21.2%
Breeding	43,950	26.8%	19.6%
Sports Medicine	36,500	28.2%	20.2%
Older Horse Care	62,050	30.6%	21.1%

Don't miss our Vet & Professional bimonthly email with exclusive new ad placements!

WEEKLY FREQUENCY DISCOUNTS	# EMAIL SENDS	RATE PER SEND
Top Banner	1-4	\$640
	5 or more	\$576
Lower Banner	1-4	\$588
	5 or more	\$529

MONTHLY FREQUENCY DISCOUNTS	# EMAIL SENDS	RATE PER SEND
Top Banner	1-4	\$458
	5 or more	\$412
Lower Banner	1-4	\$406
	5 or more	\$365

[View an example](#)



The Horse editorial staff assembles content from TheHorse.com for a specific topic, in coordination with the sponsor, into a single email newsletter to deliver to an opt-in list of subscribers. TheHorse.com In-Depth newsletters offer an exclusive sponsorship, directly correlating your brand to a specific editorial topic. Choose from our In-Depth list or target veterinarians and other equine health professionals with our Vet & Professional list – both lists are 100% opt-in, permission-based marketing opportunities.

Each newsletter has a top 300x250 px banner placement and a lower 300x250 px banner placement.

[View an example](#)

AVERAGE OPEN RATES

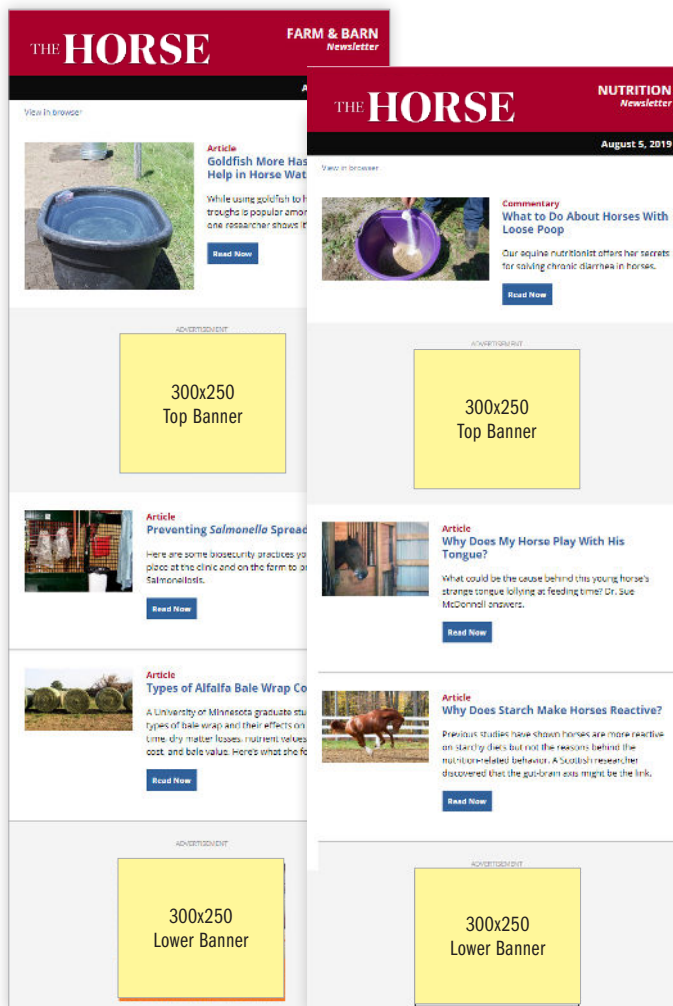
	EMAILS SENT	OPEN RATE	UNIQUE OPEN RATE
Horse Owner In-Depth Newsletter	80,000	29.4%	20.4%
Vet & Professional In-Depth Newsletter	60,600	23.8%	17.2%

RATES

Horse Owner Newsletter	\$2,100
Vet & Professional Newsletter	\$3,000

Includes both the top banner and lower banner ad zones.

Run of e-newsletter campaigns appear across 11 e-newsletters where there is open banner inventory. TheHorse.com e-newsletters are 100% opt-in, GDPR-compliant, permission-based marketing opportunities. These newsletters provide your business with the opportunity to deliver your message to one of the most highly engaged equine professional and horse owner audiences online.



THEHORSE.COM E-NEWSLETTERS

	Emails Sent
Nutrition	96,000
Horse Health	167,500
Lameness	90,950
Welfare & Industry	52,150
Reader Favorites	30,900
Equine Behavior	59,050
Breeding	43,950
Sports Medicine	36,500
Older Horse Care	62,050
Vet & Professional	60,600

Current Average emails sent with your top banner: 732,000

FREQUENCY DISCOUNTS	Months	Rate Per Month
Top Banner	1-4	\$495
	5 or more	\$445
Lower Banner	1-4	\$440
	5 or more	\$396

Each newsletter* has a top 300x250 px banner placement and a lower 300x250 px banner placement.

*The Vet & Professional newsletter has an additional middle 300x250 px banner.

[View an example](#)

THE HORSE

Equinomical Shopper May 7, 2020

Hank & Roger talkin' ammonia and Sweet PDZ at the office



A free laugh courtesy of Sweet PDZ Horse Stall Refresher. Hank becomes enlightened on the supreme power of Sweet PDZ and the joy of complete stall hygiene. Learn more here.

The FORCE® You Need to Effectively Repel and Kill Flies and Pests



Fly control protection should not be approached as "one-size fits all". Manna Pro® FORCE® offers fly control solutions that adapt to horses' and riders' individual needs, from everyday utility to premium repellency to all-natural protection. FORCE® will stop flies, pests and other insects in their tracks. Click here for coupons.

Feed Your Passion



Grown for the life we love. Buy 1 and save \$2.00 on any Standlee Premium Western Forage bagged or compressed bale product. Visit standlee.com for this offer. Coupon required at purchase to receive offer. Offer valid through May 31, 2020.

Classic Equine by Ritchie: A Fresh Idea on Watering



Water should be fresh, clean and plentiful. Classic Equine By Ritchie waterers deliver just that; fresh water on demand, in any climate conditions, automatically. That means your horses stay healthier and you stay happier, all because your water worries are over. Visit ClassicEquinebyRitchie.com to find the right waterer for you.

Give your horse protection with Shoofly Leggings™



Shoofly Leggings keep flies and pesky insects from biting your horse. Reduce leg stress, muscle fatigue and inflammation caused by stomping. Prevent Botflies from laying eggs. Speeds healing time of wounds by allowing air flow. Easy to attach, chemical free. Available in 3 colors and 6 sizes.

[View an example](#)

Recent Editions	Emails Sent	Open Rate	Click-Through Rate
March 2023 Edition	37,123	17.5%	2.68%
May 2023 Edition	37,116	18.9%	2.47%

COMPONENTS:

- Image Maximum dimensions: 125x125 px, static gif or jpeg, 72 dpi, 40k max file size
- Headline: 65 characters
- Body Copy: 300 characters
- To qualify, all ads must be in the form of a special offer.
- **Rate: \$750**