



2010 EQUINE MARKETING SERVICES

Email Campaign - Reach 2000 Horse People for \$99

We will send a custom email* (with a link back to your website) to 2000 horse owners, breeders, trainers, competitors, riders and enthusiasts.

The beauty of an email campaign is that you reach your *exact* consumer. Unlike a print ad, an email can be customized to speak to all segments of your target audience - various breeds, associations, regions and disciplines.

You can tell 2000 people news about your:

- Horses for Sale
- Stallions at Stud
- Expected Foals
- Horse Show Results
- Horse Purchases
- Show Events
- Horse Clinics
- Breeding Program News
- Published Articles
- Print Ad Runs

Email list includes members of:

- IALHA
- USPRE
- The Foundation for the Pure Spanish Horse
- USDF
- USHJA
- California Dressage Society
- American Warmblood Society
- American Warmblood Registry
- American Hanoverian Society
- Friesian Horse Association of North America (FHANA)
- Friesian Horse Society
- Friesian Sporthorse Association
- Lipizzan Association of North America
- US Lipizzan Registry
- Iberian Warmblood Registry

Also includes readers of:

- The PRE Horse Magazine (The Foundation)
- El Caballo Magazine (USPRE)
- Warmbloods Today
- USDF Connection (USDF)
- The Andalusian Magazine (IALHA)
- Dressage Today

** Creation of custom html email is an additional fee. The \$99 fee is for the distribution of the email.*

Horse Classified Package/Horse For Sale Package \$99

We will post five (5) listings on the top horse classified or horses for sale websites. Don't spend hours writing copy for a sale horse only to leave out important information. Let us do it for you. We know what information should be included and the kind of copy that gets noticed.

Get Social!

Social Networking Packages

We will create accounts/pages for your farm, horse, trainer, rider or store on Facebook, MySpace, Twitter, YouTube or LinkedIn.

And, if you want to add a Blog to that, we can create that for you as well.

Stallion Cards or Sales Cards

Beautiful, glossy double sided, post card sized cards that show off your stallion or sales horse.

Article Submission / Media Campaign

You're taking care of your horses, the farm, the lesson program and your breeding program - you don't have time to write articles. No problem - we've got you covered.

We'll write articles about your horse, farm, training program or breeding program, and submit them to over 200 equine/horse publications, blogs and websites. Publications include: Equus, Dressage Today, Horse & Rider, Horse Illustrated and Practical Horseman.

Website Copy, Content & Articles

Content is king when it comes to websites. You have got to have new, updated and interesting articles, stories and copy on your website. And if you don't have time or talent, that's okay, we have both. We'll write articles or copy for you and post them to your existing website or create new web pages for the content. And if you like, we can provide pictures to go with article, or we can set up a magazine style layout of the article and post that to your website.

Websites copy pages include:

Latest News Pages
Media Pages
Published Article Pages
About Us Pages
Farm News Pages
Newsletters
Blogs
Breeding News Pages
Training News Pages

Print Ad Management

We create a custom advertising calendar just for you - We keep you updated on magazine deadlines and editorial topics.

No need to scramble at the last minute to put an ad together and get it in to the publication. We'll complete the insertion order, create the ad, submit the ad and let you know the mailing/display date for the publication.

And if you don't have an ad already created, we can create a full, half, quarter page or business card size ad for you.