

# EQUINE Niagara News

A Division of Y.O.V.

HOME BLOG FORUM CLASSIFIEDS CALENDER OF EVENTS PHOTO ALBUM CONTACT US

**MEDIA PACKAGE**

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# EQUINE Niagara News

A Division of Y.O.V.

June 25, 2009 Issue 10

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To The Editor

## Lil' Bit Ranch Open For Business

Town sitting TOPNOTCH June 22th 7pm  
Bertie St. Ridgeway, ON  
At press time, this is all we know

## Niagara Hoe Down - a Fun and Successful Night



Headlines:  
Updated June 28, 2009



Enter the Equine Niagara News Chat Room  
Free Chat Room by Liveat.net.com

### News

Jockey Injured, Horses Exhausted at Woodbine Racetrack...story

# EQUINE Niagara News

June 11, 2009 Issue 9

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## Riverside Rodeo Company & Local Agricultural Society Presents

### DEAMSVILLE WESTERN RODEO

What would you love to do on a Saturday? Ride a horse, watch a rodeo, and enjoy the outdoors? Then this is the event for you!

## A 64 Horse Trail Ride for Breast Cancer Raises Over \$10,000



What if you could ride a horse and see a rodeo all in one day? Well, you can! The Ontario Agricultural Society (OAS) Annual Rodeo is back in Deamsville, Ontario. Last year's rodeo was a huge success, raising over \$10,000 for Breast Cancer. This year's rodeo is even bigger, with a 64 horse trail ride for Breast Cancer. The trail ride will start at 9:00 am and last for 2 hours. It will be a great way to enjoy the outdoors and support a good cause. The trail ride will be led by a professional guide and will be suitable for all levels of riders. The trail will be scenic and will include a picnic. The trail ride will be a great way to enjoy the outdoors and support a good cause. The trail ride will be led by a professional guide and will be suitable for all levels of riders. The trail will be scenic and will include a picnic.

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# EQUINE Niagara News

May 23, 2009 Issue 8

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## HORSEWEEK

May 30<sup>th</sup> - June 7<sup>th</sup>, 2009

Raise awareness for equine activities!

In celebration of Horse Week in Niagara the following great events have been organized with Equine Canada at virtual events. All are one of the events to help raise awareness of horses in Canada.

- May 20<sup>th</sup> - June 7<sup>th</sup> - Royal Canadian Mounted Police & Associated show will be in support of Whispering Hoop Horse Show
- May 30<sup>th</sup> - Bertie Wagonby Saddle Club Western Schooling Show
- May 31<sup>st</sup> - Niagara Niagara Show
- June 7<sup>th</sup> - UCCA Make Aken Memorial Ride for Cancer

## Upper Canada Equestrian Association's Annual Nicky Aiken Memorial Ride For Breast Cancer Set to Go

UCCA EQUESTRIAN ASSOCIATION

Nicky Aiken Memorial Ride For Breast Cancer

June 7, 2009

This year the ride starts at 11:00 am at Henry's Pasture Family Estate, 1000 W. Colborne Ave. in Deamsville, Ontario. The ride will last for 2 hours and will be led by a professional guide. The ride will be scenic and will include a picnic. The ride will be a great way to enjoy the outdoors and support a good cause. The ride will be led by a professional guide and will be suitable for all levels of riders. The ride will be scenic and will include a picnic.

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# About Equine Niagara News

*Equine Niagara News* was launched in February of 2009 to keep equine enthusiasts in the Niagara Region of Ontario informed of equine events, stories, and news, as well as to provide a one-stop equine source for information. With features like the "Calendar of Events", "Equine Directory" and the main source of information, the bi-weekly e-newsletter sent to subscribers throughout Niagara Region and beyond.

The inaugural issue was received with enthusiasm from all. We received thank-you's for starting it, praise for our dedication and lots of questions about how far the newsletter and website would be developed. Initially, the website was based at the backend of another website, and in May due to the enthusiasm of all receiving the information, we registered [www.equineniagaraneews.com](http://www.equineniagaraneews.com). We are currently still in the building stage of the new website and as you will see, many links refer to the old site. This is a very large undertaking for a one person office, but proving very rewarding personally, if not financially as of yet.

The site was started due to our own inability to find resources and information for shows and events locally, as not all stables have websites or can get their message out to the masses easily. Our site, allows all stables and equine businesses to submit their events and information free of charge for posting on the site. Events are always free to list. Business listings in the Equine Niagara Directory are free, with options to purchase enhanced ads or even mini-web pages. More advertising opportunities are also available throughout the website.

We continue to receive new comments of appreciation with each issue of *Equine Niagara News*. This is the drive that pushes our own enthusiasm for the project. We will continue to grow and develop the site and the newsletter with each issue.

*Equine Niagara News* is owned and operated as a division of Debi Katsmar's marketing company, Your Design Vehicle. A graphic artist for the past 25 years, her ability to create and publish makes this entity possible as a one person undertaking. Hopefully, it will grow to include staff members in the future. Debi also operates Saturn Stables of St. Catharines, having 16 horses to care for and train, offering lessons, boarding and public trail rides. She also designs equine related crochet patterns sold worldwide. Always on the go, never bored and driven to help others in the equine community to learn and value their horses.



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# Equine Niagara News Home Page

The home page of *Equine Niagara News* is the focal point of what we offer, as is the case with all websites. The page is constantly changing with bi-weekly updates to accommodate the current issue of *Equine Niagara News* as well as daily updates via Twitter and headline news just below this. Contest winners, surveys and advertisers are also featured on the home page.

This media kit is to entice your company to advertise on the website and/or newsletter as horse-enthusiasts are always searching for new products for their horse as well as themselves.



## Equine Niagara News E-News

*Equine Niagara News* is published bi-weekly and emailed directly to our subscribers mainly in the Niagara Region of Ontario, Canada, however we do have subscribers that follow us throughout the world. The website is a secondary feature to the main frame being that of the bi-weekly e-news.

The newsletter drives visitors to the website for further information, in-depth stories and information and one of our main features the "calendar of events".

*Equine Niagara News* also maintains an active presence on *Facebook*, *MySpace*, *Barn Mice*, *Equestrian Life*, and *TrotOnTV*, keeping readers up-to-date on equine happenings, information and stories. Some readers prefer to be notified via updates on these sites to go to the website at their own convenience to read the e-news, less clutter for their inbox.

From the first issue on, the enthusiasm continues to grow with each issue. More and more horse enthusiasts are finding the site and contributing their stories, newsletters, events and information to the site. It is Niagara's one-stop source for everything equine.



## Equine Niagara News Features

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- News Headlines
- Twitter
- Horse Shows
- A "Bit" About
- Horse "Tails"
- Directory
- Training Tips
- Surveys
- Horsin' Around

# The Blog

This is where the editor of Equine Niagara News vents, chats, talks jibberish or anything that strikes her fancy - but equine related. Usually, an interesting story, rant or just general information. Updated weekly.

# The Forum

A discussion board to allow readers to start discussions within the equine community. A recently added feature, this is a little slow getting started, but we firmly believe it is due to it being summer and everyone is too busy with their horses to be on their computer so much. We expect to see an increase in the forum comes the winter months.



# Photo Album

A popular feature, the photo album showcases additional photos taken but not used in feature articles. Pictures are available for viewing but must be purchased if someone would like a copy of the photographs.

Equine Niagara							Print	Week	Month	Agenda	
Year	Month	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
2009	July	2009									
August 14th	15th	16th	17th	18th	19th	20th	21st	22nd	23rd	24th	
Amateur Saddle Cavalry School Hunter Haven Sch Peak Colborne Sch	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress	7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress 7:00pm Ladies Dress

# Mane Events - Calendar

The Calendar of Events is by far the most popular item available on the website as well as in the e-news. Equine enthusiasts rely on the calendar to keep them informed of upcoming events, shows, clinics, and more. We readily search out local events to add to the calendar, and now have a large group of organizations and individuals submitting information to us for inclusion in the calendar. Each entry can be clicked on for further information about the event, contact information, etc.

# Classifieds

### Flashy Medium Pony for Sale or Lease



Flashy Medium Pony - Connemara/Welsh cross - chocolate palomino is her colour - she is a looker. Sweet

Talker (Maple) is a sweetheart and loves to go. She excels at speed events with automatic lead changes for pole bending and barrels - she has the speed and the desire to win! Sit tight and let Maple take you to the finish line! Maple also jumps and has competed at the Milton area Challenge Show h/j. This pony is not for beginner's. She has a lot of energy and knows her job. Call Debi at 905-684-6030 for more information or email.

Posted: Mon, 15 Jun. 2009  
Expires: Fri, 14 Aug. 2009

[email](#) [website](#)

Another very popular feature of the website is the classified section. Free for individuals and stables to add their listings automatically. Businesses must pay a small fee. Categories are added as requested by our readers.

Due to popular demand, we now publish a bi-weekly classified e-news as well.

# Chat Room

A place for a bi-weekly chat with the readers of *Equine Niagara News*. In the near future we will introduce guest speakers to the chat room.

# Headline News

Links to stories that have made the news whether local, national or international.



# Twitter

A place to keep all informed at a glance as to what's happening locally and with *Equine Niagara News*.

# What's Happening

Pages outlining upcoming shows, clinics, events and horse camps with more information available by following the links and visiting the calendar of events.

# Features

Here in lies the main emphasis of stories and information:

From The Horse's Mouth: tidbits of information about local shows, clinics, events, stables - basically anything happening locally equine related.

In The News: links to horse related articles that have made the news, locally, nationally, internationally.

A "Bit" About: information about and links to horse related news, updates, and anything that does not fit in another category.

# Features Cont'd...

Ask Us: a feature available in the newsletter only, as the relating story is published into the category it belongs in on the website.

"Stable" Reading and Viewing: articles on healthcare, training, funny and interesting horse stories from around the world, book reviews, videos and more

Horse "Tails": articles about local equestrians and their horses, either written by *Equine Niagara News* or submitted from our readers.

Horsin' Around - Features on where you can go riding or on horseback adventures with or without your horse.

# Information

Equine Niagara Directory: we add stables and equine related businesses as we find them. Individuals are welcome to submit their information for posting on the site free of charge for a basic listing with options to expand the ads for a fee.

Club/Organization News: this section is growing rapidly with more and more saddle clubs and breed associations sending us their newsletters for posting on the site, again this is a free service.

Training Tips & Health Care: this section is dedicated to articles relating to each written by contributors or linked to other sites for information. We are hoping to expand this area in the near future.

Contributors: regular contributors to *Equine Niagara News* whether through articles or information sources.

Advertisers: a list of advertisers at a glance.

# Social Networking Groups

Facebook: We maintain a very active presence on facebook for those people that do not receive our e-news to keep up-to-date with the current equine happenings.

Other Sites: We also maintain a presence on My Space, Barn Mice and Equestrian Life, although not to the extent of facebook.

# Advertising Options

As with so many publications, *Equine Niagara News* is supported by its advertisers. While we thoroughly enjoy bringing everyone the latest news, information and updates, it requires many hours of work. To this end, we need to justify at least some of our time through paid advertisers to the site and newsletter. We love the praise we are receiving, unfortunately praise has no nutritional value. So, we ask that advertisers such as yourself help us grow, by also helping yourself promote your business to those that matter in the local equine industry. As we are strictly an on-line publication (no plans for a print version), our costs are low and therefore advertising rates are low as well. Please consider the following options to aid your marketing efforts.

To date we have over 1000 unique local visitors to the website monthly and over 500 equine enthusiasts in our email database. These numbers are growing daily. We also maintain a large presence on facebook to which we regularly promote our advertisers there free of charge by linking to their websites. We hope we can make you a part of *Equine Niagara News*.

## FREE Advertising:

Classifieds: FREE to individuals and stables. Business classified listings are \$10.00/listing for 60 days.

Directory Listing: FREE to all business and include contact information, link to website and email address as well as a 50 word description.

Clinics, Horse Shows & Event Listings: FREE to all stables, clinicians, and businesses if it is an equine related event.

## PAID Advertising:

Classifieds: for businesses

Enhanced Directory Listing: includes FREE directory listing information, plus 250 word description and a logo or photo.

Mini-Web Page: includes a FREE directory listing with a website link to the mini-webpage we will create for you. (Suitable for those stables/businesses that do not have their own website).

Single Box Ad: 200 x 60 pixel ad on home page placed in alphabetical order, unless paying for featured advertiser position. Ad links to your website. (Often found on other pages throughout the site as well, but not guaranteed).

Double Box Ad: 200 x 120 pixel ad - as above

Triple Box Ad: 200 x 180 pixel ad - as above

Standard Box Ad: 200 x 240 - as above

Column Ad: 200 x 480 - as above

Title Sponsor Ad: 1025 x 150 pixels located directly under masthead on every page in the website. Links to your website:

Premium Page Sponsor Ad: 638 x 150 pixels located at top of story section of the page sponsoring. Premium pages: Calendar of Events, Classifieds, Photo Album.

Page Sponsor Ad: 638 x 150 page of your choice other than premium pages

Newsletter Title Sponsor Ad: 638 x 100 located under masthead for newsletter. The newsletter is sent directly to the inbox of our subscribers on a bi-weekly basis. This ad would then also be featured on the home page of the website as the home page is always the bi-weekly newsletter.

Newsletter Column Ad: 100 x 150 pixels linked to your website.

Newsletter Coupon/Banner Ad: 638 x 200 coupon style or regular ad, linked to your website.

Newsletter Classified Ad listings: up to 10 items in your own block with all contact information linked to your website. Also includes a logo.

Newsletter Classified Coupon Ad: 638 x 200 including links.

## Special Features:

**Horse of the Month Adoption Sponsor:** Name in title of Horse of the Month teaser on home page of the website as well as in the newsletter (name links to your site). Also 638 x 150 title banner on page featuring the horse of the month.

**Product Showcase:** Two product showcase features will be published, the first in the fall of each year, just in time for Christmas, the second in the spring of each year, just in time for show season.

Manufacturer's, distributors and retailers are welcome to send products for our review in these issues. We will showcase as many products as possible. This is a free service for those providing products for review. Advertising is available in the feature issue for those unable to provide products for review.

### Advertising Options:

**Title Sponsor:** 638 x 100 ad for the feature at top of e-blast.

**Category Sponsor:** 425 x 100 pixels

**Column Ad:** 100 x 100

**Bottom Banner/Coupon:** 638 x 200 all link to your website.

**Stallion Feature:** free stallion offerings with the same advertising options available as for the Product Showcase feature. This issue will be produced in the spring of each year. We will get as many ads in as possible.

**Fall Fair Feature:** free advertising of upcoming fall fair events, paid advertising available as per Product Showcase options.

**Contest Sponsors:** call us to discuss how we can put together a promotion to best suite you and our readers

**Survey Sponsors:** call us to discuss how we can put together a promotion to best suite you and our readers

**Poll Sponsors:** do you need an answer to a question, we can conduct polls for you as well, Sponsor the poll for the results.

**Advertorials:** We accept advertorials if the content is relevant to our publication.

### Other Services Offered:

As Equine Niagara News is owned and operated by "Your Design Vehicle", we can also offer graphic design services, website design, email marketing services and more. Please contact us for more information.

All advertisements assume the ad will be provided to us in a jpg format. We will gladly design your ad for you for a small fee starting at \$35.00/hour. Most ads are created within 1-2 hours.

## STATS

As a local publication to the Niagara Region of Ontario, we draw a large following to the website, but in particular to the newsletter published bi-weekly. Our email database enjoys on average, a 48% readership of the newsletters with approximately 52.% click thru rate to our stories, links and information. These numbers are about 20% over the national stats for email broadcasting publications.

Our readers return to each email sent on average of 8 times with readership continuing 8-10 weeks after the email has been sent. *Equine Niagara News* is kept on-hand and used for reference purposes. We also archive the newsletters on the website.

With our extensive use of social networking sites, the website is used by equine enthusiasts worldwide, but mainly in Ontario.

# Advertising Rates

## Website Advertising:

Classifieds:	Free
Directory Listing	Free
Enhanced Directory Listing:	\$25.00/yr 1st category \$10.00/yr additional category
Mini-Web Page:	\$150/yr includes directory listing in up to 3 categories

	STANDARD PLACEMENT	FEATURED PLACEMENT
Single Column Ad:	\$50/yr	\$100/yr
Double Column Ad	\$90/yr	\$180/yr
Triple Column Ad:	\$135/yr	\$250/yr
Column Ad:	\$175/yr	\$325/yr

	1 MO.	3 MO.	6 MO.	1 YEAR
ENN Title Sponsor:	N/A	N/A	\$1200	\$2000
Premium Page Sponsor:	\$200	\$400	\$ 700	\$1000
Page Sponsor:	\$100	\$250	\$ 400	\$ 600
Horse of the Month Sponsor:	\$200	\$400	\$ 700	\$1000

## Newsletter Advertising/Issue

	1	3	6	12	26
Title Sponsor:	\$50	\$90	\$240	\$420	\$780
Column Box Ad:	25	45	90	120	205
Coupon/Banner Ad:	40	70	210	300	520
Classified News Title Sponsor:	40	70	210	300	520
Classified News Box Ad:	20	35	80	100	195
Classified News Coupon Ad:	25	45	190	250	475
Both Mailings Title Sponsor:	80	140	400	625	1050
Both Mailings Box Ad:	40	65	140	175	325
Both Mailings: Coupon Ad:	50	110	350	400	750
Business Classified Box Ad:	30	50	150	250	425

## Special Feature Advertising:

Title Sponsor Ad:	\$100
Column Box Ad	50
Coupon/Banner Ad:	75

## Other:

Survey sponsorship:	call to discuss
Contest sponsorship:	call to discuss
Poll sponsorship:	call to discuss
Photo contest:	call to discuss

- GST is extra
- 15% surcharge if billed monthly
- \$10 copy charge if less than 6 months purchased when changing ads
- Method of payment: PayPal to ads@equineniagaranews.com ; cheque or money order (must be International Money Order if from the US) made payable to "Your Design Vehicle".
- Discounts may apply if advertising in more than one area. Ask us for details.