



EQUINE

Niagara News

A Division of YDV

2783 Oille Street, St. Catharines, ON L2R 6P7 • 905-684-6030 • Fax: 905-684-3545 Email: ads@equineniagaranews.com

Niagara Region's
One-Stop Source
for everything Equine!

MEDIA PACKAGE

Featuring:

- E-magazine - published bi-weekly
- E-classifieds - published bi-weekly
- On-line magazine & resource

www.EquineNiagaraNews.com

Features:

- on-line magazine
- Calendar of Events
- Classifieds
- Horse Shows & Clinics
- Equine Directory
- Blog, Photo Album & Forum
- Club/Organization News
- Feature articles & training tips
- Horse Camps & more....

• 3 Venues
to choose from

- Weekly Distribution
- On-line presence
- Trackable stats
- All ads link to your site
- Graphics dept. to create your ads



STATS

Our Readers:

	18-24	25-34	35-54	55+	Canada	88%
Female	20%	15%	32%	7.1%	US	9.6%
Male	1.6%	3.2%	8.5%	2.8%	Other	2.4%

Our Website:

Unique visitors	5000
Unique visitors	52.7%
Returning visitors	47.24%
Direct request	23.14
Referrals	42.84
Search Engines	34.01

Find ENN on:



Ontario

NiagaraRegion	54.7%
Toronto GTA	15.7%
Hamilton/Wentworth	10.7%
Wellington County	4.8%
London & Surrounding	3.3%
Northern Ontario	1.8%
Outside Ontario	9 %

Our Rates ►



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Equine Niagara News E-Magazine

ENN e-magazine is published bi-weekly - that's 26 issues per year. It is distributed to our readers via email in html format. It is also available on-line at www.equineniagaranews.com. Both the email and on-line version is interactive allowing readers to follow links and click on advertisers ads/logos to be connected with their website.

Advertising in the e-magazine version of ENN is by far the most beneficial means of advertising for the following reasons:

- distributed directly to reader's in-boxes bi-weekly
- all ads in the e-magazine are automatically on the home page of the website for double exposure
- all ads link to your website
- all ads can be changed with each issue
- all ads in the magazine are trackable - meaning, we can tell you how many people follow your link to your website
- all advertisers are listed in the magazine under Advertisers as well as in the classified issue and on-line on the advertisers webpage - all linking to your site
- advertisers featured on social media sites
- All advertisers that spend \$500 or more per year receive a feature article on their business and/or products
- Opportunity to conduct surveys, add email addresses to your database, offer polls, sponsor contests and much more.

Title Sponsor Ad - 630 x 150 pixels **\$2000/yr**

In addition to above the title sponsor receives:

- logo linked to their website under advertisers in the magazine, classified issue and the advertisers page of the website
- logo on the right hand column of the website at the top of the ads on each page of the website - also linked to your site.

Main Body Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
498 x 125	\$ 80	\$ 210	\$ 360	\$ 600
498 x 250	\$120	\$ 330	\$ 600	\$1000
498 x 375	\$200	\$ 570	\$1000	\$2200
498 x 498	\$320	\$ 900	\$1800	\$3000
498 x 650	\$425	\$1100	\$2100	\$3900

Calendar of Events Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
640 x 150	\$150	\$400	\$700	\$1500

Coupon Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
640 x 200	\$200	\$500	\$1000	\$1800

Logo Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
120 x ?	\$50	\$120	\$180	\$240

Add your logo to the Advertisers section for \$5/issue contracted.

* HST extra. Early cancellations subject to 15% surcharge.

Prepayment discounts: Save 20% full year payment, 15% 6 months prepaid, 10% 3 months prepaid.

Further discounts can apply for combined advertising web/magazine.

E-Magazine Options

Presented By:

E-Magazine Title Sponsor
630 x 150 pixels

ISBN DATE

CONTENTS

Feature Article

Logo Ad
120 x ? pixels

From the Editor

Archives

Advertisers

Title Sponsor Logo
120 x ? pixels

Company Name

Your Logo
120 x ? pixels

Display Ad
498 x 125 pixels
498 x 250 pixels
498 x 375 pixels
498 x 498 pixels
498 x 650 pixels

From the Horse's Mouth

Display Ad
640 x 150 pixels

Calendar of Events

About ENN

Coupon Ad
640 x 200 pixels



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Equine Niagara News Classified Edition

ENN e-classifieds is published bi-weekly - that's 26 issues per year. It is distributed to our readers via email in html format. It is a great way to promote your products and services to horse people that are already shopping by reading the classifieds. The classifieds are tweeted to our twitter followers as well.

The classifieds are always available on-line for people to view. The listings are free for subscribers to add. Every two weeks we take the listings and create a separate mailing to our subscribers to ensure all see the ads. Another value added service by ENN.

Advertising in the e-magazine version of ENN is by far the most beneficial means of advertising for the following reasons:

- distributed directly to reader's in-boxes bi-weekly
- all ads link to your website
- all ads can be changed with each issue
- all ads in the classified issue are trackable - meaning, we can tell you how many people follow your link to your website
- all advertisers are listed in the magazine under Advertisers as well as in the classified issue and on-line on the advertisers webpage - all linking to your site
- advertisers featured on social media sites
- All advertisers that spend \$500 or more per year receive a feature article on their business and/or products
- Opportunity to conduct surveys, add email addresses to your database, offer polls, sponsor contests and much more.

Title Sponsor Ad - 630 x 150 pixels **\$1500/yr**

In addition to above the title sponsor receives:

- logo linked to their website under advertisers in the magazine, classified issue and the advertisers page of the website
- logo on the right hand column of the website at the top of the ads on each page of the website - also linked to your site.

Main Body Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
640 x 150	\$100	\$ 250	\$ 500	\$1000
640 x 300	\$150	\$ 400	\$ 850	\$1500
640 x 450	\$200	\$ 550	\$1000	\$2200
640 x 640	\$250	\$ 700	\$1450	\$2500

Coupon Ad (1 month is at least 2 issues, sometimes 3)

Size	1 Mo.	3 Mo.	6 Mo.	1 Year
640 x 200	\$150	\$400	\$850	\$1500

Add your logo to the Advertisers section for \$5/issue contracted.

* HST extra. Early cancellations subject to 15% surcharge.

Prepayment discounts:

- Save 20% full year payment,
- 15% 6 months prepaid,
- 10% 3 months prepaid.

Further discounts can apply for combined advertising web/magazine.

Classified Issue Options



Presented By:

E-Magazine Title Sponsor
630 x 150 pixels

ISBN

DATE

Welcome

CONTENTS

Boarding Facilities

Display Ad

- 640 x 150 pixels
- 640 x 300 pixels
- 640 x 450 pixels
- 640 x 640 pixels

Horse & Ponies

Tack & Accessories

Advertisers



Company Name



Company Name



Company Name



Company Name



EQUINE

Niagara News
A Division of YDV

Website Title Sponsor
1025 x 150 pixels
at the top of each page of the site

Website Options

HOME | BLOG | DISCUSSION BOARD | CLASSIFIEDS | CALENDER OF EVENTS

EQUINE NIAGARA NEWS

About Us / Testimonials - To the Editor / Submissions / Advertising Rates / Privacy Policy

What's Happening!

- Calendar of Events
- Horse Shows
- Clinics & Other Events
- Horse Camps
- ENN Contests

Features

- From the Horse's Mouth
- In The News
- A "Bit" About....
- "Stable" Reading
- Horse "Tails"
- In Stride (Product Features)
- Horsin' Around (Travel)
- Off to the Races
- In Memory



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December 31, 2010 Updated

Receive Equine
Niagara News
FREE by Email

Email: Join

Enter the Equine Niagara News
Chat Room
Free Chat Rooms by Braveheart.com

Equine Niagara
News on Facebook
You like this. Unlike

Equine Niagara News



Presented by:

Pre-Christmas SALE Tell all your friends! **20% off Store Wide**

27 MAYWOOD AVE. ST. CATHARINES HORSEWORLD Emporium WWW.HORSEWORLDemporium.COM 905-682-2545

ENGLISH & WESTERN TACK & APPAREL • BOOTS & WESTERN WEAR • TANDY LEATHER • SALES, SERVICE, REPAIR

ISSN 1923 8177

December 24, 2010

In This Issue

Left
Column
ads

Place
your
ad
here

- October 14, 2010
Equineability
- September 30, 2010
Cydney Pavan
- September 16, 2010
Lincoln County Fair
- September 9, 2010
UCEA Trail Ride
Rained Out Again
- August 19, 2010
Lil Wrangler
Round Up
- July 22, 2010
Beamsville Rodeo
- July 8, 2010
Nick Gonzalez
- June 25, 2010
Niagara Cup
- June 10, 2010

FISKE'S
A Family of Products Dedicated to
for Animals & the People Who Love Them
FISKES.COM

Can Am All Breeds Emporium for Another Big Event!

Can Am 2011 is excited to announce the start of the 2011 Show . With the show just 4 months away we are finalizing a New and exciting format. The show for 2011 will feature many top clinicians and performers. The Great Can Am Tack and Trailer Sale is now Eastern Canadas largest Equine shopping experience . Can Am has become known as the place to shop and compare trailers. With over 100,000 square feet dedicated to Equine products, the Can Am Trade Show attracts horse owners and riders from through out Ontario. For 2011 we will expand on the many New FREE clinics that are included with the admittance to Can Am. Home Hardwares FREE Extravaganza has been expanded and will Feature "Equine vs Canine" as the Presidents Choice Super Dogs come to challenge the Equine Horses in exciting head to head competition. RAM Stallion Avenue will be expanded along with the Breeds Alley and is a great opportunity to see many of Ontarios top Stallions and breeds. Equine Guelphs Equimania will be in attendance as they come back home from the World Equestrian games.

We have never offered so many FREE things to do and hope you will come, learn, and explore the New Can Am for 2011.
www.canamequine.ca

ABIZACK STABLES • 905-772-9227
• Tack Shop • Horse Boarding • Lessons • Leasing • Birthday Parties • Public Riding

Right
Column
Ads

Loving touch
Equine
Massage Therapy
Let THEM feel the difference.
Call Kelly @ 905-732-8131

National Building Group
Professional Steel Buildings

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A Division of PowerSports International

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Hair Styling
Industrial
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Kratons and Trainers

SMOOTH EDGE
Sharpening Service
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Shop 905-382-0752
Mobile 905-931-3513

905-382-0752 • CELL 905-931-3513
WWW.SmoothEdgeSharpeningService.COM

YDV Your Design Vehicle

- graphic design
- web design
- email marketing
- event planning



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Equine Niagara News Website

ENN's website is the back-up to the e-magazine offering a wealth of information to readers wanting to know what is happening in the Niagara Region.

The website offers areas for interaction by readers to allow them to add: • classifieds • shows and clinics • a live chat area • discussion forum. We also encourage readers to submit their FREE listings for their equine related business for the directory, and we have many of the local equine organizations submitting their newsletters for publication on our site as well - again a FREE service. We encourage article submission as well.

Advertising on ENN's website puts your ad on each and every page of the website, plus a link in both the e-magazine and classified edition emailed to our subscribers.

Benefits:

- maximum exposure - the articles in the magazine are not complete, there is always a link directing readers to the website to read the complete article
- all ads link to your website
- all ads can be changed as necessary
- all advertisers are listed in the magazine under Advertisers as well as in the classified issue and on-line on the advertisers webpage - all linking to your site
- advertisers featured on social media sites
- All advertisers that spend \$500 or more per year receive a feature article on their business and/or products
- Opportunity to conduct surveys, add email addresses to your database, offer polls, sponsor contests and much more.

Website Title Sponsor Ad

- 1025 x 150 pixels

\$2000/yr

In addition to above the title sponsor receives:

- ability to have different ads on pages (limited to type of page)
- logo linked to their website under advertisers in the magazine, classified issue and the advertisers page of the website
- an additional 2 articles throughout the year on your business, products or services

Left Column Ads - all ads for one year - links to your website

Ad Name	Size	Price
Logo Ad	150 x depth of logo	\$50/year
Column Small	150 x 450	\$100/year
Column Medium	150 x 600	\$125/year
Column Large	150 x 1200	\$175/year

Right Column Ads - all ads for one year - links to your website

Ad Name	Size	Price
Logo Ad	200 x depth of logo	\$50/year
Column Box	200 x 200	\$75/year
Column Small	200 x 450	\$100/year
Column Medium	200 x 600	\$125/year
Column Large	200 x 1200	\$175/year

Add your logo to the Advertisers section for \$5/issue contracted.

Website Options

Specific Webpage Sponsor

Sponsor a specific page of the website ie: Calendar of Events, Classifieds, Section Title page: **\$500/year**

FREE Directory Listings:

50 word description along with your name, address, phone numbers, email and websites (linked) in up to 3 categories

Enhanced Directory Listings: \$25.00/year

as above with 100 word description and logo or photo in one category, \$10 charge for each additional category.

Mini-Website:

1 page of information about your equine business \$180/year + \$35/setup
Renewals: \$75/year with moderate changes
Changes throughout the year are extra.

* HST extra.

Cancellations subject to 15% surcharge.

Prepayment discounts:

Save 20% full year payment,
15% 6 months prepaid,
10% 3 months prepaid.

Further discounts can apply for combined advertising web/magazine.

Other Services Available:

- graphic design
- web design
- email marketing
- talking presentations
- printing



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Directory Listings

Company/Stable/Organization Name: _____ Contact Name: _____

Address: _____ City: _____ Prov.: _____ Postal Code: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Category: (Choose 1)

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Stable | <input type="checkbox"/> Trail Rides | <input type="checkbox"/> Carriage Rides | <input type="checkbox"/> Club/Organization |
| <input type="checkbox"/> Horse Camps | <input type="checkbox"/> Boarding | <input type="checkbox"/> Breeder | <input type="checkbox"/> Tack Store |
| <input type="checkbox"/> Feed Store | <input type="checkbox"/> Trailers | <input type="checkbox"/> Other Products | <input type="checkbox"/> Vetrinary/Health Services |
| <input type="checkbox"/> Instructors/Trainers | <input type="checkbox"/> Clinicians | <input type="checkbox"/> Special Events/ | <input type="checkbox"/> Laundry/Repair Services |
| <input type="checkbox"/> Farriers | <input type="checkbox"/> Contractors | <input type="checkbox"/> Trailering | <input type="checkbox"/> Photographer |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Other Services | <input type="checkbox"/> Non-Local Equine Site | <input type="checkbox"/> Miscellaneous |

2nd Category: _____ 3rd Category: _____

Basic Listing: (FREE - includes above plus 50 word description.)

Enhanced Listing: (as above with 100 word description and your logo or a photo - send attachment with logo or photo.. \$25.00/year for 1st category, plus \$10/yr for each additional category.)

Mini-Web Page (includes enhanced listing with a link to your mini-page housing your logo, photos, and and more detailed information. Price: One-time setup fee of \$35, plus \$180/year. Renewals \$90/year with no to minimal changes. We will contact you for additional information to build your mini-website.

Thank you for adding your equine related business to our site. We will be in touch if we have any questions. Payment options are cash, cheque or PayPal. GST is extra. **Cheques made payable to Your Design Vehicle.**



EQUINE

Niagara News

Advertising Contract

Business Name: _____ Contact: _____

Address: _____ City: _____ Postal Code: _____

Telephone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

The aforementioned and hereinafter referred to as the Advertiser authorizes advertising with EQUINE NIAGARA NEWS, coordinated by Your Design Vehicle (YDV) as specified herein and in accordance to the following terms and conditions:

1. YDV reserves the right to revise or reject any advertisement which is deemed to be objectionable or detrimental to Equine Niagara News.
2. YDV is empowered hereby to cancel this contract in the event that the advertiser fails to comply with any of the terms and conditions set forth herein.
3. Charges specified herein, unless otherwise stipulated, shall be for space only. Any charges incurred incident to the production of the Advertiser's advertisement shall be added to the space charges
4. The Advertiser acknowledges herewith that YDV shall not be liable for the failure for any cause in placing an advertisement.
5. In the event of an error or omission in the content of the advertisement, YDV's liability extends only to the value of the advertisement placed.
6. Terms: Payment required for first ad at time of purchasing, subsequent ads will be invoiced, net 30 days.
7. Cancellations must be made in writing and are subject to a 15% surcharge.
8. Yearly advertising contracts will automatically renew at the end of the year agreed upon. An invoice for the new year will be sent as a reminder. To cancel, simply write CANCEL on the new invoice and send it back to YDV.
9. No verbal agreement will be recognized and the advertiser agrees to pay YDV in accordance to the following:

Ad Size:	Ad Location:	Duration	Rate:	SubTotal:
				Set Up Fee:
				Discount:
				HST (13%)
Add \$5/issue for logo on advertisers page \$5 x _____ issues				TOTAL

Client Name: _____ Title: _____ Date: _____

I hereby declare I have read the above terms and conditions. _____
Signature of Approval

Accepted by: _____ for YDV. Date: _____

SALES REP _____ PAID: CHEQUE CASH PAYPAL NET 30
Cheques made payable to YOUR DESIGN VEHICLE • PayPal to ads@equineniagaranews.com