



# QUARTER HORSE NEWS

## 2020 Digital Media Kit

Member of the  Morris Media Network

# QUARTER HORSE NEWS.COM

ON LINE. ON TIME. ON TARGET.

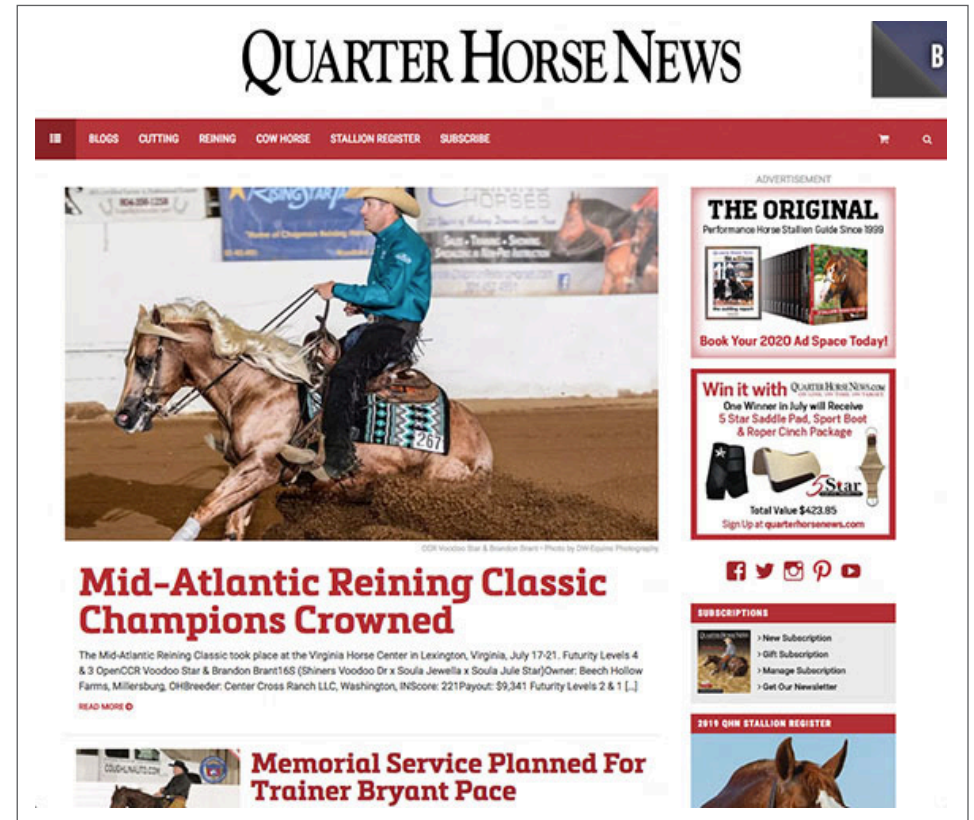
Advertise online with the industry's most trusted media source for current news and event coverage.

## LOYAL AND LONGTIME AUDIENCE

For more than four decades, **Quarter Horse News** has positioned itself as the complete source of information for the Western performance horse industry. Fans have come to rely on **QHN** for timely news, event coverage and statistics that cannot be found anywhere else.

Average Monthly Pageviews	90,000+
Average Monthly Unique Visitors	33,000+
Facebook Fans	560,000+
Instagram	19,000+
Email List	15,500+
Flash Newsletter List:	11,700+

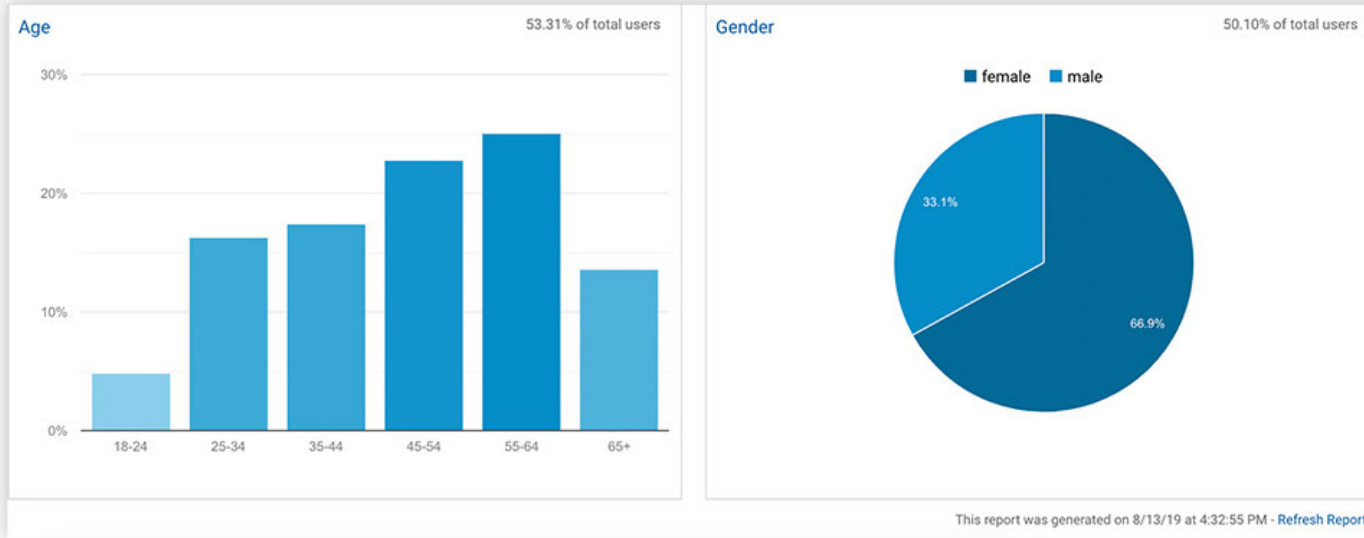
Numbers as of July 2019



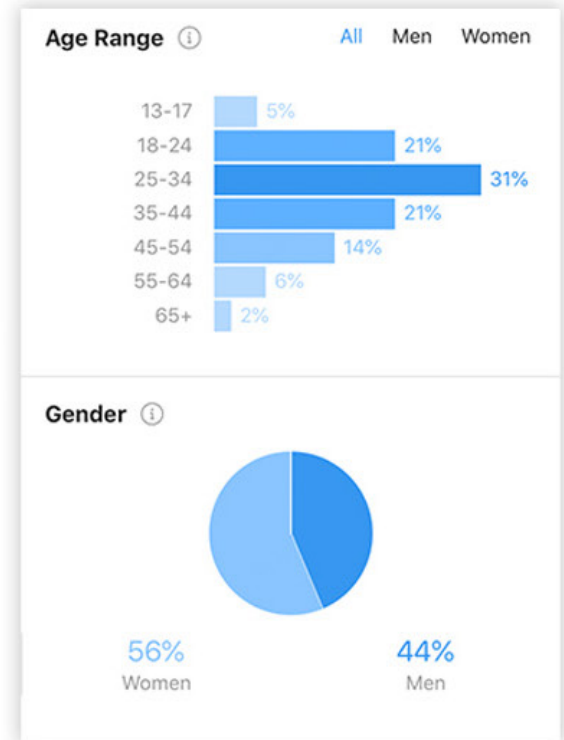
QUARTER HORSE NEWS | Member of the  Morris Media Network

## Demographics

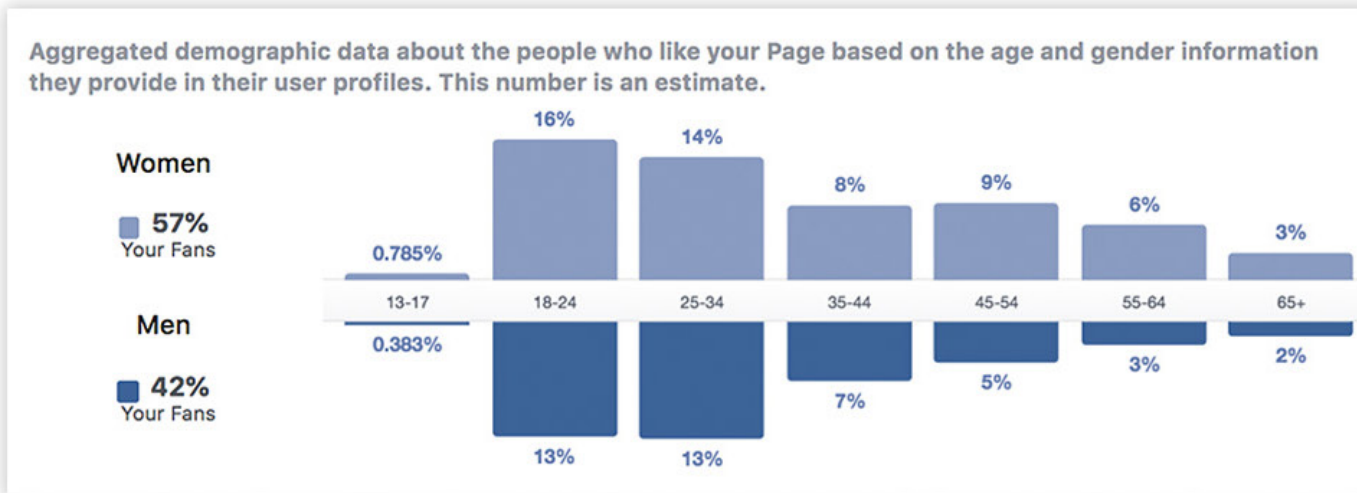
### WEBSITE



### INSTAGRAM



### FACEBOOK



## Web, Mobile & Video Ad Offerings

- A. Peel Back\***      **\$500/month**  
One advertiser per month and 100% SOV, this ad produces excellent click through rates.
- B. Billboard\*\***  
High-impact display ads with excellent CTR.
  - B1. Large Billboard**    **\$800/month**
  - B2. Billboard**        **\$600/month**
- C. Leaderboard\*\***
- D. Box\***              **Packaged \$450/month**
- E. Mobile\***
  - Display ads rotate through multiple positions.
- F. Filmstrip\***      **\$500/month**  
High-impact ad, one advertiser/month, 100% SOV.
- G. Stand-Alone Video Ad Spot\* \$300/month**  
30 sec. to 3 min. video spot posted to the QHN homepage.

\* Advertisers need to provide URLs for all ads.

\*\* Billboard and Leaderboard ads also include a mobile ad.

## Native Content

**Advertiser-generated story** on homepage for the month and remains on website at least 12 months. This is an invaluable opportunity for you to present products in a unique storytelling way, and align your brand with **Quarter Horse News**.

**\$3,000/month**



## Gear of the Month/Product Spotlight

An exclusive opportunity for you to showcase a product or show off your equine gear. This advertiser-generated write-up will be featured on the **QHN** website with social pushes from Facebook and Instagram.

**\$1,500/month**

The screenshot shows the Quarter Horse News website interface. At the top, the logo 'QUARTER HORSE NEWS' is displayed in a serif font. Below the logo is a navigation bar with links for 'BLOGS', 'CUTTING', 'REINING', 'COW HORSE', 'STALLION REGISTER', and 'SUBSCRIBE'. The main content area features a large image of a horse being groomed in a field. Below this image is the article title 'Gear of the Month' and a sub-headline '5 Star Equine Products only uses 100% pure wool in the manufacturing of our pads. The natural properties of wool allow it to wick sweat and remove heat from your horse's back. It also will absorb and disperse pressure to eliminate sore backs. The Rancher 5 Star saddle pad is specially engineered for ropers and ranchers, as well as long trail rides. Designed to be used alone, our SUPER THICK 1-1/8" wool pad eliminates the need to double pad and reduces cinching. The 100% pure wool is available in natural and black in the 1 1/8" thickness in a size to fit your specific needs. Optional leg and cinch cutouts are available, as well as the flex fit wither option that eliminates pressure on the wither area and prevents the need to continually reseat the pad into the gullet of your saddle during long trail rides. It is available in a mule and horse contour to fit any backline. And, as always, all 5 Star Equine Products are handcrafted in the USA!'. Below the text is a large image of the saddle pad. On the right side of the page, there are several promotional banners, including one for 'Barrel Horse' magazine and another for a contest where users can win a 5 Star Saddle Pad, Sport Boot & Ripper Cinch Package. At the bottom right, there are social media icons for Facebook, Twitter, and Instagram, and a 'SUBSCRIPTIONS' section with links for 'New Subscription', 'Gift Subscription', 'Manage Subscription', and 'Get Our Newsletter'. A '2019 QHN STALLION REGISTER' banner is also visible at the very bottom right.

## Customized Blog Sponsorships

Align your brand with **QHN** content personalities by sponsoring an online blog. This is a great way to pair your brand with high-quality content that performs well with our audience.

**Price Depends on Frequency & Duration**

The screenshot shows the Quarter Horse News website with a blog post titled "Discover the Brand-New Nylon Romal Reins With Rawhide Buttons at Dennis Moreland Tack!". The post features a large image of a brown horse wearing a bridle and reins. The website header includes navigation links for "BLOGS", "CUTTING", "REINING", "COW HORSE", "STALLION REGISTER", and "SUBSCRIBE". On the right side, there are social media icons, a "SUBSCRIPTIONS" section with options for "New Subscription", "Gift Subscription", "Manage Subscription", and "Get Our Newsletter", and a "WIN it with QUARTER HORSE NEWS.COM" promotion. The blog post text includes a link to the product page and a description of the reins.

The screenshot shows a social media post from "Quarter Horse News with Dennis Moreland Tack" dated May 17 at 4:02pm. The post text reads: "Discover the brand-new Nylon Romal Reins with Rawhide Buttons at Dennis Moreland Tack! Are you looking for a real good set of romal reins that won't put you over budget? My all new Nylon Romal Reins with Rawhide Buttons <https://bit.ly/2rxWv7D> may be just what you're looking for! They drape beautifully, are perfectly balanced, and feel great in your hands. The nylon is very tight braid on braid rope and has a lot of weight for its size. These romals have 45 hand braided rawhide... See More". Below the text is a small image of a horse wearing a bridle and reins.

## Social Media Opportunities

### Stand-Alone Facebook Post \$500

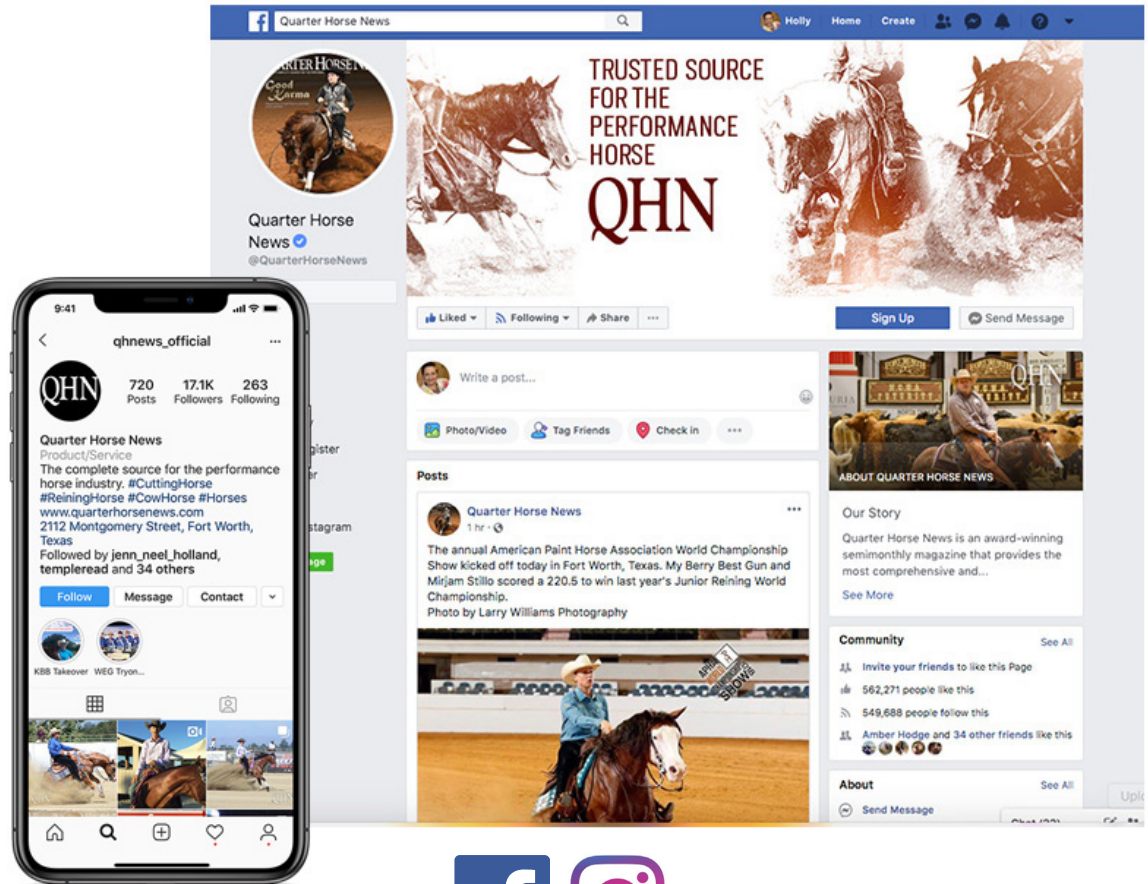
Spread your message and build brand awareness with our highly engaged Facebook audience.

### Facebook Video Sponsorship \$600

Pair your brand with a one-of-a-kind **QHN** content video. Videos are one of our top-performing post types on social media!

### Instagram \$150

Promote your products or tell your brand's story through compelling visuals aimed at our growing Instagram audience.



Facebook & Instagram sponsorships do not exclude **QHN** from acting as a social media site or sharing interesting news and information in addition to sponsorship postings.



## Social Media Event Sponsorships

**Extend your reach** and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with **QHN** as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate viewers across our social media platforms from some of the most elite events in the Western performance horse industry.

**Price varies by event. Contact your sales representative for a list of possible events.**

**Quarter Horse News with Coyote Rock Ranch.**  
Paid Partnership · 🌐

Let's hear it for **Rollz Royce** and **Beau Galyean**. The duo marked a 227 to win the 5/6-Year-Old Open Championship at **The Bonanza Cutting**.  
(Photo by **S. Sylvester Photography**)

- **Coyote Rock Ranch** •



**Quarter Horse News with Hickory Holly Time.**  
Paid Partnership · 🌐

"It's the title that everyone thinks about," said Corey Cushing, now a two-time winner of the World's Greatest Horseman. "You wake up every morning and you dream and hope that a day like today can actually happen."

The story---><https://qhne.ws/2Npw7Yk>

Hickory Holly Time



QUARTERHORSENEWS.COM  
**Cushing Wins Second World's Greatest Horseman Championship - Quarter Horse News**

**Quarter Horse News with Gunnatrashya.**  
Published by **Kristin Pitzer** [?] · Paid Partnership · 🌐

**Andrea Fappani** just won the Derby Level 4 Open Championship and Reserve Championship at the Reining By The Bay! He and Modern Gun have only been together for three weeks, but still scored a 231.5 to clinch the title.



## Email Marketing Opportunities

### Sponsored Facebook Post & Newsletter Package **\$1,500/month**

Editorial-style content sent to our full email list written to help readers solve a problem or offer helpful tips.

**QUARTER HORSE NEWS**  
*Featured Partner*

**Quarter Horse News with Massey Ferguson.**  
Paid Partnership · 🌐

Want to get a lot of work out of a single machine? Saddle up with one of the new and improved compact and utility tractors from Massey Ferguson. And if you're a member of select equine organizations, you could be eligible to receive special discounts! Learn more at <https://qhne.ws/2F76mcG>

SPONSORED NEWSLETTER

**WANT TO GET A LOT OF WORK OUT OF A SINGLE SADDLE UP.**

You love life on your equine farm. But there are never the day to get all the work done. You need to clean out fences. Haul heavy loads. Even pull larger implements field. But you're still a smaller operation, and you need that works for you.

Fortunately, to keep up with all the chores on the farm, you don't need

### Stand-Alone Eblast **\$1,260**

Your custom image sent to our full email list driving customers to your website.

**HOUSTON LIVESTOCK SHOW AND RODEO™**  
Feb. 25 - March 17, 2019

## 2019 HORSE SHOWS

**Feb. 21-28:**  
AQHA and NCHA Cutting

**March 4-5:**  
AQHA and All Breed Roping Events  
\$25,000 awarded in the roping challenge! You must enter the AQHA open or amateur roping events in order to qualify for the challenge.

**March 6-7:**  
AQHA, APHA and All Breed Speed Events

**March 14-15:**  
AQHA and All Breed Youth Horse Show  
**ADDED MONEY IN ALL EVENTS!**

**Youth Exhibitors** – are you a high school senior? Apply today for one of our exhibitor scholarships. Visit our website for complete details and applications.

**CONTACT US**  
rodeohouston.com  
horseshow@rodeohouston.com  
832.667.1032  
facebook.com/HoustonHorseShowExhibitors

# FLASH Newsletter Opportunities

**QHN FLASH Newsletter Banner Ad**      **\$150/week**      **\$450 for 4 weeks**  
 Newsletter sent weekly to a double opt-in newsletter list (different than our full email list). Three banner ad spots maximum per newsletter.

**QHN FLASH Newsletter Sponsored Article**      **\$250/week**      **\$750 for 4 weeks**  
 Drive people directly to your website from a sponsored article spot in our weekly FLASH newsletter. One article ad spot maximum per newsletter send.

600 x 100

600 x 300

600 x 100

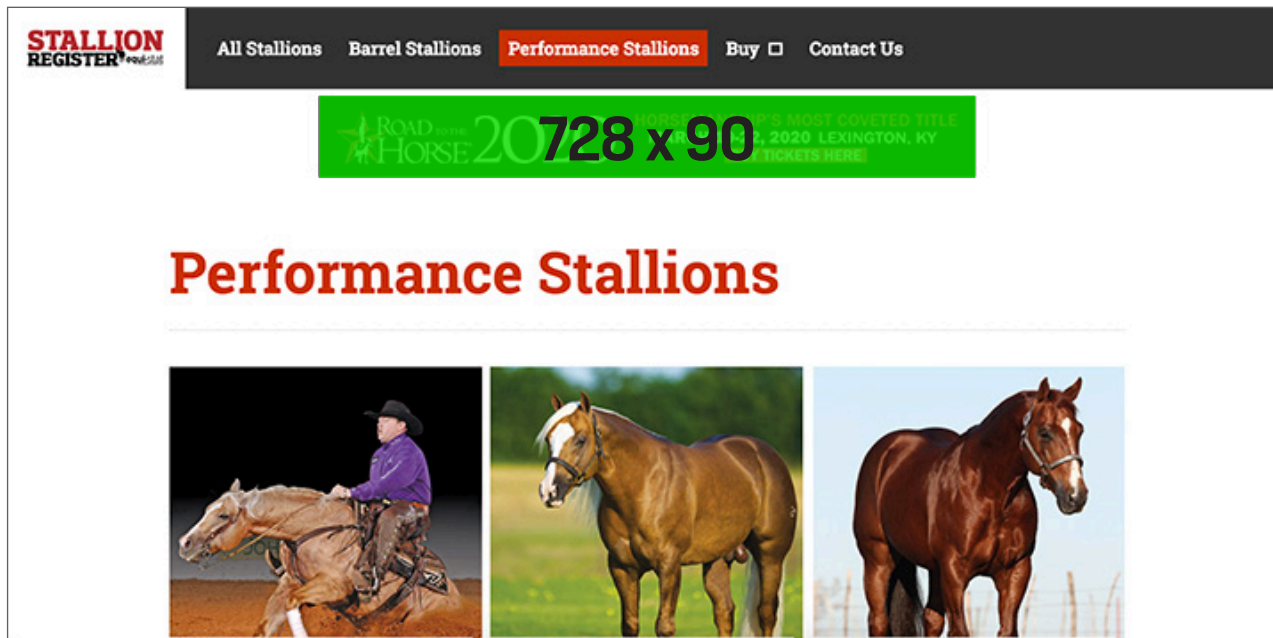
600 x 100

## Stallion Register Online Directory

**Banner Ad \$350**

Capture the attention of the performance horse industry by featuring your brand on our online stallion directory.

[www.stallionregisterdirectory.com](http://www.stallionregisterdirectory.com)



## Digital Ad Specifications

### GENERAL GUIDELINES

- All materials submitted are subject to editing
- Units must launch a new browser window when clicked
- All rich media ads must have an alternate GIF/JPG version of creative
- Google Ad Manager is used to serve all QHN site ad units
- No PSA ads are allowed
- MailChimp is used to serve all newsletter placements
- Email newsletter banner ads must be static only
- Best practice: provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

### GLOSSARY

- ROS** — run of site  
**SOV** — share of voice  
**px** — pixels  
**PSA** — public service announcement  
**Standard display ads** — static, no animation  
**Rich media** — dynamic ads, animated

### STANDARD BANNERS

#### PRODUCT DIMENSIONS

- Billboard: 970 x 250, 970 x 550
- Leaderboard: 728 x 90
- Filmstrip: 300 x 600
- Box: 300 x 250
- Peel Back: 485 x 485, Visible space: 485 x 349
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50

#### SPECIFICATIONS

- Dimensions in pixels
- Formats: JPG, PNG, or GIF (no PDFs)
- Resolution 72 ppi
- 150 kb max for static ads
- 1000 kb max file size for GIF (animated ads)
- Standard banners should be built with responsive capabilities

#### MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF

- Formats: JPG, PNG, or GIF (no PDFs)
- 150 kb max for static ads
- 1000 kb max file size for GIF (animated ads)

### RICH MEDIA

#### PRODUCT DIMENSIONS

- Leaderboard: 728 x 90
- Filmstrip : 300 x 600
- Medium Rectangle: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50 (no flash)

#### SPECIFICATIONS

- Specifications: We can only accept rich media ads by Third Party Tags (HTML5)
- Third party ads rich media vendors accepted. All acceptable vendors for third party rich media tags are listed here: <https://support.google.com/admanager/answer/177366>

## Digital Specifications

### Native Content:

- 500-700 words of advertiser content
- 2-3 engaging photos (min. 1000 px wide)
- Road block display ads (728 x 90 px, 300 x 250 px, 300 x 600 px, 320 x 50 px)
- 1 stand-alone eblast (600 x 1,000 px, under 100 kb.)
- 2 Facebook posts promoting content with boosting
- 2 Facebook post of advertiser's choice (images 1200 x 630 px or 1200 x 1200 px, need copy & url)

### Gear of the Month/Product Spotlight:

- 500-700 words of advertiser content
- 2-3 engaging photos (min. 1000 px wide)
- Inclusion in the **QHN** Flash weekly newsletter (one per month).
- 2 Facebook posts promoting content with boosting

### Customized Blog Sponsorship:

- 2 articles a month on quarterhorsesnews.com
- Roadblock leaderboard (728 x 90 px) and box (300 x 250 px) ads on blog category page and individual article pages
- 2 Facebook posts promoting article per month
- 2 Instagram posts promoting article per month
- 2 Facebook post of advertiser's choice (images 1200 x 630 px or 1200 x 1200 px, need copy & url) per month.

### Stand-Alone Facebook Post:

- Link share (URL is embedded into the image) - 1200 w x 630 h or strong image (not link share) 1200 w x 1200 h; 1920 x 1080 video can be used as well. Recommend good lifestyle/horse photos or enticing video.
- Both options need a few lines of enticing copy and URL link.
- Sponsor's Facebook page will be tagged in the post.
- \$10 boost with all posts. Additional boost and targeting available for an extra charge.

### Instagram Post:

- 1200 w x 1200 h eye-catching photo or 1920 w x 1080 h video
- A few lines of copy
- Any brand hashtags

### Sponsored Facebook Post & Newsletter Package:

- Quality lifestyle/horse image, min. 640 x 425 px max width
- 200-250 word advertorial
- Headline
- Subject Line
- URL
- 2 Facebook posts (link share image 1200 x 630 px or image only 1200 px wide, need copy & url)

### Stand-Alone Eblast:

- 600 x 1000 px, under 100 kb
- Subject Line
- URL

### Flash Banner Ad:

- 600 x 100 px banner ad
- URL

### Flash Sponsored Article:

- 600 x 300 px photo
- Headline
- Short description
- URL

Average Monthly Pageviews	90,000+
Average Monthly Unique Visitors	33,000+
Facebook Fans	560,000+
Email List	15,500+
Flash Newsletter List:	11,700+

Numbers as of July 2019

### Contact your Sales or Customer Service Representatives

#### Breeder Accounts:

Karen Barnhart | 620-951-4026  
karen.barnhart@cowboypublishing.com

#### Commercial Accounts:

Jenn Sanders | 940-627-3399  
jennifer.sanders@cowboypublishing.com

#### Sales Customer Service Manager:

Diana Buettner | 817-569-7114  
diana.buettner@cowboypublishing.com

#### Sales Customer Service Representative:

Lindsey Missel | 817-569-7106  
lindsey.missel@cowboypublishing.com