

**E-Mail Push...Target your customer like never before!** →

# HORSECITY.COM

HorseCity.com has over 70,000 e-mail addresses in our online data-base system. These e-mail addresses are verified, can be categorized over 1,000 ways and can be geo-targeted to reach your **EXACT** customer!

## **Stand Alone Pricing:**

This is your offer sent on its own to a select geo-targeted, demographic audience you choose from our master list.

Minimum: \$500

Set-Up Fee: \$125

CPM: \$80

## **Newsletter Pricing:**

This is an e-mail push that contains six items. Three are editorial in nature and three are commercial. Your 150-175 words of text and one photo will go to one of our lists. Trail Riding, Horse Health, Training, Barn & Farm or our exclusive VIP user list.

Set-Up Fee: \$0

CPM: \$25

## **Audiences:** →

Age	Discipline:
Gender	Barrel Racing
Location (can be narrowed as far as Zip Code)	Hunter Jumper
Breed	Dressage
Quarter Horse	Eventing
Paint Horse	Roping
Thoroughbred	Cutting
Warm Blood	Western Show
Appaloosa	Pleasure/Trail - English Saddle
Gaited Breed	Pleasure/Trail - Western Saddle
Draft Breed	Reining
Pony Breed	Team Penning
Arabian	Saddle Seat
Other	Driving
I own/lease multiple breeds	Working Cow Horse
Own Property or Board	Polo
Number of Horses Owned	Endurance
1 to 5	Halter
6 to 10	Competitive Trail - English Saddle
more than 10	Competitive Trail - Western Saddle
none	Fox Hunt
Annual Income	English Show
Less than \$25,000	Competitive or Pleasure Rider (Both is a selection)
\$26,000 to \$50,000	
\$51,000 to \$75,000	
\$76,000 to \$100,000	
More than \$100,000	

Send by State  
Send by Zip

Ask us for more demo categories!!

