



FRITZ THERESCUEHORSE.COM

on a journey with his human to FEI Level Dressage

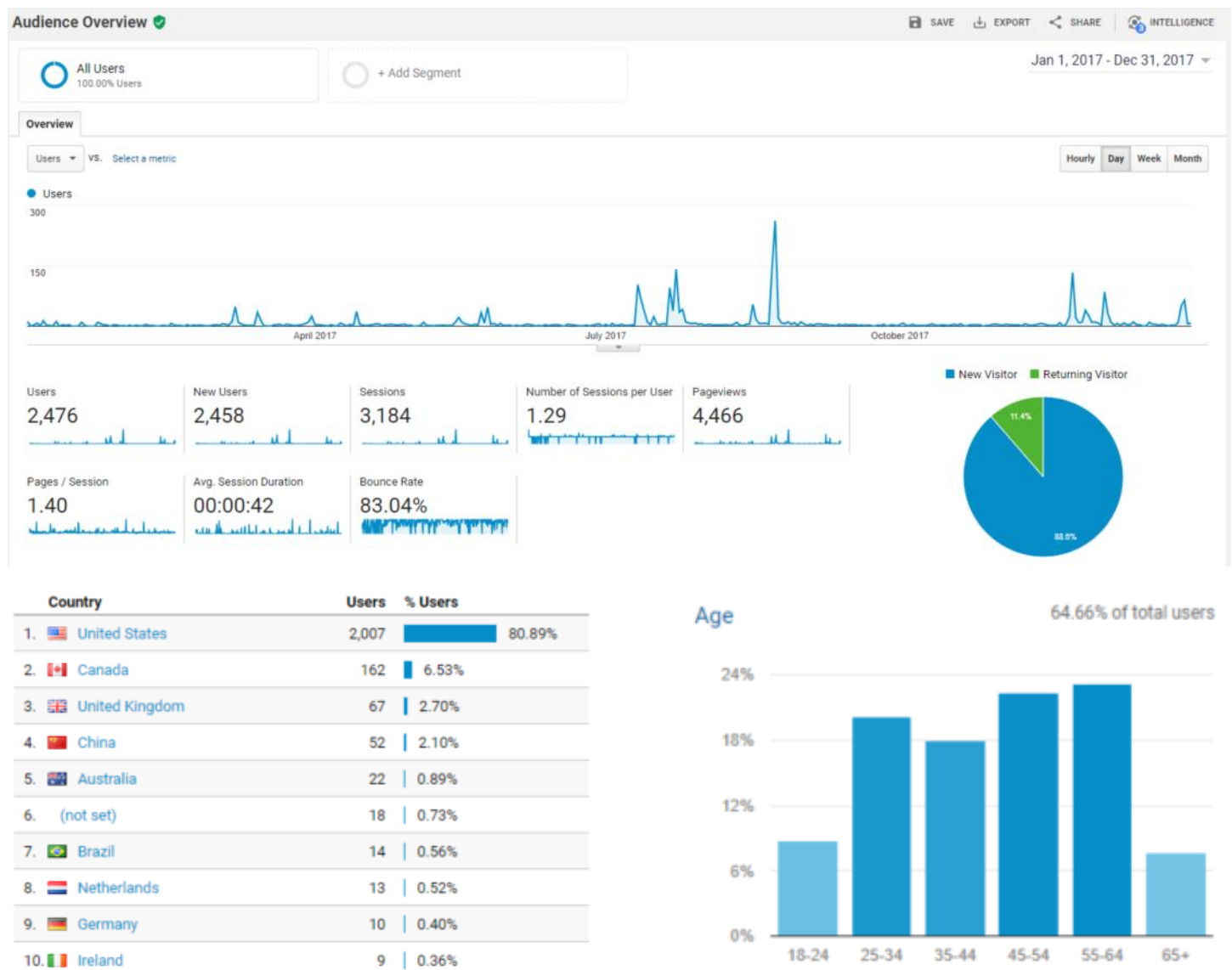
Advertising Packet - 2017

This is a blog and Facebook page dedicated to Fritz & Una's journey to FEI Level Dressage. **We had over 2,400 users in 2017, with over 4,400 page views.** Fritz is a rescue horse, and Una is an adult amateur that first got into dressage a couple years after she got Fritz in 2010. This website and Facebook page share successes, failures, challenges, lessons, tack sales, product reviews, and so much more!

<http://fritztherescuehorse.com/>

We offer many affordable advertising opportunities – outlined on page 4!

Website Visitors for 2017



Facebook Statistics for 2017

273 Page Likes, 272 page followers as of 1/22/2018.

Post Reach

The number of people your posts were served to.



Other Noteworthy Items for 2017/2018

In the summer of 2017, Fritz and Una were on set for a day at the Julie Goodnight Ranch for filming with Julie Goodnight and Dale Myler of Myler Bits. The two episodes are set to air on RFD TV in early 2018, and this will bring added exposure to Una and Fritz, therefore increase web and social media traffic.

 **Julie Goodnight Horsemanship**
January 3 at 5:26pm · 🌐

New horses, new problems—new triumphs.

This revolutionary new season of Horse Master with Julie Goodnight goes beneath the surface of "problem horses" to tell the inspiring, courageous and touching stories of riders and the horses they dedicate their lives to.

Get an in-depth look at Julie's dynamic training strategies as she works with owners to reach a new level of horsemanship with their equine partners. Experience the victories, frustrations, tears, and laughter as bond...

[See More](#)



Twitter Statistics for 2017

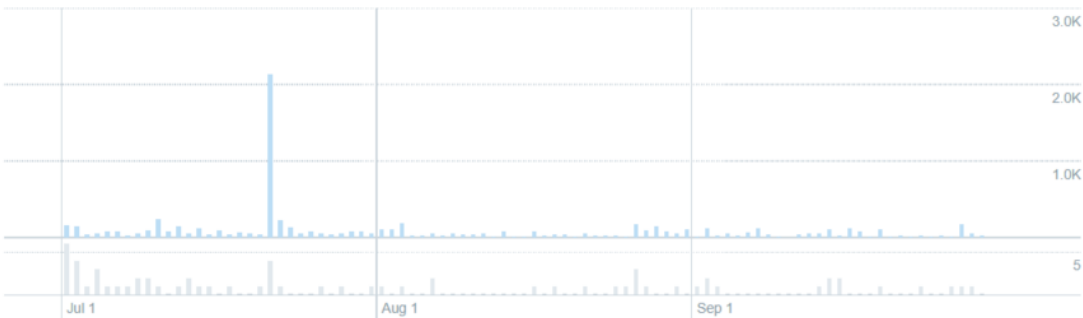
Your Tweets earned **6.5K impressions** over this **90 day period**



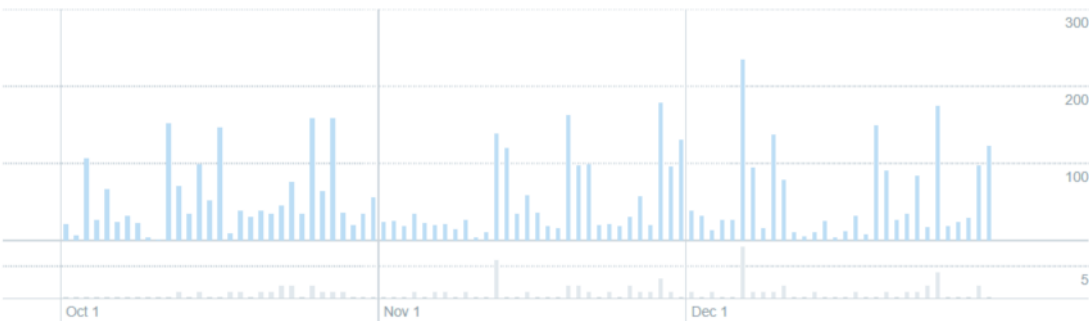
Your Tweets earned **8.1K impressions** over this **91 day period**



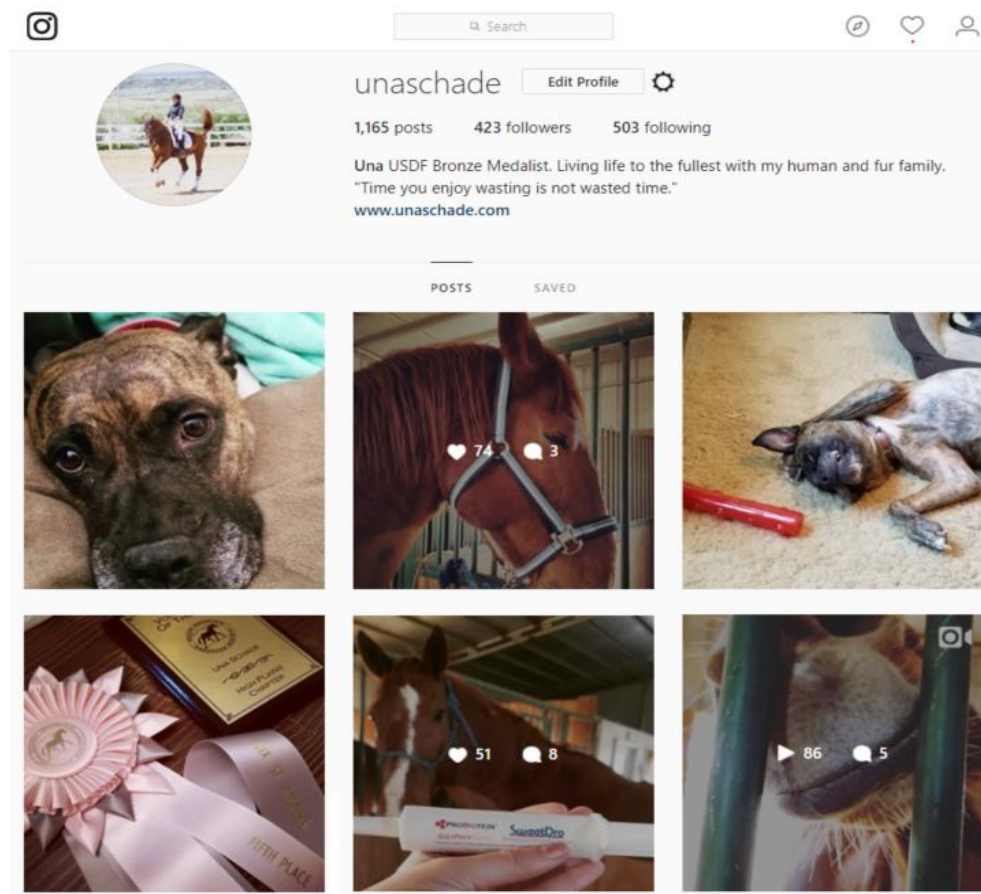
Your Tweets earned **8.0K impressions** over this **91 day period**



Your Tweets earned **4.9K impressions** over this **91 day period**



Instagram Statistics for 2017



Sponsorship Opportunities

In every sponsorship opportunity we offer, we provide tracking links for your ads. What this means – if you utilize Google Analytics or another quality website analytics tracking medium, you will be able to see the click to your site from your advertising partnership with us. We will also provide you monthly statistics on the amount of times your ad was served to our users. **We offer discounts to businesses that want to sign up for an entire year or with multiple advertising packages!**

Site Sponsorship - \$199/ month

This is a great way to get your business name or ad in front of our website visitors. Your ad will be displayed to all visitors, on every page. The repeated brand building will help keep you front of mind when the visitor has a need that fits your specialty. We will only offer one advertisement per industry* at the same time. We only offer space to 4 advertisers at one time to offer exclusivity. First come first served.

What site sponsorship/advertisement includes:

- 300x250px banner advertisement with link: on website articles and all webpages to over 200 avg. visitors per month.

- Mention on the Corporate Facebook as a site sponsor to over 270 followers monthly.
 - Mention on the Corporate Twitter account as a site sponsor to over 2,200 impressions average monthly.
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Blog Post Sponsorship Information - \$75/ blog post

Blog post sponsorship is a great way to build trust with the website visitors, as they will see you as an expert on the topic and think of you the next time they have a need for your specialty. We limit this to one sponsored post per week, and will not allow a direct competitor* to advertise within 4 weeks of your post.

What blog post sponsorship/advertisement includes:

- One blog post published on a topic of your choosing. You can write the article, or we can write it for you. It should be informative and provide beneficial information for our website visitors. We offer over 200 average visitors per month.
 - Blog post will be published on our corporate FB page (Over 270 followers) as well as to our other business FB group ([over 7,400 members – Colorado Horse Forum](#)).
 - You are listed as the post sponsor & links as well as contact info for your company are provided in the post.
 - Sponsored post will be a sponsored ad on Facebook to guarantee a minimum of 2,000 viewers across the United States.
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*Industries include (and some of these will cancel out others based on product type offered): Saddles, Tack Store, Veterinarians, Equine Insurance, Feed, Massage Therapists, Equine Dentists, Equine Clothing, Equestrian Clothing, Truck/Diesel Repair, Horse Trailers, Horse Training, Equine Chiropractor, Ranch/Farm Store, Grooming, Boarding Facility, others available contact for info.