



Newsletter Sponsorship and Advertising Info and Pricing

OVERVIEW:

Reach 200 horse owner households in Northern Central Vermont through *The Arena*, the newsletter for the Northwestern Riding and Driving Club (NWRDC). *The Arena* is issued 11 months per year (excluding December). This 4-color, 8-page newsletter is mailed or emailed directly into the homes of Club members and includes show dates, results, and important Club news. *The Arena* often remains in the home for at least 30 days. Advertising space is limited to 2 pages.

DEMOGRAPHICS OF MEMBERSHIP:

Nationally, horse owner families are among the most affluent households.

NWRDC members ride English and/or Western and the level of competition ranges from Junior Beginner, to Adult Open, to Senior.

Most members own at least 1 horse, 1 truck and 1 trailer. Many have multiple horses, additional pets and multiple automobiles.

40% of the members have FAMILY membership, indicating the presence of at least one child under the age of 18 in the household.

DISTRIBUTION:

Mailed to 50 members monthly, Emailed to the remaining 150 members monthly.

NEWSLETTER ONLY ADVERTISING:

Advertising space as described below.

NEWSLETTER ONLY					
	full page	2/3 page(v)	1/2 page (h)	1/3 page (v)	1/6 page (h)
ad price per issue	\$85	\$60	\$43	\$25	\$15
ad price per year	\$800	\$545	\$400	\$200	\$100
Book by May 1*	\$400	\$275	\$200	\$100	\$50

* For May - Nov advertisements

NEWSLETTER/NWRDC SPONSORSHIP:

SPONSORSHIP/NEWSLETTER					
	full page	2/3 page(v)	1/2 page (h)	1/3 page (v)	1/6 page (h)
ad price per issue	\$270	\$185	\$135	\$100	\$45
ad price per year	\$2,600	\$1,750	\$1,300	\$965	\$435
Book by May 1*	\$1,950	\$1,315	\$975	\$725	\$330

* For May - Nov advertisement and sponsorship

Sponsorship to include:

- Banner placement at all events Mentions at all events
- Advertising space as described below and
- Placement on www.nwrdcvt.com

Full Pg. Vertical
8" x 10"
(green box)

1/2 Pg. Horizontal 8" x 4.75"
(orange box)

1/3 Pg. Vertical
2.66" x 10"
(blue box)

2/3 Pg. (2 col width) 5.33" x 10"
(pink box)

1/6 Pg. Horizontal 5.33" x 2.25"
(grey box)