

MEDIA KIT



31K+ REACH

398+ LIKES

7.2K+ IMPRESSIONS

WWW.AMATEURARENA.COM

MILLENNIALCOWGIRL@GMAIL.COM

THE MISSION:

OUR MISSION IS TO EMPOWER, INSPIRE, AND CONNECT THE AMATEUR COMMUNITY. WE ARE DEDICATED TO PROVIDING A DYNAMIC ONLINE PLATFORM WHERE RIDERS OF ALL LEVELS CAN ACCESS VALUABLE RESOURCES, SHARE THEIR STORIES, AND CELEBRATE THEIR PASSION FOR HORSES. THROUGH INSIGHTFUL ARTICLES, CAPTIVATING CANDIDS, AND A SUPPORTIVE NETWORK, WE STRIVE TO ELEVATE THE AMATEUR EXPERIENCE AND FOSTER A COMMUNITY WHERE EVERY VOICE IS HEARD AND APPRECIATED. OUR GOAL IS TO BE THE GO-TO HUB FOR AMATEUR EXHIBITORS, OFFERING GUIDANCE, INSPIRATION, AND A SENSE OF BELONGING IN THE EVER-EVOLVING WORLD OF HORSE SHOWING.

WE OFFER A UNIQUE OPPORTUNITY TO REACH A DEDICATED AND PASSIONATE AUDIENCE WITHIN THE STOCK HORSE COMMUNITY. OUR PLATFORM ATTRACTS A DIVERSE GROUP OF AMATEURS AND PROFESSIONALS WHO ARE ACTIVELY ENGAGED IN THE LATEST INDUSTRY TRENDS, TIPS, AND STORIES. BY ADVERTISING WITH US, YOU CAN ENSURE YOUR BRAND GAINS MAXIMUM VISIBILITY AMONG THOSE WHO VALUE AND INVEST IN THE EQUINE PRODUCTS AND SERVICES. OUR TARGETED AD PLACEMENTS, COUPLED WITH OUR HIGH-QUALITY CONTENT, PROVIDE AN IDEAL ENVIRONMENT FOR SHOWCASING YOUR OFFERINGS AND DRIVING MEANINGFUL ENGAGEMENT. WITH FLEXIBLE ADVERTISING OPTIONS AND COMPETITIVE RATES, INVESTING IN WEB ADS IS A STRATEGIC MOVE TO ENHANCE YOUR BRAND'S PRESENCE AND CONNECT WITH A VIBRANT, GROWING COMMUNITY.



ALL ADS RUN FOR A MONTH.
ADVERTISEMENTS ARE FOUND WITHIN
ARTICLES OR ON THE SIDE OF ARTICLE
PAGES FOR HIGH VISIBILITY.

LEADERBOARD - \$50 PER MONTH
THIS IS OUR BIGGEST WEB AD SPACE.
728 X 90 PX.

BANNER - \$40 PER MONTH
A WELL-RECOGNIZED AD FORMAT.
468 X 60 PX.

LARGE RECTANGLE - \$35 PER MONTH
AN AD THAT WORKS WELL IN CONTENT.
336 X 280 PX.

INLINE RECTANGLE - \$30 PER MONTH
AN AD THAT WORKS WELL IN CONTENT.
300 X 250 PX.

SKYSCRAPER - \$35 PER MONTH
A NARROWER AD FOR SIDE PANEL.
120 X 600 PX.

WIDE SKYSCRAPER - \$40 PER
MONTH
A NARROWER AD FOR SIDE PANEL
WITH A LITTLE MORE SPACE.
160 X 600 PX.

SMALL SQUARE - \$25 PER MONTH
A SMALL WAY TO BE SEEN BIG.
200 X 200 PX.

HALF PAGE - \$50 PER MONTH
THIS SPACE ALLS FOR MORE
OPPORTUNITIES.
300 X 600 PX.

AMATEURS AND AMATEUR BUSINESS
OWNERS CAN RECEIVE 10% OFF!

AD SPECS

TO SUBMIT:

ONCE YOUR AD ORDER IS PLACED, PLEASE
EMAIL MILLENNIALCOWGIRL@GMAIL.COM
WITH YOUR ADVERTISEMENT FILES AND ANY
SPECIFIC INSTRUCTIONS.

UPON RECEIVING YOUR ADVERTISEMENT,
WE WILL CONFIRM RECEIPT AND
CORRESPOND WITH YOU TO FINALIZE THE
MONTH YOUR AD WILL BE FEATURED. YOU
MAY ALSO SPECIFY YOUR PREFERRED
MONTH FOR THE AD TO RUN IN YOUR
EMAIL.

THANK YOU FOR CHOOSING TO ADVERTISE
WITH US! WE LOOK FORWARD TO
PROMOTING YOU OR YOUR BUSINESS!

GUIDELINES & SUBMISSIONS

AT AMATEUR ARENA, WE BELIEVE THAT EVERY VOICE WITHIN THE STOCK HORSE INDUSTRY HAS A STORY WORTH SHARING, WISDOM WORTH IMPARTING, AND EXPERIENCES THAT CAN INSPIRE AND EDUCATE. THAT'S WHY WE EXTEND AN OPEN INVITATION TO EXHIBITORS, TRAINERS, AND INDUSTRY PROFESSIONALS TO BE A PART OF OUR COMMUNITY. WHETHER YOU HAVE TRAINING TIPS TO EMPOWER FELLOW EXHIBITORS, INSPIRATIONAL STORIES TO IGNITE PASSION, OR HEARTWARMING ANECDOTES THAT BRING A SMILE TO OUR FACES, WE WANT TO HEAR FROM YOU.

AMATEUR ARENA IS A PLATFORM WHERE YOUR INSIGHTS AND EXPERTISE CAN SHINE. JOIN US IN OUR MISSION TO ENRICH THE WORLD OF AMATEUR STOCK HORSE EXHIBITORS WITH YOUR UNIQUE PERSPECTIVES AND BECOME A VALUED CONTRIBUTOR TO OUR GROWING FAMILY.



ARTICLES:

- ANYONE IS WELCOME TO SUBMIT AN ARTICLE.
- ARTICLE SUBMISSIONS WILL BE KEPT ON FILE FOR USE FOR UP TO ONE YEAR.
- ARTICLE SUBMISSIONS SHOULD BE SUBMITTED IN A WORD DOCUMENT OR ON GOOGLE DOCS. AMATEUR ARENA HAS THE RIGHT TO EDIT OR REJECT SUBMITTED CONTENT.
- PLAGIARISM WILL **NOT** BE TOLERATED.

PHOTOS:

- IT IS THE RESPONSIBILITY OF THE ONE SUBMITTING TO OBTAIN THE APPROPRIATE PHOTO RELEASE(S), INCLUDING COMMERCIAL USE OR ONE-TIME AD USE.
- SOCIAL MEDIA OR WEB RELEASED, AND PHOTOS WITH A PHOTOGRAPHER'S WATERMARK (OR ANYTHING INDICATING THAT IT IS A PROOF) WILL BE REJECTED.
- AMATEUR ARENA RESERVES THE RIGHT TO VERIFY USAGE.
- 2-3 MAX PHOTOS PER ARTICLE SUBMISSION.

PLEASE SUBMIT ALL ARTICLES/QUESTIONS TO:
LIZ MOORMAN, MILLENNIALCOWGIRL@GMAIL.COM