

## Advertising Rates

### PATH Intl. eNews & Website

PATH Intl. eNews is the official electronic newsletter of the Professional Association of Therapeutic Horsemanship International (PATH Intl.), which was formed in 1969 as the North American Riding for the Handicapped Association to promote equine-assisted activities and therapies (EAAT) for individuals with special needs. PATH Intl. serves more than 58,000 children and adults, and more than 3,300 veterans. The twice-monthly publication, which serves the leaders in the EAAT industry, is emailed to nearly 9,000 addresses, representing PATH Intl. Member Centers, instructors, trainers, program administrators, volunteers, educators, participants with special needs and their families, therapists, and others who support the mission of PATH Intl. PATH Intl. eNews is archived on the PATH Intl. website, making your linked ad continuously available. Ad rates are based on approximately 6,000 views at 10 cents per view.

**Nearly 90% of PATH Intl. Members influence purchasing or make purchasing decisions at their centers and purchase from companies that support PATH Intl.**

# of Issues	Event/Product Feature Member	Event/Product Feature Non-Member	Display Member	Display Non-Member
1	\$60	\$75	\$50	\$65
2	\$75	\$100	\$70	\$90
4	\$100	\$150	\$85	\$125
12	\$150	\$200	\$150	\$200
24	\$250	\$300	\$250	\$300

Event/Product Feature: In the body of the eNews with link and logo or photo.

Limit of two per issue, first come first reserved.

Display Ad: Left banner with link and logo.

#### Website

3 months	\$600	Visitors to the PATH Intl. website are the end-users of an array of EAAT-related products and services, providing advertisers and sponsors with an avenue to inform and influence their recommendation and buying decisions.	Choose from highly-trafficked content areas including the home page (limitations may apply), the classified ads page and more.
12 months	\$2,000		

#### Reserve Space Today!

Contact Cher Smith, [csmith@pathintl.org](mailto:csmith@pathintl.org)



#### Specs

These rates are for camera-ready ads, which must be sent as pdf, tiff, jpg, png or eps files with all images at 72 dpi.

**Display ads:** 150 px width; no minimum length; maximum length 500 px

**Event/Product Feature ads:** 600 px width; no minimum length; maximum length 400 px

**Web ads:** 120 px width; no minimum length, maximum length 400 px

#### Ad Deadlines

PATH Intl. eNews is published on the 1st and 3rd Tuesday of each month. Ads must be received by the Friday before publication.