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 services (EAS) for individuals with special needs. PATH Intl. serves nearly 54,000 children and adults, and more than 5,900 veterans. The twice-monthly publication, which serves the leaders in the EAS industry, is emailed to over 7,000 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. 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.

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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
12 months $2,000

Visitors to the PATH Intl. website are the end-users of an array of EAS-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.

Reserve Space Today!
Contact Sara Conant, sconant@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.