



# Professional Association of Therapeutic Horsemanship International

*Ensuring excellence and changing lives through equine-assisted services*

PO Box 33150, Denver, CO 80233

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## PATH Intl. eNews & Website

### Advertising Rates

PATH Intl. eNews is the official electronic publication 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. members and professionals serve over 46,000 children and adults, including more than 5,200 veterans. The twice-monthly digital publication, which serves the leaders in the EAS industry, is emailed to over 10,000 email addresses, representing 794 PATH Intl. Member Centers and almost 4,000 individual members who are PATH Intl. credentialed professionals(4,864); trainers; program administrators; volunteers; educators; participants with special needs and their families; therapists; and other medical professionals.

**With an impressive average open rate of 52%, advertising in the PATH Intl. eNews is an affordable way to get your product, service, or job posting in front of thousands of potential consumers, clients and applicants.**

**eNews Event/Product Feature Ads:** For text based ads, maximum 750 characters including spaces, plus one website link and one photo. For camera ready ads, a maximum width of 800px by a height of 300px. Limit two feature ads per issue, first come, first reserved. The multi-issue discount only applies if purchased as a bundle of 2, 4, or 6 and the same ad is run across all issues.

**Ad Deadlines:** PATH Intl. eNews is published on the 1st and 3rd Tuesday of each month. Ad and payment must be received by 11:00am MST the Thursday before publication.

Number of eNews Issues	Event/Product Feature Member   Non-Member
1	\$50   \$70
2	\$80   \$120
4	\$140   \$200
6	\$180   \$240

### Upgrade Online Classified Ads of 350 or 750 Characters to be Included in the eNews

Email Sara if you would like to upgrade a classified ad (350 or 750 character ads only) that's been placed on the [PATH Intl. website](http://PATH Intl. website), to be featured in 1, 2 or 4 eNews editions. Upgrades are paid for separately from the online ad purchase. Content and one photo (if provided in the online ad) will be copied from the classified ad for the eNews. Limit two classified ad upgrades per issue, first come, first reserved.

Number of eNews Issues	eNews Add-On for Classified Ads PATH Intl. Members Only
1	\$40 Available for 30 Day Ads
2	\$60 Available for 30 Day Ads
4	\$100 Available for 60 Day Ads

Reserve Space Today!

Contact Sara Conant [sconant@pathintl.org](mailto:sconant@pathintl.org)



### Website

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 recommendations and buying decisions. Choose from highly-trafficked content areas including the certifications page, classified ads page and more. Website ads should be camera-ready in both 728px wide by 90 px tall for desktop viewing AND 336px by 280px for mobile viewing.

**3 Months: \$600**

**6 Months: \$1100**

**12 Months: \$2000**