



# Professional Association of Therapeutic Horsemanship International

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

PO Box 33150, Denver, CO 80233

(800) 369-7433 (RIDE) | [www.pathintl.org](http://www.pathintl.org)

## 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 71,000 children and adults, including more than 8,000 veterans. The twice-monthly digital publication, which serves the leaders in the EAS industry, is emailed to over 13,000 email addresses, representing 721 PATH Intl. Member Centers and almost 4,000 individual members who are PATH Intl. credentialed professionals; 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.**

#### Event or Product Feature Ad

All ads must be camera-ready with a maximum width of 280px by a height of 340px. Limit two feature ads per issue, first come, first reserved. The multi-issue discount only applies if purchased as a bundle of 2 or 4. For an easy to modify camera-ready option, please consider using one of these [basic Canva templates](#).

**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 MT the Thursday before publication.

Number of eNews Issues	Event/Product Feature Member   Non-Member
1	\$90   \$130
2	\$160   \$240
4	\$290   \$440

#### PATH Intl. Member Center Classified Ad

Finding certified professionals to provide high quality EAS is a vital need of PATH Intl. Center Members and Premier Accredited Centers. To assist in filling these vacancies PATH Intl. has a [Classified Ads section](#) of the website and a new option for member centers to add a Classified Ad to the eNews. Limit of two classified ads per issue, first come, first reserved. Same ad size and deadlines as Event or Product feature ads.

Number of eNews Issues	Classified Ads for PATH Intl. Member Centers Only
1	\$80
2	\$145

**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.

**1 Month: \$300    3 Months: \$600    6 Months: \$1100**