

NOVEMBER 1, 2011

## 2012 Budget Plans



### 2012 is right around the corner

SureBet Racing News would like to be part of your marketing program in 2012.

#### Why SureBet?

Did you know that SureBet Racing News is the only publication that covers both Thoroughbred and Quarter Horse racing in the United States?

Or that, SureBet Racing News averages 321,559 visits per month to our website

- ✓ 59.60% returning
- ✓ 40.40% unique
- ✓ 3.53 Page views
- ✓ Avg. Time on Site 00:03:19

### SureBet E-Pub

SureBet Racing News E-Magazine is a free monthly publication delivered directly to over 2200 subscribers via email; it is also assessable on our website at no charge.

Who are our readers?

- ✓ Involved at racing level - 57.1%
- ✓ Involved at breeding level - 42.8%
- ✓ Fan - 28.5%
- ✓ Other - 28.5%

### News Coverage

SureBet Racing News concentrates primarily on racing news from the states west of the Mississippi.

We bring our readers national / international industry news from hundreds of media sources, including onsite coverage of the Kentucky Derby, Breeders' Cup and the Melbourne Cup from Australia, etc.

**Special Sections:** Thoroughbred and Quarter Horse Stakes Recaps, Stakes Advances, Auctions News, Results, Trial Qualifiers, Stallions Online, state news, etc.

### Progressive yet Affordable

(All rates are per month)

#### Website

Top banner: (650 x 92) \$250

Buttons:

(259 x 125) – \$175 per month

(259 x 72) - \$100 per month

(120 x 230) - \$75 per month

(125 x 120) - \$50

#### E-Publication

(All ads are linkable to advertiser's websites – multi-month discounts available)

Full page – \$300.00

1/2 page horizontal – \$175.00

1/4 vertical – 100

1/8 horizontal – \$65

Banners – \$250

Nomination Forms – Full page - \$250

#### EMAIL Sponsorship

2200+ email subscribers

Banner ad (635x64) \$100

(259 x 72) - \$175

(120 x 230) - \$50

#### STALLIONS ONLINE

Farm listing: \$175 per year

EquineLine Stallion Listing \$575 per year

**Turf Writers Service** – please call

*If you have questions or would like to discuss creating a special program just for your business, feel free to give me a call,*

Laura Flynn  
Publisher

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