

ABOUT RODEORANCHRIDE.COM

RodeoRanchRide.com is the leading guide to Western horse events and services across the Mountain West. At home or on the road, **we connect horse people** throughout the Mountain West with the horse events and services they need... *wherever their journey takes them.*

OUR MISSION

To provide a trusted local and regional platform where Western horsemen and women can easily find equine events and services throughout the Mountain West. We are proud to partner with the people, businesses and events that keep the our horse industry strong.

OUR MARKET

TARGETED AUDIENCE

Horsemen and women who participate in Western competitions such as rodeos, barrel races, ropings, reinings, cuttings, pennings, sortings, shows and other performance horse events.

Horsemen and women who participate in Western lifestyle activities such as trail riding, pleasure riding, backcountry riding, ranch work, clinics and horse sales.

LOCAL & REGIONAL REACH

RodeoRanchRide.com serves 9 states across the Mountain West, bringing together a strong local & regional network of Western horse events, services and communities. Our coverage includes:

Montana	Arizona	Idaho
Wyoming	New Mexico	Utah
Colorado	Texas	Nevada



9 states across the Mountain West

WHY ADVERTISE?

DEDICATED WESTERN HORSEMEN & WOMEN

RodeoRanchRide.com listings connect you directly with thousands of horse people across the Mountain West through our highly targeted Western equine network.

- **Multiple Placements. One Payment.**
Website. Search. Social. E-news. *Your promotion, covering the Mountain West.*
- **Stay Visible. Stay Connected.**
At home. On the road. *Your name, in front of our Western equine community.*
- **Grow Awareness. Build Your Brand.**
Month after month. Season after season. *Your listing, working 24/7.*

Average Monthly Stats

Website Users.....	3,000
Website Page Views.....	5,000
Website Ad Views.....	30,000
Email Subscribers	1,500
Email Open Rate	34.20%
Organic Social Users	27,066
Paid Social Ad Reach.....	164,880
Paid Social Ad Clicks	4,365

EVENT & SERVICE LISTINGS

SIMPLE, AFFORDABLE MARKETING

RodeoRanchRide.com provides an easy and effective way to promote your local and regional events and services across the Mountain West. Choose the listing that best fits your budget and needs.

BASIC LISTING: FREE..... Includes: Name, Address, Phone, Website, Dates (for events), Runs until canceled.

FEATURED LISTING: \$65/year..... Includes: Everything in Basic, Search optimized description, Social media link, Featured badge on listing, Top of state/category search, Renews upon request.

BANNER LISTING: \$125/year..... Includes: Everything in Featured, Banner: 600 x 100px, Banner link, Banner creative, Run-of-Site rotation, Banner message (1), Renews upon request.

BANNER PLUS LISTING: \$265/year..... Includes: Everything in Banner, Banner message (2), Search optimized blog post (1) Social media post (1), E-news banner (1), Renews upon request.