



2026 Advertising Rates



For more than 30 years, The Northwest Horse Source and Colorado Horse Source have proudly served the equine community by sharing trusted stories, supporting local businesses, and building meaningful connections between horse owners and the services they rely on. Our 2026 advertising options combine the personal touch of quality editorial with modern digital visibility to help your business grow, engage, and stay top of mind within the horse industry.

WEBSITE VISIBILITY

Consistent online exposure where horse owners actively browse

300 x 250 Website Banner Ad

\$80 per month

Clickable banner displayed across key website pages to keep your business visible year-round.

1400 x 400 Header Banner Ad (Premium Placement)

\$415 per month

Large, high-impact banner at the top of website pages for maximum brand exposure.

Homepage Feature

\$350 per feature

Short-term spotlight on the homepage with image, teaser text, and clickable link to your website, article, or business profile.

CONTENT VISIBILITY

Story-based promotion that builds trust and credibility

Sponsored Content / Sponsored Article

\$495 per article

A professionally presented feature article about your business, service, or event published on NWHS/COHS and shared digitally.

(Long-term online visibility)

DIRECTORY VISIBILITY

Business Listing on HorseSource.org

\$90 per year

Searchable national equine directory listing with business details, location, and website link.



2026 Advertising Rates (cont)



SOCIAL & EMAIL PROMOTION

Social Media Spotlight Post – \$95 per post

Featured post shared across NWHS and/or COHS social media pages and community groups to drive engagement and traffic.

Email Solo Blast (Dedicated Email) – \$350

Your brand, event, or offer featured exclusively in a standalone email sent to NWHS subscribers.

VIDEO & MULTIMEDIA

Video Business Spotlight (Created by you) - \$395

Short promotional or interview-style video introducing your business, shared across NWHS and COHS digital platforms.

EVENT PROMOTION

Event Promotion Bundle – \$395

Comprehensive promotion package for equine events including listings and digital promotion across NWHS and COHS platforms.

OPTIONAL PROMOTIONAL ADD-ONS

- Newsletter Banner Placements – \$80 per month
- Banner ad placement within NWHS/COHS email newsletters.
- Basic Event Listings – FREE
Event promotion on HorseSource.org and community calendars.
- Press Releases – \$80 each
Published announcements shared across NWHS/COHS platforms.
- Horse Source Live Guest Expert Opportunities
(Availability varies)

SIMPLE EXPLANATION

Sponsored Article = Your Story

A full feature article that educates, builds trust, and promotes your business long term.

Homepage Feature = Your Spotlight

A short-term homepage highlight that drives traffic to your story, profile, or website.

How Most Businesses Use Our Advertising

Many partners choose a banner ad for consistent visibility and add a sponsored article when they want to tell their story in a bigger way.

Email us today for details: sales@nwhorsesource.com