

2019 SHOW COVERAGE MEDIA KIT



Cowsmopolitan is a global platform that is regarded as the #1 website by pedigree enthusiasts from all over the world. Outside our Inprint magazine that is published 5X per year we provide world wide daily coverage of news, events, articles on breeding, management and other industry related topics at www.cowsmo.com. The main source of traffic for the website is derived from daily news and online show coverage.

Global Website Exposure

Website statistics - 2,559,531 page views (Jan-Dec 2017). Traffic demographics of 51% USA, 39% Canada and 10% International the average user spends 3 1/2 minutes on our website. Some of our larger events in 2017 had as many as 17,000 visits for that event page alone, a 28% increase for the same event in 2016.

International Exposure through Social Media

• 192,084 followers on **Facebook** (www.facebook.com/cowsmo), our reach runs between 550,000 and 2 million and the weekly engagement ranges from 250,000 to 400,000. **We are also averaging 5-10K over any of our closest competition for engagement per week.** Stats below for week of Oct 9th, 2018. We also have 5000 followers on **Twitter** (www.twitter.com/cowsmo) and **6809 on Instagram.**

Add Pages		Reactions, Comments & Shares			
Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1	 Cowsmopolitan Dairy Ma...	191.6K 	0%	186	16.4K 
2	 The Bullvine	90.2K 	0%	247	702 
3	 Holstein World	69K 	0%	56	2K 
4	 Semex	52K 	0%	213	2.5K 
5	 Blodgett Communications	18.4K 	0%	123	2.2K 
6	 Dairy Agenda Today	8.2K 	0%	247	466 

Sponsors - Key to successful Advertising is continued increased exposure!

1. Cowsmo offers you the opportunity to increase visibility in all markets and countries through traffic on www.cowsmo.com website and Social media
2. Increased visibility for your company and brand through logos, email blasts and banner exposure
3. Increased traffic to YOUR website through posts and links
4. Social Media visibility through posts and videos marketing your products
5. Opportunity to use professional high resolution photos for your business at no extra charge
6. Discounts on both Online and Inprint advertising.
7. Opportunity to be highlighted in our weekly newsletter

ONLINE COVERAGE PACKAGES 2019

ALL RATES ARE IN NOTED IN CAD & USD NO TAX INCLUDED

Sponsor Type/\$	Sponsor Logo Show Pages	Sponsor Logo on Show Photos	Photos High Res	Show Email Blast	Advert Discount Inprint	Banners	Weekly Newsletter Exposure	Facebook Posts	Breeder/ Company Website or Facebook Link on Cowsmo
Friend (under \$499 CAD) (under \$385 USD)	✓		1-3			✓ Name		Named as sponsor on show posts only	\$250 CAD \$200 USD
Bronze (\$500-\$749 CAD) (\$400-\$595 USD)	✓		5-10	Name linked		✓ Name	Name linked week before	1 post	\$250 CAD \$200 USD
Silver (\$750-\$899 CAD) (\$600=\$750 USD)	✓	✓	11-14	Logo & Link	10%	✓ ✓ Name & Logo	Name Linked week before	1 post	\$250 CAD \$200 USD
Gold (\$900 - \$1199 CAD) (\$775 - \$900 USD)	✓	✓	15-19	Logo & Link	10%	✓ ✓ Name & Logo	Logo & Name Link week before	2 posts	\$250 CAD \$200 USD
Platinum (\$1200 - \$2000) (\$950 - \$1510 USD)	✓	✓	20-25	Logo & Link	12%	✓ ✓ ✓ Name & Logo + 1wk Individual Banner	Logo Link 2X	3 posts	\$215 CAD \$175 USD (\$35 off)
Diamond (\$2100- \$2999 CAD) (\$1525-\$2300 USD)	✓	✓	up to 30/yr	Logo & Link	12%	✓ ✓ ✓ Name & Logo + 2wk Individual Banner	Logo Link 4X/yr	3 posts	\$200 CAD \$160 USD (\$50 off)
Challenger (\$3000-\$4999 CAD) (\$2305-\$3800 USD)	✓	✓	up to 40/yr	Logo & Link	15%	✓ ✓ ✓ Name & Logo + 3wk Individual Banner	Logo Link 6X/yr	4 posts	\$150 CAD \$120 USD (\$100 off)
Corporate (\$5000 & up CAD) (\$3805 USD & up)	✓	✓	up to 50/yr	Logo & Link	15%	✓ ✓ ✓ Name & Logo + 6wk Individual Banner	Logo Link 12X/yr	6 posts	\$100 CAD \$85 USD (\$150 off)

- All shows include results (top 5 or 10 depending on show size), 10-12 photos per class and where applicable live feed
 - Sponsors will have access within day of show to high resolution files
 - Banners - ✓ name only on large banner (homepage), ✓ ✓ Logo on large show banner (homepage), ✓ ✓ ✓ logo on large banner (home page) & individual banners noted. Sponsors with more than 1wk can designate time slots for banners
 - All Facebook content for videos and posts will be provided to Cowsmo by sponsor
 - All Logos and links will be directed back to the sponsors website or Facebook page (their choice)
 - All Gold, Platinum, Diamond, Challenger & Corporate tier sponsors will be asked for a photo requirement list
 - **NEW*******Video Advertising clips inserted into live feed for Gold and higher level sponsors
 - Corporate Sponsors ONLY - Flyer insert into Cowsmo magazine for a 50% discount (flyer must be supplied), specs on flyer must be agreed on.
- Contact:** Lexi Wright 403-862-5600 or lexi@cowsmo.com or Julie Ashton 815-766-0045 website@cowsmo.com for more information or pricing