



"Diary from Athens"



Timely daily results and feature stories
from the Markopoulo Equestrian Centre

Exclusive to EquestrianConnection.com, Olympics-accredited journalist Jan Mansfield will be submitting daily news, vignettes and photos, plus daily competition results (within minutes of the end of competition) featuring Canada's ten riders and horses competing at the 2004 Olympic Games. Daily updates August 13 - 28. **Plus**, daily results and stories from the 4-member Canadian Paralympic Dressage Team September 17 - 26.

Take advantage of this unique advertising opportunity as readers will be logging on to EquestrianConnection.com first for the most up-to-date news and "stories behind the stories" as told by Jan, a well known equestrian journalist with a large readership.

Canada's Most Popular Equestrian Website

EquestrianConnection.com debuted in 1998 and since then has seen a steady increase in visitor statistics. It is now one of Canada's most popular equestrian websites providing information on a wide-range of topics, news, reports, interviews and boasting Canada's largest equestrian classified section.

The website regularly receives a daily average of up to 3,000 unique readers who are spending 9-15 mins. viewing over 22,000 web pages. Since its launch, it has received over 2 million visitors and over 15 million page views.

Effectively Target Your Market

Because EquestrianConnection.com focuses exclusively on the equestrian industry; advertisers in this sector know that they are reaching their target audience.

Our Advertising Works!

As a result of EquestrianConnection.com's high popularity and repeat visitor statistics, businesses who advertise with EquestrianConnection.com see an immediate increase in traffic to their own website. In some cases, traffic has more than doubled, particularly when the advertising is located on EquestrianConnection.com's homepage. And due to our continuous website updates, we retain our readership.

Advertising Details

Full banner advertising

Permanent large 468 x 68 pixel banner in rotation on our special "Diary from Athens" section at <http://athens.equestrianconnection.com>

Large 468 x 68 banner included in regular rotation throughout EquestrianConnection.com with a **guaranteed 100,000 impressions**

Exclusive sponsorship

Permanent 250 x 300 pixels ad space on Maximum of one advertiser per Diary day, thereby ensuring you have exclusive visibility for that Diary day.

Cost: \$299 + GST Canadian

(includes any artwork requirements for the design of your banner)

All ads linked directly to your website.

Super Value!

Our special Olympic feature will remain online as a resource long after the Games are finished. With our impressive rankings with Google.com, we anticipate the "Diary from Athens" to be regularly accessed by visitors for months and even years to come. Your advertising will continue to be displayed during this time giving you fantastic coverage for a very low one-time price. And because your ad can be linked to your website, you will continue to receive traffic.

Book Now!

Only a limited number of advertising spots are available. For more information, or to book your ad, please contact Kerri McGregor - kerri@equestrianconnection.com (905) 898-2664



"Diary from Athens"



Timely daily results and feature stories
from the Markopoulo Equestrian Centre

Coverage will include the following dates of competition.

Book early to reserve your preferred exclusive advertising spot!



2004 Canadian Olympic Dressage Team
(l-r) Belinda Trussell, Leslie Reid, Cindy Ishoy,
Ashley Holzer, Evi Strasser (reserve)
photo © TetleyPhoto.com

August 15,	Individual Eventing Dressage Day 1 Team Eventing Dressage Day 1
August 16	Individual Eventing Dressage Day 2 Team Eventing Dressage Day 2
August 17	Individual Eventing Cross Country Team Eventing Cross Country
August 18	Individual Eventing Jumping Qualifier Team Eventing Jumping - Final Individual Eventing Jumping Final Team Eventing Medal Ceremony Individual Eventing Medal Ceremony
August 20	Individual Dressage Grand Prix Day 1 Team Dressage Grand Prix Day 1
August 21	Individual Dressage Grand Prix Day 2 Team Dressage Grand Prix Day 2 Team Dressage Medal Ceremony
August 22	Individual Jumping Qualification - 1st Qualifier
August 23	Individual Dressage Grand Prix Speciale
August 24	Individual Jumping Qualification - 2nd Qualifier Team Jumping Final - Round 1 Individual Jumping Qualification - 3rd Qualifier Team Jumping Final - Round 2 Team Jumping Medal Ceremony
August 25	Individual Dressage Final Grand Prix Freestyle Individual Dressage Medal Ceremony
August 27	Individual Jumping Final - Round 1 Individual Jumping Final - Round 2 Individual Jumping Medal Ceremony

