



EquineU.com Horse Podcast: Information and Media Kit

EquineU.com Podcast is a show about horse health, safety and news for the equestrian. EquineU listeners can "tune in" whenever they want, giving them the freedom to enjoy the show on horseback, in the barn, in the gym, in the car, at home or work.



A SHOW FOR ALL EQUESTRIANS

EquineU.com is produced once a month, and each show is roughly 15 minutes long. The shows two hosts, Dr. Eric De Vos, an equine veterinarian and Nan Bowman, an EMT sharing horse related news, safety tips, product reviews and more. Our educational video podcasts will premier in August of 2007.



WHO LISTENS TO EquineU.com ?

The EquineU show is presented for those who share a passion for horses. Whether you're new to horse ownership, or an experienced rider, our show is for you. Our shows have a wide appeal, and are available for download in website archives. This allows subscribers to revisit shows that feature a certain topic they'd like to review, and new listeners to discover old shows.

OUR LISTENERSHIP IS GROWING!

Because podcasts can be listened to on the web or downloaded and enjoyed long after they are produced, listenership will continue to grow. Listeners can download directly from the equineU.com website or by using podcast subscription software such as iTunes, Yahoo or others.



WHAT SETS US APART FROM OTHER HORSE PODCASTS?

Our mission is to bring awareness of safety and health issues to the equestrian facility by providing quality educational materials through our website and podcasts. EquineU.com, a division Action Safety Education, is dedicated to bringing horse owners and equine professionals up-to-date and useful information regarding the health and safety of their animals.



CONTACT US

EquineU.com is a division of Action Safety Education.

www.equineUpodcast.com

Phone: 805-929-0921

Voicemail: 1-305-517-7669 or

1-305-517-PONY

Email: info@equineU.com

Mailing Address:

PO Box 1608, Nipomo, CA 93444

WHAT IS A PODCAST? WHAT IS A VIDEOCAST?

A **podcast** is a digital media file, or a series of such files, that is distributed over the Internet using for playback on portable media players and personal computers. A podcast is a specific type of webcast which, like 'radio', can mean either the content itself or the method by which it is syndicated; the latter is also termed **podcasting**. (definition provided by Wikipedia)

Video podcast (sometimes shortened to **vidcast** or **vodcast**) is a term used for the online delivery of video on demand video clip content. Consumers can subscribe using a PC, TV, set-top box, media center or mobile multimedia device.



ABOUT ACTION SAFETY EDUCATION

EquineU.com is a division of Action Safety Education, Inc (ASEI). Since 2003, ASEI has been an innovator in online and blended learning. We develop e-learning solutions distributed through our websites, partners and multimedia sites. In 2007, we launched the first of its kind, online Horse & Rider First Aid and Emergency Planning course.

Advertising on the **EquineU.com Horse Podcast**

With an EquineU sponsorship, you get a variety of methods for getting your message across.

IN-SHOW ADVERTISING

Our ads are delivered as part of the show – spoken by the hosts. Not as pre-recorded advertisements that sound “thrown in”. This presents your message in a way that integrates with the format and style of the show, and because it is read by the hosts, adds a personal communications feel to the delivery.

WEB SITE PLACEMENT AND LINK

Your logo and ad copy will be placed on our website where it is seen by all our readers and listeners. This placement creates a top-of-mind awareness for your product and service, as well as giving visitors to the site a way to click to connect to your site.

PRICING

Sponsorship Level	Price
15 Second Show Sponsor (1 episode)	\$300
15 second spot - Four Episodes	\$900
Give-away sponsorship	\$400
Quarterly Newsletter Sponsorship	\$300
10 – 15 Minute Informational Segment	\$1200
Sponsor our site	Call for pricing



[Click Here to Listen Now](#)

SPONSOR THE EQUINEU.COM PODCAST WEBSITE:

www.equineUpodcast.com, Presented by YOUR BRAND!

The entire site can be branded with your company logo, “sponsorship” of our newsletter, giveaways of your product in our contests, your logo on all email announcements and most importantly your audio message within all shows. For pricing information, please contact Nan Bowman at 805.929.0921.

CUSTOM AUDIO PRODUCTION:

EquineU.com can produce custom audio marketing for your product or service. The audio files are yours to use any way you wish. There are many ways you can use this innovative marketing technique. Here are just a few suggestions to get your creative juices flowing:

- Compliment your email newsletters and announcements with audio comments.
- Add audio comments from celebrity spokesperson, special interest items, etc. to your website.
- Include custom audio when you ship to customers, distributors, retailers, etc.

We'll do all the production. We can do everything over the phone or we will setup studio time in your city.
CALL FOR PRICING