

# SHOW \ ASSIST

## 2021 MEDIA KIT

### WHO WE ARE.

ShowAssist is a mobile app that connects owners, trainers and riders from all over the world to experienced grooms, braiders, stall cleaners and other support staff to provide temporary assistance while at USEF (all AA, A and select B-rated) and Equestrian Canada (all Platinum, Gold, Silver and select Bronze-level) hunter/jumper shows.

### WE ARE PEOPLE-CENTERED. SHOW-DRIVEN.

The app directly targets

**OWNERS | PROFESSIONALS | TRAINERS | PARENTS | AMATEURS**

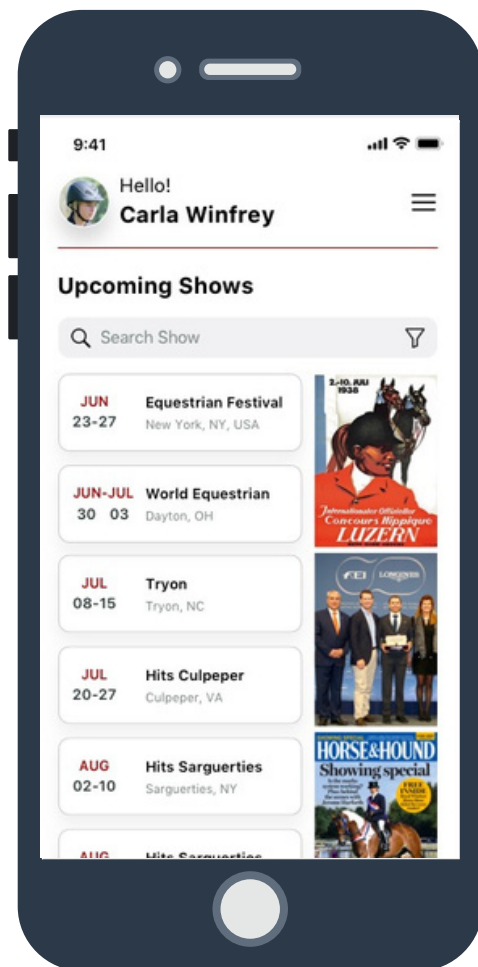
Also those who work in the industry like grooms, braiders, bodyworkers, stall cleaners and more.



## WHAT WE OFFER

### ADVERTISING INFORMATION

- Since the app is show driven, users search for shows from the home page as shown below and select to post or apply for jobs.
- We offer a scrollable ad banner list displayed alongside the Upcoming Shows list.
- Ten (10) banner positions are available on a first-come, first-served basis.
- Social media add-ons are also available.
- Partners are also recognized on our website and in our email marketing.



AD SPACE

## DEMOGRAPHICS

### THE COMPETITOR PROFILE

**85%**  
FEMALE

**66%**  
COLLEGE  
EDUCATED

**\$955,000**  
AVERAGE  
NET WORTH

**\$185,000**  
AVERAGE  
HH INCOME

**8**  
AVG  
COMPETITIONS  
PER YEAR

**\$16,000**  
AVG SPENT  
ANNUALLY  
ON EQUINE  
PRODUCTS

**4**  
AVG NUMBER  
HORSES OWNED





## AD SPECS & PRICING

### IN-APP AD ADVERTISING.

*Lock in your 2021 rates now!*

The scrollable list includes the following positions.

108 x 154 pixels (rectangle)

File format: JPG only

POSITION	COST/WEEK*
LEAD	\$375
POSITION 2	\$350
POSITION 3	\$325
POSITION 4	\$300
POSITION 5	\$275
POSITION 6	\$250
POSITION 7	\$225
POSITION 8	\$200
POSITION 9	\$175
POSITION 10	\$150

*\*subject to change with advance notice*

### SOCIAL MEDIA POSTS.

Facebook & Instagram: \$200/post

Image with 100-word maximum post provided by advertiser



### CONTACT US.

Please contact us at [advertise@showassist.org](mailto:advertise@showassist.org)

