



Business Membership

Annual cost \$125

Included are all the benefits of a single membership

- Monthly Flying Changes Magazine
- Free classified ads – EI Website – no word limit
- Free membership directory
- Various discounts for Equestrians' Institute events. (Up to 5 folks may use discount if purchased by a business with employees), i.e. schooling show entry, or clinic registration.

New Business Membership benefits as of January 1, 2008

1. FREE Business Member Display Advertising – Equestrians' Institute Website:

As a business member, you will have expanded coverage for your profile page in our website with photos of your products, services, farms, etc. You may submit timely advertising of special promotions and we will link directly to your website if requested. With a database of approximately 400+ members, the EI website is a terrific vehicle for reaching your market.

Business members will be highlighted on the E.I. home page. Copy for the website must be submitted according to the guidelines posted on the website.

2. FREE ¼ page ad (business card size) in EI membership directory. (Due out in spring of current year.)
3. FREE advertising on EI website within designated areas.
4. Percentage off on advertising in the following Equestrians' Institute publications – Omnibus, Champagne Classic Program, and Beaujolais Program

- 10% off advertising rate if advertise in one publication
- 15% off advertising rate if advertise in two publications
- 20% off advertising rate if advertise in all three publications

** Note: all advertising copy must be provided and camera ready