



# HorseRacingFla.com

THE INSIDE TRACK ON FLORIDA HORSERACING

## MEDIA KIT

### ABOUT OUR SITE

HorseRacingFla.com is dedicated exclusively to thoroughbred racing in Florida. It offers daily news and analysis of races at Gulfstream Park, Tampa Bay Downs and Calder (Gulfstream Park West). Since its start in early 2015, HorseRacingFla.com has been committed to becoming the top source of Florida racing news and commentary online.



### AUDIENCE

Racing Enthusiasts  
Industry Professionals  
Thoroughbred Owners  
Breeders & Trainers

### TOPICS COVERED

Breaking News  
Race Day Analysis  
Industry Events  
Regulatory  
Executive Profiles  
The Business of Racing  
Racing Legislative News  
Pari-Mutuels & Casinos

### BEHIND THE SITE

HorseRacingFla.com is run by an experienced team.



Jim Freer

**Editor Jim Freer** has covered horse racing for 15 years during his career as a journalist writing about business and sports in South Florida. He was previously the horse racing correspondent for the *Miami Herald* and the Florida correspondent for *Blood-Horse*. Jim contributes to other racing publications and is a regular guest on industry radio and podcast shows for WDBFradio.com and espn.com. He manages editorial content for HorseRacingFla.com.



Barry Unterbrink

**Business Manager Barry Unterbrink** is a financial services professional who has served clients in South Florida for more than 25 years. He combines his financial skills with his enthusiasm for racing to provide racing business analysis and manage website operations.

@HorseRacingFLA

Horse Racing FLA

**Reporter Monique Welch** has been a writer for print and broadcast media for three years with a passion for sports reporting. Monique covers racing primarily at Tampa Bay Downs.

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## ADS & OPPORTUNITIES

The following ads and placements are available.

HOME SIDEBAR – 300 x 250 pixels  
\$450 / month, now **\$350**

CATEGORY PAGES SIDEBAR – 300 x 250 px  
\$300 / month, now **\$250**

Home page, 300 x 125 px  
\$250 / month, now **\$200**

Category pages, 300 x 125 px  
\$200 /month, now **\$150**

All other pages, 125 x 125 px  
**\$100** / month

## SUBMISSIONS

Formats accepted: JPEG and GIF

Link URL must be provided

Max file size: 300 kb

Provide creative at least 3 business days prior

Rates are valid through April 2, 2017 and are subject to change without notice.

## BENEFITS

- Reach a targeted audience of horse racing enthusiasts and industry insiders in South Florida and Tampa Bay
- Show your ad on a mobile-optimized site to mobile and desktop visitors.
- Change your ad message weekly or run multiple ads.
- Appeal to this niche audience with special offers, promotions, or events.
- Work with professionals who are known and trusted in the racing industry.
- 4,000 monthly page views on average and growing.



Photos by Tampa Bay Downs and Horse Racing FLA staff

## Ready to get started?

Contact Business Manager **Barry Unterbrink**

Phone: (954) 719-1151 or Email: [horseracingfla@gmail.com](mailto:horseracingfla@gmail.com)