



2024 Marketing Opportunities

WEEKLY RACEWAY PROGRAM

Rates shown are for grayscale insertions, for full colour ads - please ask.

FULL SEASON - 15 RACE DATES		SINGLE ONE TIME INSERTION	
Full Page	\$900 + HST	Full Page	\$240 + HST
1/2 Page	\$650 + HST	1/2 Page	\$180 + HST
1/4 Page	\$450 + HST	1/4 Page	\$100 + HST
1/8 Page	\$350 + HST	1/8 Page	\$75 + HST

Video Messages on Toteboard Livestream and Simulcasting

Put your message in front of thousands of people. An excellent way to promote your business to a very large, captive audience.

Advertising prices based on video messages or commercials being supplied. If you require content we can sub-contract a videographer or designer to create a commercial for you at an additional cost. Ask us for details.

Single Season Value Packages

Run your commercial every race day (15) in 2024.

60 seconds @ \$95 each x 15 = **\$1425.00**
 30 seconds @ \$65 each x 15 = **\$ 975.00**
 15 seconds @ \$45 each x 15 = **\$ 675.00**

Single Placement Broadcast Ads

60 seconds @ **\$125.00** per race day
 30 seconds @ **\$ 95.00** per race day
 15 seconds @ **\$ 75.00** per race day

A Variety Of Signs On Premises

Backstretch Signage - large sign in the backstretch, where the horses line up at the starting gate. Highly visible in person and on our broadcast. Announcer would mention you each time the horses race down the backstretch during the race. "the horses head down the "Your Company Backstretch" (2 x per race x 10 races equals 20 mentions of your business per race date.
\$4,000 per season + production cost of sign.

Infield near Toteboard - Size: 5'6"w x 3'6"h
\$750 per season + production cost of sign.

Single Race Blanket Sponsor

Make a lasting impression by sponsoring a horse blanket to be presented to the winning horse for any regular race during the season.

The race will be named in your honour and the winner will be presented with a horse blanket to keep with your logo/branding on it.

Cost: \$500. Includes the cost of the blanket to be presented to the winner.

Website Banner Ads

Large Leaderboard Ad - large rotating ad at the top of each page. Size varies depending on device (full desktop is 970 x 100px).
\$840 for 12 months or **\$700** for May to Sept.

Big Box Ad - large rotating ad at the bottom of each page. Size varies depending on device (full desktop is 360 x 300px).
\$540 for 12 months or **\$450** for May to Sept.

Discount available if purchased in combination with one of our other premium marketing opportunities. Please ask for details.

To Book Your Advertising

CONTACT:

Scott Price,
 General Manager
 Office: 519-364-2860 ext 108
 hanoverraceway@wightman.ca



Also ask about our big Digital Sign out front on 7th Avenue. High Traffic, Great Visibility!

Add HST to all our Advertising Options