



LIVE RACING

ADVERTISING GUIDE

WHO WE ARE

Prairie Meadows is the No. 1 entertainment destination in Iowa. We offer 24-hour casino action, live and simulcast horse racing, big-name entertainment, local and regional acts, full-service dining amenities, a luxurious hotel, and a spacious & versatile events center.

Get your brand in front of thousands of guests during our 90+ live race days

Prairie Meadows sees an average of

8,000

people a day, and nearly

250,000

a month

Our racing programs reach more than

49,000

readers a year with an average of

315

racing programs sold each race day

Special racing events bring in even BIGGER crowds

Kentucky Derby - **19,000** people

July 3 Fireworks - **18,000** people

MEDIA DIMENSIONS

Full Page Ad

Trim Size: 8.5" x 11"

Live Area: 8" x 10.5"

Full-page bleeds are not available in our racing program.

LED Infield HD Video Screen Dimensions

1280 x 720px

All graphics must be png file format.

Video must be MP4 file format.

Guest and program numbers reflect an average from the past three years.



ADVERTISING OPPORTUNITIES

SEASON SPONSORSHIPS

The following sponsorship packages include a message broadcast by our track announcer each race day and an individual race named in honor of your organization.

Winner's Circle, Paddock, or Starting Gate Sponsor - \$7,500

- Permanent signage at location of your choice, visible to onsite visitors as well as broadcast viewers
- Ad displayed on center infield HD video screen each race day

Post Parade Sponsor - \$5,000

- Ad displayed on center infield HD video screen each race day

Post Parade occurs when racehorses leave the paddock and pass the guest viewing area on their way to the starting gate.

Enhanced Season Partnership - \$5,000

- One race per month named in honor of your organization
- One additional company message broadcast by our track announcer each race day
- 30-second video advertisement displayed on center infield HD video screen each race day
- Company logo displayed on center infield HD video screen each race day
- Company message displayed on our track level TVs each race day
- Company logo and link on prairiameadows.com/racing
- Monthly social media post on Prairie Meadows Facebook and Twitter
- Full page ad with premium placement in racing program each race day

Standard Season Partnership - \$2,500

- Company logo displayed on center infield HD video screen each race day
- Black & white full page ad in racing program all season, with option to change ad monthly
- Company logo and link on prairiameadows.com/racing

ONE-TIME SPONSORSHIPS

Large Event Partnership - \$1,750

- One company message broadcast by our track announcer
- Company logo displayed on center infield HD video screen
- Black & white full page ad in racing program on day of event
- Company logo and link on prairiameadows.com/racing
- Social media post on Prairie Meadows Facebook and Twitter

Party at the Races Package - \$1,000

Includes all Individual Race Sponsorship benefits, plus

- Three 30-second video advertisements displayed on center infield HD video screen
- Reserved tent (accommodates up to 80 guests)
- Free popcorn (for up to 50 guests)

Full Page Black & White Ad - \$1,000

- Ad in racing program each race day

Media Partnership Package - \$750

- 15-second video advertisement on center infield HD video screen
- Ad displayed on center infield HD video screen

Individual Race Sponsorship - \$250

- Keepsake 8 x 10 group photo near the Winner's Circle
- Recognition of your race in the racing program
- Your name on center infield HD video screen
- Six complimentary racing programs

For more information, contact the
Prairie Meadows Sales Team at:
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prairiameadows.com
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