



2008 Online Packages

Maximum Branding Package (3, 6 and 12 Month Programs)

- 3-5 minute video clip highlighting your products and/or services.
- Premium ROS banner position during the campaign assures your message will be seen on every page of the site.
- eNews ad spot (3x) in each monthly eNews issue.
- (1x - 30 days) Homepage Spotlight with link to supplied advertorial page.
- (1x - 30 days) Custom poll "Sponsored by" with Advertiser logo on all pages of the website.
- (1x - 30 days) Forum banner ad (180x150).

\$4,100 per quarter

(\$5,475 value)

Lead Generation Package (90 Days)

- 90-day Contest or Sweepstakes promo hosted on the appropriate site with an Advertiser-customized look, feel and prize. Any number of entrant required fields.
- ROS banner ad and eNews ad (3x) for the duration of the campaign.
- Special homepage promo for campaign (1x launch month).
- Contest participants database provided at end of contest.
- Winner announcement on site and in eNews (1x).
- Premier Annual Listing in the Business Directory with built-in lead generation direct response form and lead enabled links to your website.

\$2,100 per quarter

(\$2,800 value)

Content Section Sponsorship (3, 6 and 12 Month Programs)

- Branded content section (Gear, Techniques, Species, Travel, Boats, News, Electronics, Engines) with Advertiser logo and "This Section Sponsored by" combined with 180x150 section banner and links to Advertiser site.
- Advertiser-supplied advertorial or PDF whitepaper available for download.
- Advertiser-supplied video clip for user download.

\$1,775 per quarter

(\$2,370 value)

Email Outreach Package (90 Days)

- 90-day (3x) Ad spot in the brand eNewsletter to a targeted opt-in list of enthusiasts, linking to Advertiser site for product promotion or special offer.
- Custom Advertiser email (1x) 100% SOV Advertiser email message to our list. Special offer or targeted product promotion recommended.
- Specific product or event press release within 1 of 3 monthly eNewsletters.

\$1,500 per quarter

(\$2,020 value)

Fishing Forums Package (90 Days)

- Forum Leaderboard banner ad.
- Forum Poll to solicit feedback from all forum members (1x).
- Exclusive Advertiser forum for communicating directly with our Saltwater Fishing Forum members.

\$1,200 per quarter

(\$1,725 value)

All rates are net