



## 2007 Online Packages

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

- Mixed premium Leaderboard, 468x60, and 180x150 ROS banners during the campaign assures your message will be seen on every page of the site, every day in various locations.
- eNews ad spot (3x) in each monthly eNews issue.
- ROS site text link to "Special Offer" on all pages located in the right column.
- (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) Video or Photo Gallery window sponsorship banner (468x60).
- (1x - 30 days) Forum banner ad (180x150).

**\$ 11,200 per quarter**

### 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.

**\$ 2,575 per quarter**

### 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**

### 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**

### Saltwater Forums Package (90 Days)

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

**\$ 2,575 per quarter**