



2022 MEDIA KIT

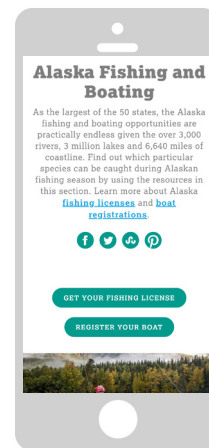
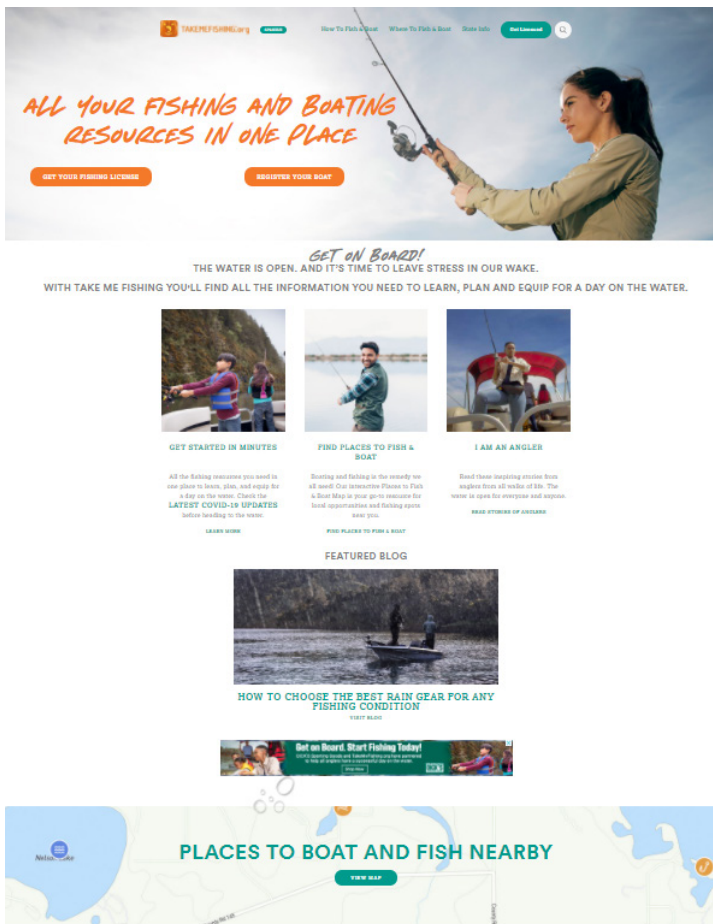


TAKEMEFISHING™.org

ABOUT THE RECREATIONAL BOATING & FISHING FOUNDATION (RBFF) DIGITAL PROPERTIES

Take Me Fishing™ helps boaters and anglers of all ages and experience levels learn, plan and equip for a successful day on the water. TakeMeFishing.org feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

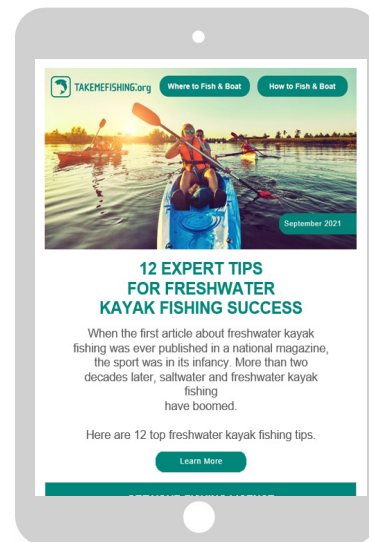
Users can access great fishing and boating content whenever, wherever, and however they want on TakeMeFishing.org.



TAKEMEFISHING.ORG — STATE FISHING & BOATING INFORMATION



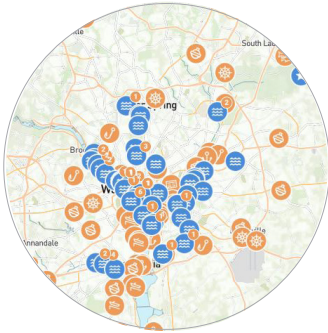
TAKEMEFISHING.ORG/ES



TMF CONSUMER E-NEWSLETTER

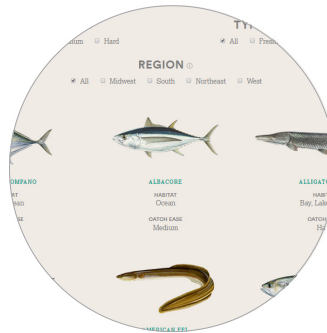
KEY FEATURES

TakeMeFishing.org is dedicated to providing education and being a resource tool so that users can be successful out on the water.



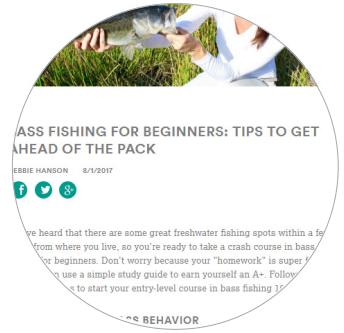
PLACES TO BOAT & FISH MAP

Includes hundreds of thousands of places to boat and fish, as well as surrounding points of interest, such as boat ramps, outfitters and marinas.



FISH SPECIES IDENTIFIER

Learn about more than 170 types of fish, where to find them and what it takes to catch them.



HOW-TOS & TIPS

Tips and tricks for freshwater, saltwater, ice and fly fishing, plus boating.



STATE FISHING & BOATING INFORMATION

Fishing license and boat registration information and links, as well as local activities and events.



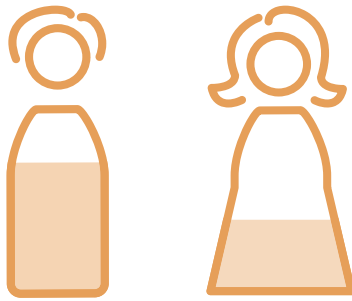
EXPERT FISHING & BOATING BLOGGERS

Rich content including how-tos, tips, seasonal stories, advice and more.

AUDIENCE INFORMATION

TakeMeFishing.org was created to attract and educate newcomers to fishing and boating, and our primary target audience is families with young children. But TakeMeFishing.org has something for all anglers and boaters — from novice to avid, and from young to young at heart.

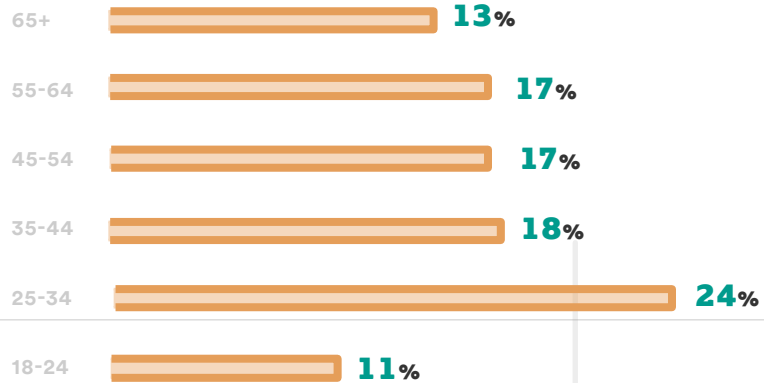
BY GENDER



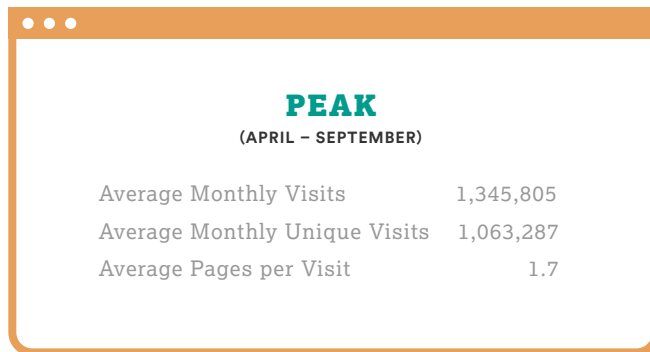
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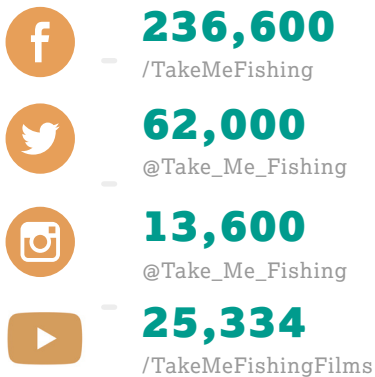
BY AGE



WEBSITE METRICS*



SOCIAL METRICS**



E-NEWSLETTERS (MONTHLY)



TMF Consumer E-Newsletter

117,500

TOTAL SUBSCRIBERS



NewsWaves — Corporate

5,000

TOTAL INDUSTRY CONTACTS

ADVERTISING OPPORTUNITIES

Note: Minimum buy of 75,000 impressions required.

PLACEMENT	AD UNITS	NET CPM	
PEAK SEASON (April – September)	728 x 90 320 x 50	\$10.00	
OFF-PEAK SEASON (October – March)	728 x 90 320 x 50	\$8.00	
	Image + Article Title* Includes supporting promotion on home and blog page *Autopopulated from full-length article	PEAK (PER MONTH) \$10,000	OFF-PEAK (PER MONTH) \$5,000
SPONSORED CONTENT	New for 2022!! Video Content on TMF's YouTube Channel	\$2,500 (1 month) - YouTube Placement Only	
TMF CONSUMER E-NEWSLETTER (100% SOV, 1- or 3- month sponsorship)	600 x 172	\$2,500 (1 month) \$2,250 (per month, 3 months min)	

ADVERTISING OPPORTUNITIES

SPONSORED CONTENT

We are excited to offer ad formats for advertisers that enhances the user experience. Sponsored content is the placement of contextually aligned, branded content that lives within key sections and pages, or on TMF's YouTube channel. Available across all device types, placements are formatted to match the look and feel of the site, but are clearly labeled as being sponsored by your brand.

HOW IT WORKS

Sponsored blog posts (image, article title and brand name — see ad specs for details) will run across TakeMeFishing.org and drive users to read the corresponding full-length article housed within the blog section (if applicable). Supporting site ads run throughout designated campaign timing, but the full length sponsored content will live on TakeMeFishing.org's blog indefinitely (unless otherwise specified).

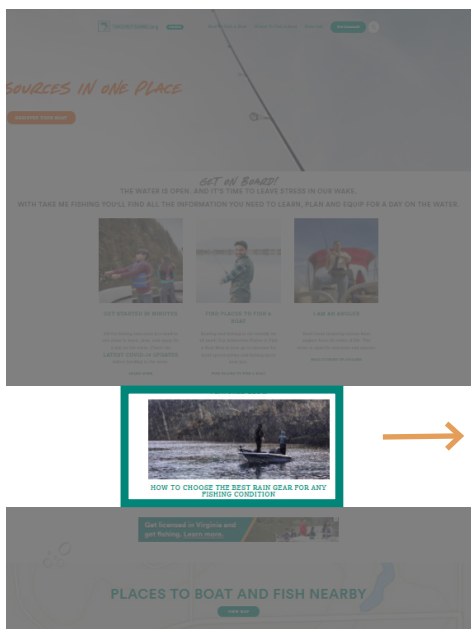
Sponsored video content will live on TMF's YouTube channel and remain live for the duration of the campaign. Promotional social media posts will be made on TMF's social channels to promote the video.

TAKEMEFISHING.ORG WEBPAGES INCLUDE

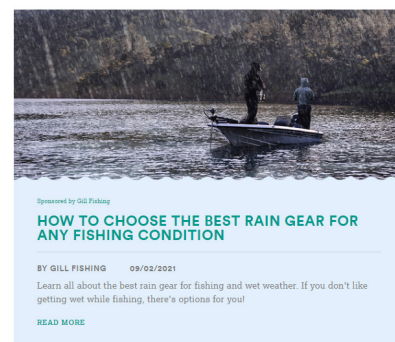
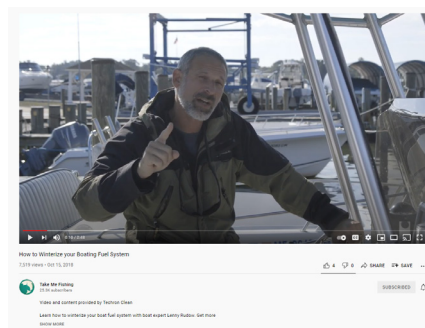
- ◆ Home Page
- ◆ Saltwater Fishing
- ◆ Fly Fishing
- ◆ State Boating
- ◆ Boating
- ◆ How to Fish
- ◆ Freshwater Fishing
- ◆ Fish Species
- ◆ State Overview Page
- ◆ State Fishing

PRIME PLACEMENT

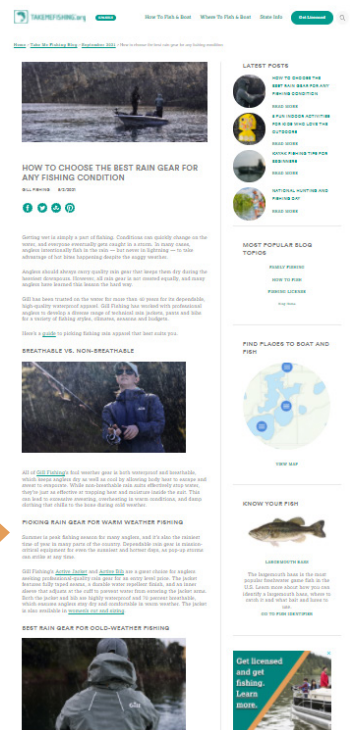
TMF HOMEPAGE



TMF YOUTUBE SPONSORED VIDEO



SPONSORED CONTENT BLOG POST



SPONSORED CONTENT GUIDELINES

Recreational Boating & Fishing Foundation's (RBFF) most successful content partnerships inherently connect the Take Me Fishing brand to its consumer target audiences, while staying true to the brand's identity. Custom content is crafted in an authentic voice that is educational and entertaining in nature. RBFF's content team works with partners to weave their brands' stories into blog posts that consumers can easily identify with and find practical and useful for helping them prep for a successful day on the water.

All TakeMeFishing.org content is designed to be social and shareable, resulting in measurable, word-of-mouth marketing.

SPONSORED CONTENT ON TAKEMEFISHING.ORG:

- ♦ Must be relevant to the fishing and boating industry, and provide value to the TakeMeFishing.org user.
- ♦ Must be geared towards newcomers to fishing and boating to align with the Take Me Fishing target audiences.
- ♦ Must be educational in nature.
- ♦ Must represent safe, ethical and legal fishing and boating practices.
- ♦ Must not be offensive or inappropriate.
- ♦ Will be promoted on the Take Me Fishing social media channels.
- ♦ Will be clearly labeled as sponsored content.

Written content (blog posts and infographics) can range from 300 to 400 words, depending on the topic and specific post. Videos can range from 1 to 3 minutes.

SAMPLE TOPICS:

- ♦ How to tie a fishing knot
- ♦ Essential items for a day on the water
- ♦ Tips for successful catch and release
- ♦ Spring boating prep checklist
- ♦ Best saltwater fishing gear for offshore fishing
- ♦ Fly fishing tips for beginners
- ♦ Great boats for beginners
- ♦ Best times of day to fish (fresh/salt)
- ♦ Seasonal events, including tips for safe and memorable holidays on the water (e.g., July 4th) and holiday gift guides

ADVERTISING INSERTION ORDER

INSERTION DEADLINES

Ads are posted at the beginning of the month, unless otherwise requested.

Ads are due two weeks prior to ad launch date.

ADVERTISER

COMPANY NAME

BILLING ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

CONTACT NAME

EMAIL

WEBSITE

AGENCY

COMPANY NAME

BILLING ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

CONTACT NAME

EMAIL

INVOICE TO

Advertiser

Agency

SPONSORED CONTENT INFORMATION

Given the customized nature of sponsored content, please contact marketing@takemefishing.org to discuss opportunity details and availability.

DESIRED TIMING (BY MONTH)

DESIRED TOPIC OF CONTENT

Please reach out with available dates

SPONSORED CONTENT POSTED TO

TMF Blog

TMF YouTube

BANNER SPECIFICS

URL THAT AD SHOULD LINK TO WHEN DIRECTED

BANNER TYPE

- Static Animated

BANNER AD INFORMATION

Banners are sold on a CPM (cost per thousand impressions) pricing model and the CPM is adjusted for seasonality. Peak season: April – September. Off-Peak season: October – March. Banner ads are sold net of agency commission.

BANNER AD PLACEMENT

Banner ads run on a rotating basis on takemefishing.org. Impression amounts can be customized for your needs. Ads can also be geo-targeted.

COMMITMENT

NUMBER OF MONTHS

BEGINNING (MM/DD/YY)

ENDING (MM/DD/YY)

IMPRESSIONS	RUN-OF-SITE: PEAK/OFF-PEAK	NET RATE: PEAK/OFF-PEAK
<input type="checkbox"/> 75,000 <small>(minimum)</small>	\$10 CPM / \$8 CPM	\$750 / \$600
<input type="checkbox"/> 100,000	\$10 CPM / \$8 CPM	\$1,000 / \$800
<input type="checkbox"/> 150,000	\$10 CPM / \$8 CPM	\$2,500 / \$2,000
<input type="checkbox"/> 200,000	\$10 CPM / \$8 CPM	\$5,000 / \$4,000
<input type="checkbox"/> 250,000	\$10 CPM / \$8 CPM	\$10,000 / \$8,000
<input type="checkbox"/> 275,000	\$10 CPM / \$8 CPM	\$15,000 / \$12,000
TOTAL:		\$

*=peak months only

E-NEWSLETTER SPECIFICS

E-Newsletters are sold on a monthly basis, at 100% SOV. Please contact marketing@takemefishing.org to determine availability.

	E-NEWSLETTER	RATE: 100% SOV
<input type="checkbox"/> CONSUMER	TMF Consumer	\$2,500 – flat
<input type="checkbox"/> INDUSTRY	NewsWaves	\$140 – flat
TOTAL:		\$

WEB BANNER AD AUTHORIZATION

Recreational Boating & Fishing Foundation is hereby authorized to publish the web advertisement of:

- I acknowledge that I have read and agree to the [TakeMeFishing.org/AdGuidelines](https://www.takemefishing.org/AdGuidelines).

ADVERTISEMENT AUTHORIZED BY

NAME

COMPANY

SIGNATURE

DATE



RECREATIONAL
BOATING & FISHING
FOUNDATION