

Online Advertising

Website advertising

- Very effective for seasonal events, or getting active consumers to your website any time
- Can be placed after print deadline has passed
- Compared with Google – you control when and where the ad is placed. Clicks are typically higher value because they are generated by an endemic audience.

Monthly Ad Sponsorships

DeerandDeerHunting.com

Sizes: Box (300 x 250 pixels), Leaderboard (728 x 90 pixels), Skyscraper (120 x 600 pixels)

120,000 Impressions (40,000 each size) per month\$600

Full Video Ads 2X regular rates

TurkeyandTurkeyHunting.com

Sizes: Box (300 x 250 pixels), Leaderboard (728 x 90 pixels), Skyscraper (120 x 600 pixels)

60,000 Impressions (20,000 each size) per month\$300

TrapperPredatorCaller.com

Sizes: Box (300 x 250 pixels), Leaderboard (728 x 90 pixels), Skyscraper (120 x 600 pixels)

20,000 Impressions (7,000 each size) per month \$120

E-newsletters

- Reach a highly targeted audience of potential customers who have specifically chosen to receive newsletters.
- Ad positions are dedicated to you—no rotation with other ads or the competition.

Deer & Deer Hunting Skyscraper (120 x 600) \$100/week, \$225/month

Turkey & Turkey Hunting Skyscraper (120 x 600)..... \$100/week, \$225/month

Trapper & Predator Caller Skyscraper (120 x 600)..... \$50/week, \$150/month

Dedicated E-mail Broadcasts

- Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.
- Essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing.
- 100% of the message content is about YOU and your product or service.

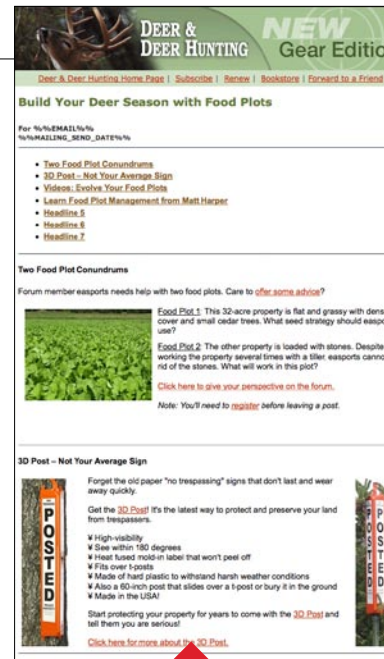
Deer & Deer Hunting: \$1,575 • Trapper & Predator Caller \$250

Turkey & Turkey Hunting: Inquire

New Gear Advertorial

Your new product in our email newsletter

Deer & Deer Hunting: \$300 • Turkey & Turkey Hunting: \$300 • Trapper & Predator Caller: \$150



Place your new product in our New Gear e-newsletter



Place your ad or text hotlink on a dedicated e-mail broadcast to reach a targeted audience.

800.726.9966

Need help choosing online options for your business & budget? Contact us to discuss a custom package that is right for you.

Brad Rucks, x13486
Brad.Rucks@fwmedia.com

Chris Adamski, x13241
Chris.Adamski@fwmedia.com

Pat Boyle, x13489
Patrick.Boyle@fwmedia.com