

Site	Placement	Description	Creative Size	Start Date	End Date	Impressions	Pricing	NET Cost	Comments	
Bassmaster.com	GEAR Package with Product Integration, Bassmaster Holiday Gift Guide	<b>Gear Package</b> Exclusive sponsorship of <b>Gear Channel Main</b> high impact pushdown unit <b>Product Integration: Product review</b> of 2 products within <b>Gear Review</b> franchise 50% SOV of <b>Holiday Gift Guide</b> Up to 3 <b>St Croix</b> products featured in the <b>holiday guide</b> with <b>BUY NOW</b> links	970x90, 728x90, 320x50, 300x250 970x250 Image, product description, URL 970x90, 728x90, 320x50, 300x600, 300x250 Image, product description, URL	11/01/21 Nov TBD mid-November TBD	11/30/21 12/31/21 12/31/21	500,000	Flat Fee	\$10,000.00	All sponsorship elements are subject to availability at time of commitment. Impressions are estimated.	
		Press Releases/Industry News	<b>Announcements Package</b> 25% SOV of all Bassmaster press releases and Industry News	970x90, 728x90, 320x50, 300x600, 300x250	01/01/22	12/31/22	1,750,000	Flat Fee	\$26,250.00	All sponsorship elements are subject to change. Also subject to availability at time of commitment. Impressions are estimated.
		Column Sponsorships	<b>Don Barone Package</b> Exclusive sponsorship of the Don Barone columns (monthly) with supporting media in Angler and Tournament coverage	970x90, 728x90, 320x50, 300x600, 300x250	01/01/22	12/31/22	100,000	Flat Fee	\$2,380.00	
	<b>Editor's Package</b> Exclusive sponsorship of the <b>James Hall and Bryan Brasher</b> columns with supporting media across Bassmaster.com		970x90, 728x90, 320x50, 300x600, 300x250	01/01/22	12/31/22	250,000	Flat Fee	\$5,950.00		
	Product Launch Package	Exclusive sponsorship of <b>St Croix Rods product-focused content</b>	970x90, 970x250, 728x90, 320x50, 300x600, 300x250							All elements are subject to availability at time of commitment. Impressions are estimated.
		Home page promotion of content	na							
		Social promotion of content	na	One Month TBD	One Month TBD					
		Promotion of content within editorial newsletter	na				300,000	Flat Fee	\$3,600.00	
		Exclusive sponsorship of the <b>Gear Channel Main</b>	970x90, 970x250, 728x90, 320x50, 300x600, 300x250							
	ICAST 2022 PRODUCT SHOWCASE PACKAGE	High Impact Pushdown Unit	970x250	One Month TBD	One Month TBD					
Run of ICAST coverage		300x250	July TBD	July TBD						
<b>product integration</b> via a gear review of a St Croix Rods product		Image, product description, URL	TBD	TBD						
<b>ICAST Product Showcase Package (up to 8 pieces of content)</b> Exclusive sponsorship of a custom landing page highlighting product features		Syn3:970x90/728x90/320x50/300x600/300x250							Limited opportunity. Subject to availability at time of commitment. Impressions are estimated.	
Exclusive sponsorship of ICAST editorial features		Syn3:970x90/728x90/320x50/300x600/300x250	July TBD	12/31/22	600,000	Flat Fee	\$7,500.00			
Exclusive sponsorship of ICAST video features (if video is provided)		preroll:15								
Packages featured within dedicated area of home page - July		na								
Packages featured within dedicated area of home page - November/December	na	2 weeks TBD	2 weeks TBD							
Promotion of content within editorial newsletter	na	1 week TBD	1 week TBD							
Supporting media across Bassmaster.com w frequency cap	300x250	July TBD	08/31/22	100,000	Added Value	\$0.00				
Video/Watch Channel	Creation of and sponsorship of a <b>ST CROIX RODS video landing page</b>	970x90, 728x90, 320x50, 300x600, :15 pre-roll							St Croix to provide a video series. Impressions are estimations and are not guaranteed.	
	Integration of up to 8 <b>ST CROIX RODS produced</b> editorial promotion of the videos	client provided	January TBD	12/31/22	100,000	Flat Fee	\$2,500.00			
	supporting media within video, tournament and gear content	970x90, 728x90, 320x50, 300x250								
2022 Bassmaster Classic	<b>Run of Classic Photo Galleries</b> - integrated unit	300x250	February TBD	03/18/22	300,000	\$16.91	\$5,073.00	With 2 imps/2 weeks/unique frequency caps.		
	<b>Classic heavy-up:</b> ROS with frequency caps	970x90, 728x90, 320x50	02/21/22	03/18/22	75,000	\$15.06	\$1,129.50			
		300x250	02/21/22	03/18/22	250,000	\$16.91	\$4,227.50			
	<b>Home Page Roadblock Classic Monday - Tuesday</b> high impact pushdown unit	970x90, 728x90, 320x50, 300x250 970x250	02/28/22	03/01/22	250,000	Flat Fee	\$4,517.00	Subject to availability at time of commitment. Impressions are estimated and are not guaranteed.		
Supporting Media	Comprehensive banner rotation (ROS) with frequency caps	970x90, 728x90, 320x50	11/01/21	10/31/22	221,000	\$13.00	\$2,873.00	With 2 imps/2 weeks/unique frequency caps.		
		300x250	11/01/21	10/31/22	1,350,000	\$15.00	\$20,250.00			
<b>Totals</b>						<b>6,146,000</b>	<b>\$15.66</b>	<b>\$96,250.00</b>		

**NOTE:**  
All dollars are net.  
All inventory subject to availability at time of commitment.  
All editorial sponsorships subject to minimum spend requirements.