



OLD TOWN CANOE 2022

Site	Placement	Description	Creative Size	Start Date	End Date	Impressions	Pricing	NET Cost	Comments
Go-outside.com	Go Out{side} Custom Package - Explore Channel	Go Out{side} custom program							All sponsorships are subject to availability at time of commitment. Impressions are estimated.
		Exclusive sponsorship of the Explore Channel Main	970x90, 728x90, 320x50, 300x250	01/01/22	12/31/22				
		High Impact Pushdown Unit	970x250						
		Custom Content Opportunity: B.A.S.S. will create for Old Town Canoe up to 5 pieces of content to be published within the Go Out{side} content hub	na	TBD	TBD				
		Exclusive sponsorship of all custom content	:15, 970x90, 728x90, 320x50, 300x250	TBD	12/31/22	900,000	Flat Fee	\$12,000.00	
		Editorial promotion of Old Town Canoe custom content	na	TBD	TBD				
		Social promotion of Old Town Canoe custom content	na	TBD	TBD				
		Newsletter promotion of Old Town Canoe sponsored content	na	TBD	TBD				
	Co-branded banners to drive traffic to Old Town Canoe content	970x90, 728x90, 320x50, 300x250	TBD	12/31/22					
			with supporting media across the Bassmaster Network	970x90, 728x90, 320x50, 300x250	01/01/22	12/31/22			
Home Page	Home Page Roadblock Package	Two Week Home Page Roadblock - Q1	970x90, 728x90, 320x50, 300x250	2 Weeks in Q1	2 Weeks in Q1	358,000	Flat Fee	\$5,000.00	
		High Impact Pushdown Unit	970x250	TBD	TBD				
	Two Week Home Page Roadblock - Q2/Q3	970x90, 728x90, 320x50, 300x250	2 Weeks in Q2 or Q3	2 Weeks in Q2 or Q3					
		High Impact Pushdown Unit	970x250	TBD	TBD				
Bassmaster Portfolio	Supporting Media	Comprehensive banner rotation (ROS) across Go-Outside.com, Bassmaster.com	970X90, 728X90, 320X50	01/01/22	12/31/22	400,000	\$9.00	\$3,600.00	
			300x250	01/01/22	12/31/22	400,000	\$11.00	\$4,400.00	
Digital Total						2,058,000	\$12.15	\$25,000.00	
Additional Program Detail	Description		Detail	Start Date	End Date	Impressions	Pricing	NET Cost	Notes
	GO Explore Sponsorship Fee		non-media fee	01/01/22	01/01/22	na	Flat Fee	\$10,000.00	
2022 Old Town Canoe Campaign Total						2,058,000	\$17.01	\$35,000.00	

NOTES

All dollars are net.

All inventory subject to availability at time of commitment.