

Site	Placement	Description	Creative Size	Start Date	End Date	Impressions	Pricing	Cost	Notes
Bassmaster.com	2022 Elite LIVE	<b>Elite LIVE Media Package</b> One :30 commercial per hour across all 4 days (216 total :30 spots) 5% SOV of banner impressions delivered throughout the Elite event season (ad served impressions SYNCHED)	:30 commercial spot  970x90, 728x90, 320x50, 300x600	February 2022 TBD	July/August 2022	1,000,000  3,000,000	Flat Fee	\$58,000.00	All sponsorships are subject to availability at time of commitment. Impressions are estimated and are not guaranteed.
	2022 Elite Season	<b>Elite Event Package - Elite TBD</b> <b>Exclusive sponsorship of Elite Event coverage including</b> Tournament Home Page, Leaderboard, Attend/Info Page, Live Streaming Weigh-in	970x90, 728x90, 320x50, 300x600, 300x250, :15	4 Days TBD	4 Days TBD	1,500,000	Flat Fee	\$18,000.00	
	Custom Content	<b>Custom Content Package</b> <b>3 pieces of content created by BASS for 13 Fishing. Content can include product placement</b>  exclusive sponsorship of content  home page promotion of content  social promotion of content  promotion within weekly editorial newsletter  co-branded banners to generate awareness, drive traffic (created by BASS)  supporting media across Bassmaster.com	:15, 970x90, 728x90, 320x50, 300x600, 300x250  na  na  na  970x90, 728x90, 320x50, 300x250  970x90, 728x90, 320x50, 300x250	TBD	TBD	600,000	Flat Fee	\$25,000.00	Final editorial concepts and formats will determine ad units and estimated impressions. BASS will create the co-branded banners.
	ICAST 2022	<b>ICAST Product Showcase Package (up to 8 pieces of content)</b>  Exclusive sponsorship of a custom landing page highlighting product features  Exclusive sponsorship of ICAST editorial features  Exclusive sponsorship of ICAST video features (if video is provided)  Packages featured within dedicated area of home page - July  Packages featured within dedicated area of home page - December  Promotion of content within editorial newsletter (mails to 360k weekly)  with supporting media across Bassmaster.com	970x90, 728x90, 320x50, 300x600, 300x250   :15  na  na  na  970x90, 728x90, 320x50, 300x250	07/10/22	07/25/22	600,000	Flat Fee	\$7,500.00	All ICAST elements are subject to editorial review and approval. Sponsorship elements are subject to change. Impressions are estimated.
	Supporting Media	Comprehensive banner rotation (ROS)	970x90, 728x90, 320x50	02/01/22	09/30/22	250,000	\$12.00	\$3,000.00	
			300x250	02/01/22	09/30/22	1,500,000	\$12.00	\$18,000.00	
			970x90, 728x90, 320x50	02/01/22	12/31/22	300,000	VALUE AD	\$0.00	
	300x250		02/01/22	12/31/22	300,000	VALUE AD	\$0.00		
<b>Grand Total</b>						<b>9,050,000</b>	<b>\$14.31</b>	<b>\$129,500.00</b>	

**NOTE:**  
 All dollars are net.  
 All inventory subject to availability at time of commitment.