

Site	Placement	Description	Creative Size	Start Date	End Date	Impressions	Pricing	NET Cost	Comments									
Bassmaster.com	Tournament Package with Angler Spotlight	<p>Tournament sponsorship via branding. Digital coverage "brought to you by Old Town" on all online content.</p> <p>Home Page Roadblock - week of kayak tournament</p> <p>home page high impact unit</p> <p>Kayak Series Coverage: Sponsorship of tournament coverage includes tournament landing page, main page and leaderboard</p> <p>Pro Staff Kayak Tour: client-provided photo gallery (up to 20 photos and cut lines) of an Old Town Pro's kayak</p> <p>Angler Spotlight: editorial profile of an Old Town angler the week he fishes a BASS kayak tournament. (BASS creates)</p>	<p>Branding</p> <p>970x90, 728x90, 320x50, 300x250</p> <p>970x250</p> <p>970x90, 728x90, 320x50, 300x600, 300x250</p>	Tournament TBD		400,000	Flat Fee	\$4,000.00	All detail is subject to editorial approval and change. Impressions are estimated. Custom opportunities are subject to availability at time of commitment.									
	Kayak Package	<p>Old Town Content Integration: OTC can provide video, articles and photo galleries for publication. Content could include product-specific features or tournament-related stories.</p> <p>20% SOV of Kayak Series coverage including series landing page, tournament pages, leaderboards and tournament coverage</p> <p>20% SOV of kayak editorial content including landing page, editorial features, photo galleries and video</p> <p>Run of ICAST content</p> <p>Custom Content ICAST Timing: Exclusive sponsorship of a Old Town photo gallery or editorial feature</p> <p>Exclusive sponsorship of the Gear Review franchise</p> <p>Exclusive sponsorship of the Bassmaster editorial newsletter with a minimum of one featuring kayak content</p> <p>supporting media across Bassmaster.com</p>	<p>:15, 970x90, 728x90, 320x50, 300x600, 300x250</p> <p>300x250</p> <p>970x90, 728x90, 320x50, 300x600, 300x250</p> <p>970x90, 728x90, 320x50, 300x600, 300x250</p> <p>300x600</p> <p>970x90, 728x90, 320x50</p> <p>300x250</p>	02/01/22	09/30/22	July TBD	July TBD	July TBD	12/31/22	One Month TBD	One Month TBD	One Week TBD	One Week TBD	02/01/22	09/30/22	900,000	Flat Fee	\$13,500.00

	Social Media: BASS Nation Kayak Series	Branded sponsorship of social posts promoting live coverage of BASS Nation kayak tournaments Live-streamed Mid-Day Update brought to you by Old Town Canoe Live-streamed BASS Nation Awards Ceremony brought to you by Old Town Canoe	branding via handshake	TBD	TBD	300,000	Flat Fee	\$4,725.00	Kayak Series opportunities are subject to availability at time of commitment. Impressions are estimates.
	Social Package	Up to 2 Old Town Canoe promotional posts to Facebook, Instagram and Twitter w paid boosts				170,000			
	Video	Pre-roll ROS	:15	02/01/22	08/31/22	50,000	\$18.00	\$900.00	
	Supporting Media	Comprehensive banner rotation (ROS)	970x90, 728x90, 320x50	02/01/22	08/31/22	141,634	\$10.16	\$1,439.00	Frequency caps added to extend reach and increase performance.
300x250			02/01/22	08/31/22	800,000	\$10.92	\$8,736.00		
Totals						2,761,634	\$12.06	\$33,300.00	

NOTE:

All dollars are net.

All inventory subject to availability at time of commitment.

All editorial sponsorships subject to minimum spend requirements.