

2025

Outdoor News

Breaking News for



Sportsmen Since 1968



AUDIENCE

Reach into the outdoors community.
With a brand enthusiasts trust.

We're the largest, most trusted outdoor media partner serving the Great Lakes outdoors community, with the solutions you need to help you grow your business. **Since 1968, we've been writing about the outdoors and supporting the outdoor community**, and for years our subscribers have loyally responded by paying to have our publications delivered to their homes - as well as engaging with us online. It's that valuable to them.



Channels

Leaning in on that trust, we offer custom, modern media solutions to help you speak to your audience.



Digital

Interact with more consumers using our modern digital solutions. Web, email, social media, and more. Over 238,000 email opt-ins, 210K web visitors each month, and ~130,000 social media followers.



Print

From Minnesota to New York, our 7 state-specific print publications offer the targeting to reach any audience. Reaching ~500K print readers each print cycle.



Audio

Reach our rapidly growing radio and podcast audience with state specific shows from Outdoor News and partners in our network. 231,000+ network listeners on local radio stations and major podcast networks.

Audience Insights

This trust drives our audience to deeply engage with our content, and along the way, forge affinities with our advertising partners to affect their bottom line.

Broad Audience Insights:

- 95.5% of our audience are homeowners
- 43.5% of our audience has a HHI of \$100K or more
- ~90% of our audience are either empty nesters, or do not have children
- 84% of our audience have children
- 80% of our audience considers Outdoor News as their #1 source for news
- 60% of our audience has taken action on a product or service they saw in Outdoor News, Print, or Web
- 60% of our audience are landowners
- 77% of our audience own a pickup truck, and 18% have plans to purchase a new vehicle within the next year
- 72% of our audience go on regular vacations, and 75% of them either hunt or fish when on vacation
- 75% of our audience take routine prescription medication

Fishing:

- 93% of our audience consider themselves anglers
- 87% of our audience has gone fishing in the last year
- 65% of our audience own a boat
- 63% of our audience owns a fish finder
- 64% of our audience travels out of state for fishing
- 69% of our audience plan on purchasing new baits for fishing each year
- 40% of our audience uses a guide service
- 37% of our audience plan on purchasing a rod/reel this year
- 92% of our audience fish in open freshwater
- 52% of our audience ice fish

Hunting:

- 89% of our audience consider themselves hunters
- 95% of our audience own a firearm or are planning on owning a firearm
- 83% of our audience are deer hunters
- 79% of our audience are waterfowl or upland bird hunters
- 56.5% of our audience are turkey hunters
- 25% of our audience own or plan to own an AR style weapon, and 8.5% plan on buying one
- 30.5% of our audience hunt elk or other big game
- 38.5% of our audience own a side-by-side, or UTV
- 26% of our audience plan on buying a firearm in the next year

Reach



That's a lot of qualified consumers.

Leveraging the Outdoor News channel marketing vehicles in concert, you have the ability to reach your target market while impacting. Whether you are targeting a specific region or the entire United States, we have the media channels that engage the outdoors audience to deliver your message to those most likely to purchase your product or service.

AUDIENCE SEGEMENT	TOTALS
National Print Audience/Cycle	501,500
Web Audience/Mo	210,000
Opt-in Email Audience	238,000
Outdoor News Audio Network	231,000
Social Media Followers	140,000
Outdoor News Junior Pro Team	8,000
TOTAL AUDIENCE	1,328,500

PUBLICATIONS

State Editions

The top print publication in the Great Lakes states with more circulation and a lower CPM than any other publication in the industry



Minnesota

Founded in 1968, Minnesota's oldest and most trusted source for news and advertising in the outdoor industry. Over 131,000 readers each week.



Wisconsin

Founded in 1994, Wisconsin's largest and most trusted source for news and advertising in the outdoor industry. Over 136,000 readers every other week.



Michigan

Since 2000, More subscribers and advertisers count on MON as the most trusted source for news and advertising in the outdoor industry. Over 57,000 readers every other week.



Pennsylvania

Founded in 2004, Pennsylvania's largest and most trusted source for news and advertising in the outdoor industry. Over 100,000 readers every other week.



New York

Founded in 2005, New York's largest and most trusted source for news and advertising in the outdoor industry. Over 84,000 readers every other week.



Ohio

Founded in 2006, Ohio's largest and most trusted source for news and advertising in the outdoor industry. Over 48,000 readers every other week.



Illinois

Founded in 2008, Illinois' largest and most trusted source for news and advertising in the outdoor industry. Over 33,000 readers every other week.



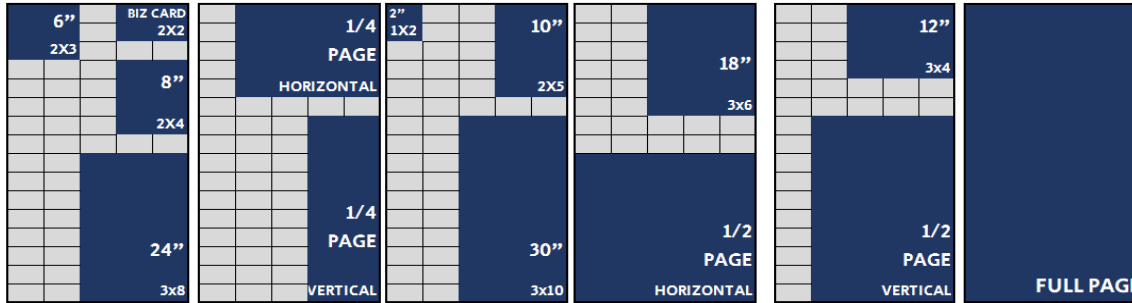
A Few Brands We Work With





Channel Solutions

Print Ad Dimensions



Outdoor News Print Ad Sizes

Full Page	10" x 16"	Quarter Page (V)	3.9" x 10"	10" Ad/2 column x 5"	3.9" x 5"
Half Page (V)	7.967" x 10"	Quarter Page (H)	7.967" x 5"	8" Ad/2 column x 4"	3.9" x 4"
Half Page (H)	10" x 8"	18" Ad/3 column x 6"	5.933" x 6"	6" Ad/2 column x 3"	3.9" x 3"
30" Ad/3 column x 10"	5.933" x 10"	12" Ad (V)/2 column x 6"	3.9" x 6"	4" Biz Card/2 column x 2"	3.9" x 2"
24" Ad/3 column x 8"	5.933" x 8"	12" Ad (H)/3 column x 4"	5.933" x 4"	2" Directory/1 Column x 2"	1.866" x 2"

Non-Modular sizes priced at column inch rate of next larger modular size. See your sales representative for details.

National Full-Run Print Ad Rates

Run the same ad one time in each of our 7 state editions within a two-week window. Rates are NET and do not include full color.

Ad Size	Open	6-12x	13x +
Full Page	\$ 8,936	\$ 6,464	\$ 4,735
Half Page	\$ 4,674	\$ 3,384	\$ 2,525
30"	\$ 3,547	\$ 2,562	\$ 1,949
24"	\$ 2,898	\$ 2,152	\$ 1,664
20" Qtr Pg	\$ 2,518	\$ 1,943	\$ 1,410
18"	\$ 2,435	\$ 1,839	\$ 1,304
12"	\$ 1,681	\$ 1,271	\$ 922
10"	\$ 1,434	\$ 1,076	\$ 777
8"	\$ 1,174	\$ 869	\$ 615
6"	\$ 952	\$ 694	\$ 501
4"	\$ 667	\$ 501	\$ 361
Add Full Color: \$1,150			

Open Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$2,214	\$1,158	\$882	\$727	\$612	\$609	\$412	\$340	\$285	\$234	\$160	\$98
PA or NY	\$1,520	\$795	\$602	\$491	\$435	\$412	\$289	\$250	\$202	\$161	\$116	\$77
MI, OH or IL	\$1,379	\$722	\$546	\$443	\$393	\$373	\$260	\$227	\$184	\$149	\$105	\$71

6x – 12x Frequency Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$1,695	\$889	\$676	\$551	\$498	\$488	\$329	\$275	\$228	\$183	\$130	\$77
PA or NY	\$1,158	\$607	\$457	\$391	\$354	\$327	\$228	\$196	\$157	\$123	\$91	\$58
MI, OH or IL	\$1,050	\$548	\$415	\$355	\$319	\$297	\$209	\$178	\$140	\$113	\$82	\$53

13x or more Frequency Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$1,342	\$718	\$556	\$468	\$391	\$366	\$263	\$218	\$180	\$142	\$104	\$59
PA or NY	\$929	\$494	\$380	\$328	\$280	\$258	\$177	\$153	\$117	\$99	\$70	\$44
MI, OH or IL	\$842	\$448	\$345	\$297	\$254	\$233	\$165	\$139	\$108	\$89	\$64	\$38

Color Charges

Color Charges are per publication

Ad Sizes

Full Color

2" – 18" Ad

\$175

Quarter Pa. – Full Page Ad

\$375

Paid Circulation/Readership by State

MN	35,000 / 105,000	WI	39,500 / 118,500
MI	15,500 / 46,500	PA	30,150 / 90,500
NY	25,000 / 75,000	OH	13,500 / 40,500
IL	8,500 / 25,500	Total	167,150 / 501,450

Multi-State Discounts

Two States5% Discount

Three States10% Discount

Four or More States15% Discount

Discounts apply to same size ad.

Rates are NET, do not include full color, and are per state

All rates net Effective January 1, 2025.

More details at OutdoorNews.com/Advertise



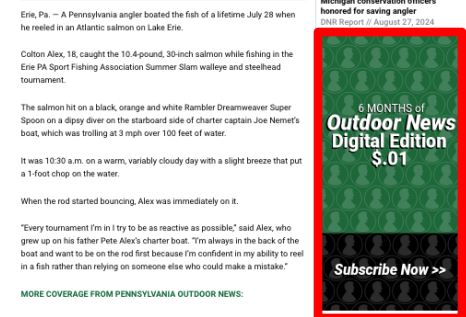
Display Banners (best suited for awareness)

Pricing is per month, Run-of-site. Includes mobile delivery. Geo and contextual targeting available. Inventory is limited.

Monthly ROS Pricing		
970x90	Large Leaderboard <i>Includes a 320x50 mobile banner</i>	\$300
300x600	Large Rectangle	\$325
300 x 250	Rectangle	\$250



Leaderboard



Large Rectangle

eSweeps Program (best suited for awareness, engagement, trial)

"Enter to Win" contest platform designed to grow product awareness and grow your email opt-in list.

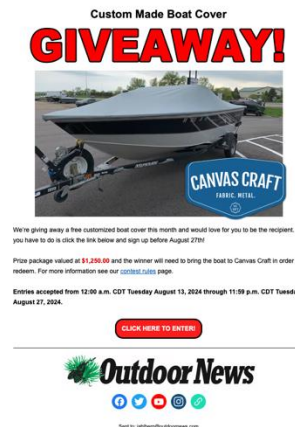
2-week contest includes:

- Targeted contest email
- Full management and hosting of entry portal
- Social media promoting the contest
- Complete importable file of all entries at contest's completion

Partner Commitment:

- Prize package. Minimum \$150 value.
- \$3,500 investment

See your sales representative for available dates and more details



Outdoor News Email Platform

Targeted Solo Email Rates (best suited for awareness, education, and engagement)

Your own email sent to our 100% first party, opt-in targeted email audience. 50,000 send minimum*.
See your sales representative for availability. Specs/Sizing at OutdoorNews.com/Advertise

Subject Line: Theme of email, and why open?
Preheader: Pay off subject line
Preview: A taste of the content

Outdoor News
Breaking News for Sportsmen Since 1967



Game Fair is a sporting event for the entire family. Held in the out-of-doors on 80 beautiful acres of woods and water. Game Fair has everything you need to celebrate the outdoors.

Game Fair 2024 will feature many favorite activities from years past as well as new exhibits, renovated grounds and new dog events.

You are invited to attend Game Fair to see, try and buy the latest in hunting equipment and to learn from a variety of expert sportsmen and sportswomen.



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*Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Email Audience Size	CPM
< 50,000	See Sales Rep
50,000 – 75,000	\$65
75,001 – 140,000	\$50
140,001 – 199,999	\$45
200,000+	\$35

**Exceptions may be made. Speak with your sales representative for details and pricing.*

Targeted Email Segments			
Minnesota	34,500	Archery Interest	49,250
Wisconsin	88,000	Hunting Interest	48,750
Pennsylvania	15,500	Open Water Fishing Interest	39,000
New York	13,250	Ice Fishing Interest	35,750
Ohio	9,250	Habitat/Rec. Property Interest	23,000
Michigan	10,250	New Products Interest	29,000
Illinois	7,250	Twin Cities Metro	19,000

Full Opt-in List – 238,000*

Weekly eNewsletter Rates (best suited for awareness, education, and engagement)

eNewsletter sends every Monday to full opt-in email list. 4-week minimum commitment. Your banner ad will accompany editorial as the lead, authored by Outdoor News staff writers.

eNewsletters will align with key, seasonal Outdoor News apertures to ensure your brand aligns with the right messages and editorial.

Weekly Rates	eNews Banner Ad (300x250)
Open Rate	\$175
26 – 51 weeks	\$150
52 weeks	\$90

Targeted Email Segments			
Minnesota	34,500	Archery Interest	49,250
Wisconsin	88,000	Hunting Interest	48,750
Pennsylvania	15,500	Open Water Fishing Interest	39,000
New York	13,250	Ice Fishing Interest	35,750
Ohio	9,250	Habitat/Rec. Property Interest	23,000
Michigan	10,250	New Products Interest	29,000
Illinois	7,250	Twin Cities Metro	19,000

Full Opt-in List – 238,000*

Outdoor News
Breaking News for Sportsmen Since 1967

Hardwater season in here!
Anglers, Romans, countrymen, lend me your ears. Hardwater season is back, and our newest newsletter is just what you need to scratch your ice fishing itch.

Ron Schars: Anglers rejoice as another Minnesota fishing opener approaches
Opening Day in Minnesota doesn't mean baseball. Or the State Fair. Nope. Opening Day... [Read More >>](#)

WI Daily Update: Using a camera to see what's working while ice fishing
Using an underwater camera while ice fishing teaches anglers a lot about how fish are viewing... [Read More >>](#)

[More Stories](#)

This Week's Featured Reader Shots

Yeddy Ahlberg, of Edina, MN, caught and released this 28" northern pike while fishing with a telescoping rod on Big Portage Lake near Backus, MN

Yeddy Ahlberg, of Edina, MN, caught and released this 28" northern pike while fishing with a telescoping rod on Big Portage Lake near Backus, MN

[More Photos](#)

300 x 250 **300 x 250**

300 x 250 **300 x 250**

300 x 250 **300 x 250**

*Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Weekly eNewsletter Takeover Rates Rates (best suited for awareness, education, and engagement)

You have the opportunity to stand out with Outdoor News readers by sponsoring weekly eNewsletter emails important — at times important to your business. Format will be the same as other newsletters, but with the following:

- Cost: \$3,500/email*
- Presenting Sponsor Banner (600 x 150)
- Background graphic/texture aligned with your brand elements
- Ability to affect the color scheme — including CTA button
- Lead main 600 x 96 banner (other 300 x 250 banners may be booked by sponsor or others, and will come at advertised rates)

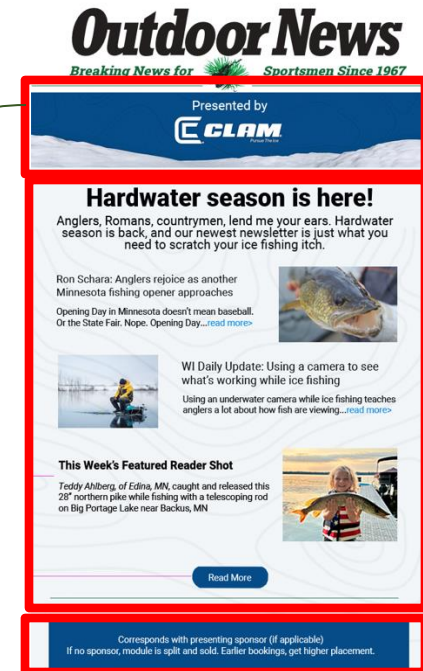
Targeted Email Segments			
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Pennsylvania	15,500	Open Water Fishing Interest	39,000
New York	13,250	Ice Fishing Interest	35,750
Ohio	9,250	Habitat/Rec. Property Interest	23,000
Michigan	10,250	New Products Interest	29,000
Illinois	7,250	Twin Cities Metro	19,000

Full Opt-in List – 238,000*

*Limit one sponsor per email

**Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Subject Line: Theme of email, and why open?
Preheader: Pay off subject line
Preview: A taste of the content



Outdoor News Audio Network Rates (best suited for awareness, education)

MN/WI Weekly Radio Show/Podcast Rates

Choose from Outdoor News Radio hosted by Rob Drieslein in Minnesota and/or Outdoors Radio hosted by Dan Small in Wisconsin.

Broadcast to over 231,000 listeners on 46 stations across Minnesota and 13 stations in Wisconsin in varying formats.

Both shows are also broadcast on all major podcast networks, including iHeart Radio, Spotify, Google Podcast Network, and Apple iTunes Podcast Network.

See your sales representative for available inventory.



WCCO Outdoors

Hosted by Outdoor News publisher and managing editor Rob Drieslein Every Sunday at 5pm on AM830. One of the few remaining 50,000 watt clear signal stations in the United States reaching listeners in Minnesota and all surrounding states! Home of the Minnesota Twins and now "WCCO Outdoors"!

Presenting Sponsor: \$1,500/12 weeks
:30 second spot: \$100/week (4 week minimum buy)



Weekly Radio/Podcast Advertising Pricing	MN	WI
Show Title Sponsorship Open & close billboard: (Live on-air read): "Outdoor News/Outdoors Radio is brought to you by (SPONSOR, tag line and website)" at beginning and end of show.	\$125	\$125
Segment Sponsorship (Live on-air read) Run-of-schedule segment chosen by producer, "Brought to you by (SPONSOR, tag line and website)".	\$100	\$100
Segment Interview/Sponsorship 5:00 interview with guest of sponsor's choice, includes "Brought to you by (SPONSOR, tag line and website)". (One interview per show. Producers reserve the right to pre-approve guests)	\$300	\$300
:30 Network spot or live read 4-week buy minimum	\$100	\$100
:60 Network spot 4-week buy minimum	\$200	\$200

NYON Great Northeast Podcast

26x per year podcast focusing on the state of New York and the Northeast part of the country. Hosted by NYON editor Dan Ladd. Available on OutdoorNews.com, Apple iTunes, Google, iHeart Radio, and Spotify podcast networks. See your sales representative for inventory availability. 4-episode minimum buy.

Title Sponsor: \$125/week
Segment Sponsor: \$100/week



Meta (Facebook/Instagram), and X posts

(best suited for awareness, education, entertainment, and engagement)

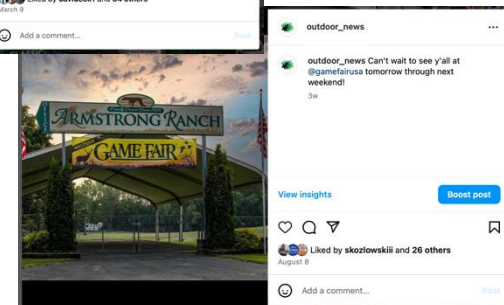
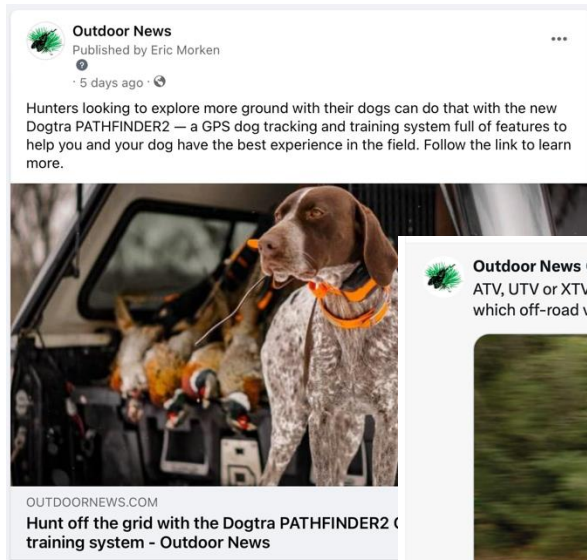
Outdoor News has a loyal following in the social space of approx. 130K fans, and the channel has proven effective for broadcasting partner content. 4 week minimum required — 1 post per week, to run consecutive weeks.

- Own the content of the post (subject to ODN approval). Partner to provide images/video and proposed messaging for series of posts.
- Link off to partner site to transact/educate/learn more

Monthly Pricing

1 Month

\$1000



Preprinted Inserts

(best suited for awareness, education, or promotion)

A cost-effective way to reach readers who are ready to buy, with an insert distributed inside the Outdoor News printed paper.

Guidelines/Specs:

- Maximum size of finished insert: 8.5" x 11" or must be quarter folded. Minimum size is 3" x 5"
- Inserts with the word "Catalog" or with a postal indicia will be rejected due to USPS postal requirements
- Insert sample or PDF sample must be provided to Outdoor News prior to insertion for postal approval
- State-wide quantities only. See account executive for custom quotes on available zip code level distribution (minimum 10,000 pieces)



Preprint Insert Pricing

# Tab Pgs	Under 15k	15k +	24k +	34k +	50k+	75k +
2/.3 oz	\$66	\$64	\$62	\$60	\$58	\$52
4/.6 oz	\$103	\$102	\$101	\$100	\$98	\$90
6/.8 oz	\$118	\$117	\$116	\$115	\$110	\$100

Inserting only price. Pricing for larger inserts and frequency available. See Account Executive for details

Video Sponsorships

(best suited for awareness, driving brand affinity, education, new product support, etc...)

An effective way of telegraphing and delivering your message.

Guidelines/Specs:

- All video assets will be created by Outdoor News, using footage and assets provided by client.
- Please speak with your sales representative for complete details and needs.

Outdoor News Junior Pro Team Video Series

- Three times/month video series produced by the Outdoor News Junior Pro Team with Coach Brody Boese
- Exclusive Presenting Sponsor and Category Exclusive Episode Sponsor packages available
- Will be distributed via all Outdoor News and Junior Pro Team email and social - Audience of over ~269,000K
- Outdoor News Junior Pro Team has membership of over 8,500 youth 18 and under
- **Packages start at \$2,000**
- **See your sales representative for more details and custom pricing**



Outdoor News Produced Original Video Content with featured pro or celebrity

- Outdoor News will produce and brand a series of "How-To" and Tip videos for turkey hunting or ice fishing. Hosted by agreed upon pro, Outdoor News writer or celebrity
- Episodes will be no more than 3 minutes long. 6 total episodes per sponsorship
- All sponsorships are category exclusive. Sponsor branding and/or products will be used throughout the series
- Sponsor retains rights to use series on own social and web channels
- Series will be distributed via all Outdoor News social media channels, and eNewsletter. Audience of ~400,000
- **Packages start at \$3,000**
- **See your sales representative for more details and custom pricing**



Outdoor News Content Marketing Bundles

- Guarantee your place in the pages of Outdoor News with an original video content bundle!
- Your product in features like New Rods & Reels, New Lures, Clothing, Ice Fishing Gear, etc. or in our Gear & Gadgets feature!
- Package includes a fully produced Product Feature video
- Includes fully developed script, full VO, Tailored Graphics/Name Title Bars, and can incorporate customer supplied video assets
- Pushed out in the eNewsletter to approximately 245K, and Social Media Channels — audience of ~400,000
- Product included in Gear editorial feature or Gear & Gadget feature in print.
- **Packages start at \$1,500**
- **See your sales representative for more details and custom pricing**



Founded in 2024, the **Outdoor News Foundation** was created to help address a growing concern in the outdoor community. As demographics shift, fewer people are buying hunting and fishing licenses. This decline threatens our American sporting heritage and funding vital for managing natural resources.

The Outdoor News Foundation aims to stem that decline and help cultivate the next generation of outdoor enthusiasts and conservation leaders. Through tax-deductible, generous donations from both corporate sponsors as well as consumers, the foundation can help turn the tide and ensure our natural world remains vibrant and the vitality of our sporting heritage is strong.

Donations are used to supply the following critical resources to needy youth:

- **Environmental Scholarships:** Cultivating future outdoors journalists, fish and wildlife biologists, and other stewards of our natural world
- **Youth Grants:** Empowering hands-on outdoor experiences and skills development at environmental learning camps
- **Free Access to Outdoor News:** Inspiring young minds with knowledge and access to sporting culture

Together, we can help cast a legacy. If you would like to get involved, please speak with your sales representative.





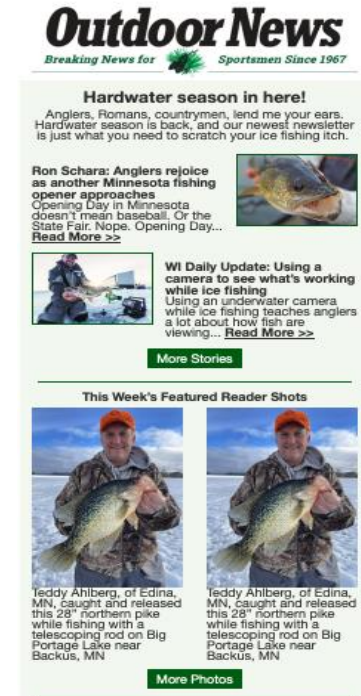
Package Solutions

Email Banner Package

12 Weeks of eNewsletter Banner Placements

Maintain a consistent email presence for 12 weeks of your choosing. Advertising partners can select 12 weekly sends and get their banner in the email. Speak with your sales representative about editorial focus of dates to best align your brand.

Estimated Impressions		
12 Weeks eNewsletter Banners	12 sends	3.15M
	TOTAL	~3.15M
Cost		
	Rack Rate	~\$2,100
	Volume Discount	(\$175)
	Cost	\$1,925



300 x 250	300 x 250
300 x 250	300 x 250
300 x 250	300 x 250

Email Heavy Up

Targeted Solo Email 4 Weeks of eNewsletter Takeover

Make your branding and message undeniable via email, and run a heavy-up using Outdoor News' email marketing channel. This campaign concentrates your message in email, and includes a solo email send to be customized to your liking, and 4 accompanying email takeovers in 4 weeks of your choosing in the calendar year.

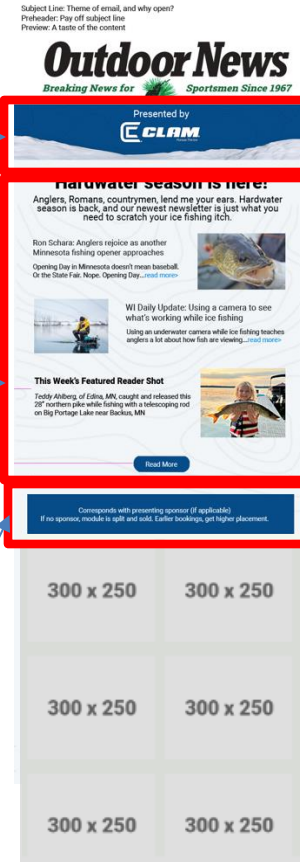
BONUS VALUE ADD: You will receive 8 email banner placements to be placed in the weeks of your choosing.

Estimated Impressions		
Solo Email Send	Full List	~275K
4 Weeks eNewsletter Takeover	4 sends	1.05M
8 Weeks Banner Placement	8 Sends	~2.1M
	TOTAL	~3.36M
Cost		
	Rack Rate	~\$23K
	Volume Discount	(\$8,000)
	Cost	\$15,000

You own this space for 4 full weeks.

You get to influence the branding, by way of color scheme, background texture, and button color. Editorial influence is not available.

As the takeover sponsor, you get pole position banner placement for 4 consecutive weeks. Shaded banner ads will be sold independently, outside of the advertiser's category.



1 Month Awareness Campaign

1 Month Display Banners

1 Targeted Solo Email

4 Social Posts

1 Month Podcast/Radio

Run a month-long heavy-up in our digital channels. Campaign includes ROS banner ads, a solo email blast to the audience of your choosing, placement in the podcast of your choice (as sponsor or :30s weekly), and 4 accompanying social posts.

Estimated Impressions		
Banners	run of site	210K
Social	4 posts	56K
Email	Full list	263K
Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	~100K
	TOTAL	~679-804K
Cost		
	Rack Rate	~\$11.5K
	Volume Discount	(\$4,000)
	Cost	\$7,500

Erie, Pa. — A Pennsylvania angler boasted the fish of a lifetime July 28 when he reeled in an Atlantic salmon on Lake Erie.

Colton Alex, 18, caught the 10.4-pound, 30-inch salmon while fishing in the Erie PA Sport Fishing Association Summer Slam walleye and steelhead tournament.

The salmon hit on a black, orange and white Rambler Dreamweaver Super Spoon on a dipsy diver on the starboard side of charter captain Joe Nemet's boat, which was trolling at 3 mph over 100 feet of water.

It was 10:30 a.m. on a warm, variably cloudy day with a slight breeze that put a 1-foot chop on the water.

When the rod started bouncing, Alex was immediately on it.

"Every tournament I'm in I try to be as reactive as possible," said Alex, who grew up on his father Pete Alex's charter boat. "I'm always in the back of the boat and want to be on the rod first because I'm confident in my ability to reel in a fish rather than relying on someone else who could make a mistake."

MORE COVERAGE FROM PENNSYLVANIA OUTDOOR NEWS:

neeragon conservation officers
honored for saving angler
PNR Report // August 22, 2024



You read that right! For a limited time, get all the Outdoor News content you love – in digital form – and you'll get unlimited access to OutdoorNews.com across all 7 states, updated in real time. All for just \$0.01!

Subscribe Now

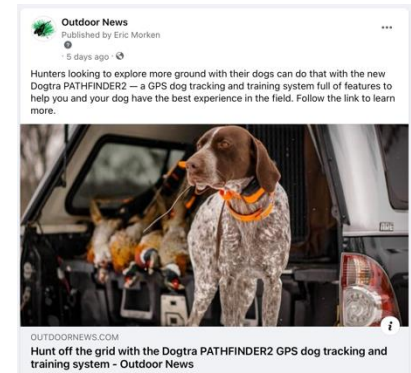
Outdoor News



Sent to: jahlberg@outdoornews.com

Unsubscribe

Outdoor News, 9850 51st Ave N, #130, Plymouth, MN 55442, United States



3 Month Awareness Campaign

3 Months Display Banners 3 Targeted Solo Email 8 Social Posts 3 Months Podcast/Radio

Run a three-month heavy-up in our digital channels. Campaign includes ROS banner ads for 12 weeks, 3 solo email blasts to the audience of your choosing, placement in the podcast of your choice (as sponsor or :30s weekly), and 8 accompanying social posts.

Estimated Impressions		
Banners	run of site	630K
Social	8 posts	112K
3 Emails	Full list	825K
3 months Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	~300K
	TOTAL	~1.86M
Cost		
	Rack Rate	~\$36K
	Volume Discount	(\$11,000)
	Cost	\$25,000

Erie, Pa. — A Pennsylvania angler boated the fish of a lifetime July 28 when he reeled in an Atlantic salmon on Lake Erie.

Colton Alex, 18, caught the 10.4-pound, 30-inch salmon while fishing in the Erie PA Sport Fishing Association Summer Slam walleye and steelhead tournament.

The salmon hit on a black, orange and white Rambler Dreamweaver Super Spoon on a dipsy diver on the starboard side of charter captain Joe Nemet's boat, which was trolling at 3 mph over 100 feet of water.

It was 10:30 a.m. on a warm, variably cloudy day with a slight breeze that put a 1-foot chop on the water.

When the rod started bouncing, Alex was immediately on it.

"Every tournament I'm in I try to be as reactive as possible," said Alex, who grew up on his father Pete Alex's charter boat. "I'm always in the back of the boat and want to be on the rod first because I'm confident in my ability to reel in a fish rather than relying on someone else who could make a mistake."

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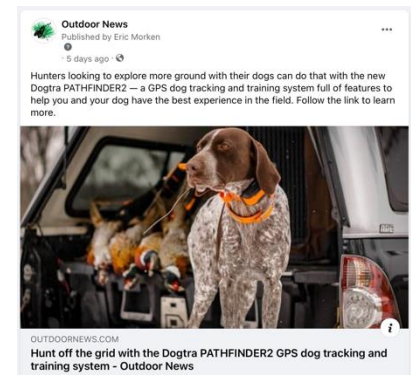
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