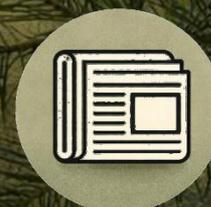
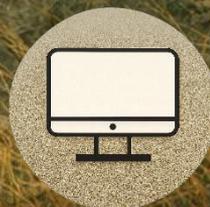


2026



Outdoor News

Breaking News for Sportsmen Since 1968



OutdoorNews.com/Advertise

Reach

That's a lot of qualified consumers.

Outdoor News delivers one of the widest and most engaged audiences in the outdoor industry.

By leveraging our full suite of media channels, you can reach highly qualified consumers at scale. Our platforms connect your message directly with hunters, anglers, shooters, and outdoor enthusiasts who are most likely to purchase your products and services.



Channels

Engaged and Diverse

We offer custom, modern media solutions to help you speak to your audience.

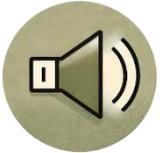
AUDIENCE SEGEMENT	TOTALS
National Print Audience/Cycle	501,500
Web Audience/Mo	210,000
Opt-in Email Audience	219,000
Outdoor News Audio Network	231,000
Social Media Followers	140,000
Outdoor News Junior Pro Team	8,000
TOTAL AUDIENCE	1,328,500



Interact with more consumers via Web, email, social media, and more!



Reach our rapidly growing radio and podcast audience!



From Minnesota to New York, our 7 state-specific print publications offer the targeting to reach any audience!



AUDIENCE

Reach into the outdoors community with a brand enthusiasts trust.

We're the largest and **most trusted** outdoor media partner serving the Great Lakes region. Since 1968, Outdoor News has informed and supported the outdoors community, earning a loyal audience that pays for our coverage and engages with us across print, digital and audio platforms.

TRUST

REACH

LOYALTY

Broad Audience Insights:

- 95.5% of our audience are homeowners
- 43.5% of our audience has a HHI of \$100K or more
- **80% of our audience considers Outdoor News as their #1 source for news**
- 60% of our audience has taken action on a product/service they saw in Outdoor News - Print/ Web
- 60% of our audience are landowners
- 75% of our audience either hunt or fish when on vacation

Fishing:

- **93% of our audience consider themselves anglers**
- 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
- 40% of our audience uses a guide service
- 92% of our audience fish in open freshwater

Hunting:

- **89% of our audience consider themselves hunters**
- 83% of our audience are deer hunters
- 79% of our audience are waterfowl or upland bird hunters
- **95% of our audience own a firearm or are planning on owning a firearm**
- 30.5% of our audience hunt elk or other big game
- 38.5% of our audience own a side-by-side, or UTV



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 92,000 readers each week.



Wisconsin

Founded in 1994, Wisconsin's largest and most trusted source for news and advertising in the outdoor industry. Over 107,000 readers each 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 41,500 readers each week.



Pennsylvania

Founded in 2004, Pennsylvania's largest and most trusted source for news and advertising in the outdoor industry. Over 79,400 readers each week.



New York

Founded in 2005, New York's largest and most trusted source for news and advertising in the outdoor industry. Over 63,000 readers each week.



Ohio

Founded in 2006, Ohio's largest and most trusted source for news and advertising in the outdoor industry. Over 36,000 readers each week.



Illinois

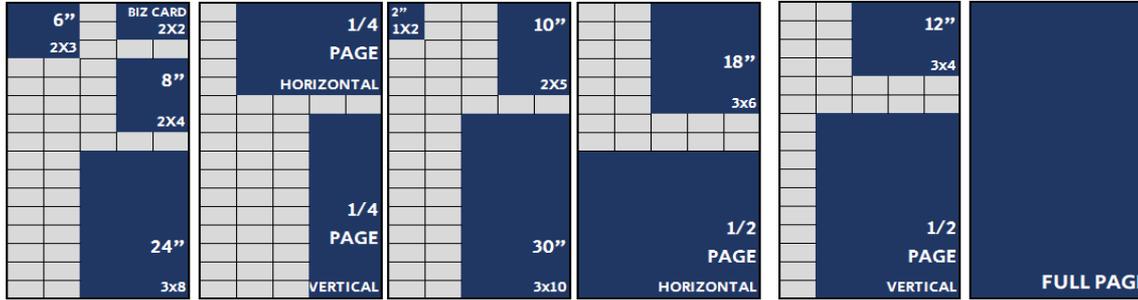
Founded in 2008, Illinois's largest and most trusted source for news and advertising in the outdoor industry. Over 22,900 readers each week.



Brands We Work With



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			

State Specific Print Ad Rates (NET)

(best suited for awareness, education, and engagement)

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 Pg. – 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 States 5% Discount

Three States 10% Discount

Four or More States 15% 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, 2026.

More details at OutdoorNews.com/Advertise



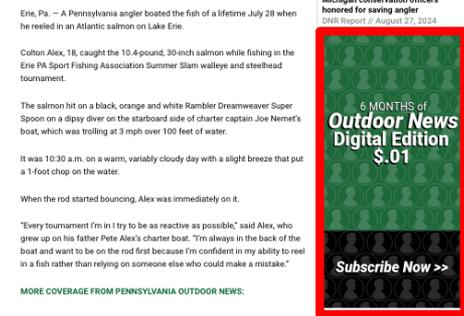
Display Banners (best suited for awareness)

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

Monthly ROS Pricing		
970x90	Large Leaderboard Includes a 320x50 mobile banner	\$400
300x600	Large Rectangle	\$425



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.

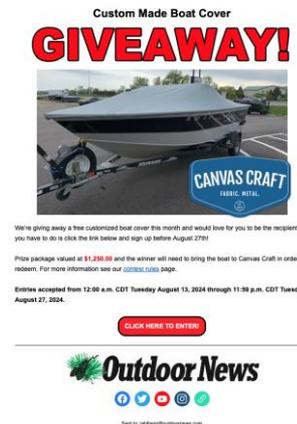
2-week contest includes:

- 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

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	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*



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.



©2024 Outdoor News, Inc. 9850 51st Ave N, #130 Plymouth, MN 55422 USA



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

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	\$250
13-26 weeks	\$200
27-52 weeks	\$125

Targeted Email Segments			
Minnesota	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*

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 Schara: 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



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

Teddy 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			
Minnesota	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*

*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

300 x 250

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

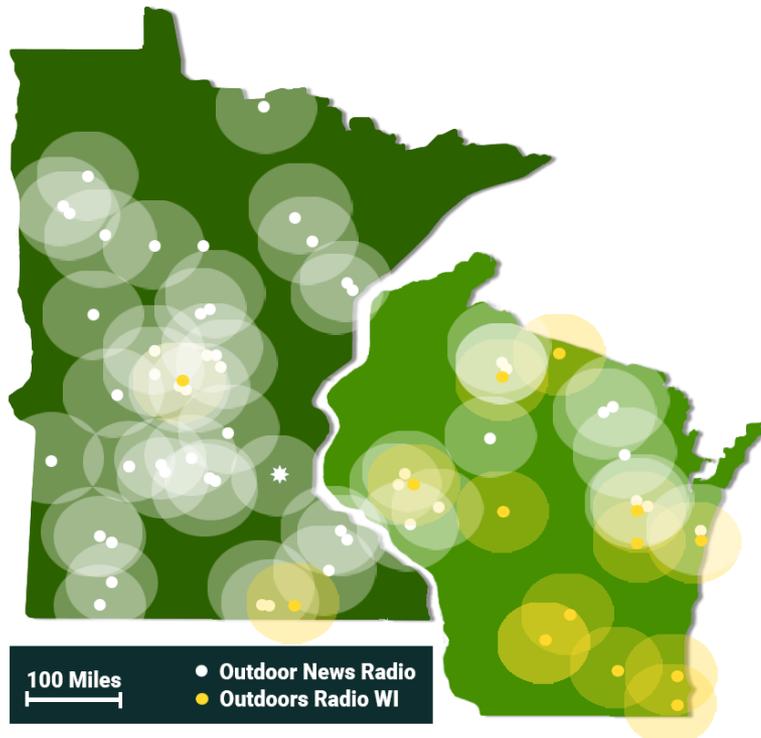
MN/WI Weekly Radio Show/Podcast Rates

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.



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

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

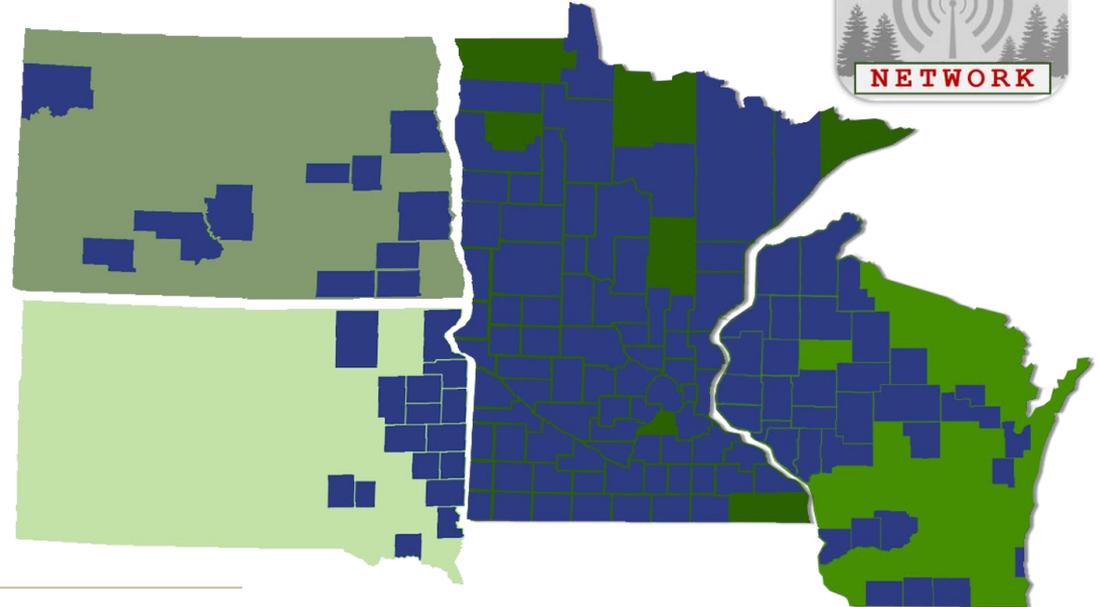


WCCO Outdoors

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)

 Broadcast County

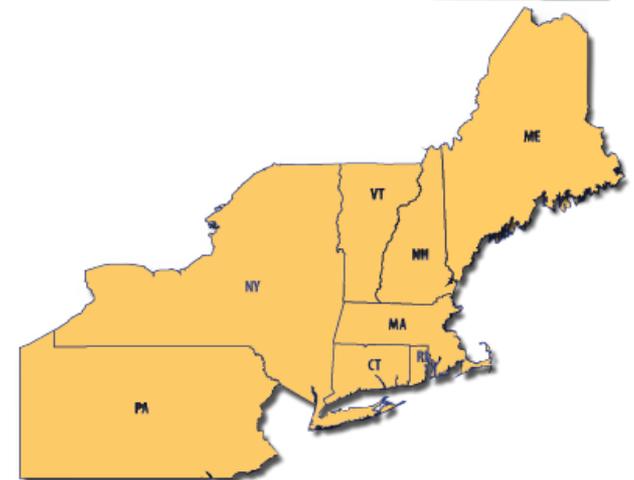


NYON Great Northeast Podcast



26x per year podcast focusing on the state of New York and the Northeast part of the country – from Pennsylvania to Maine. 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

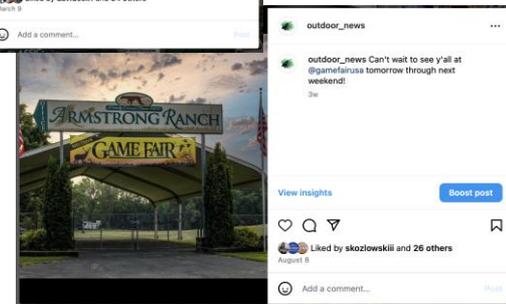
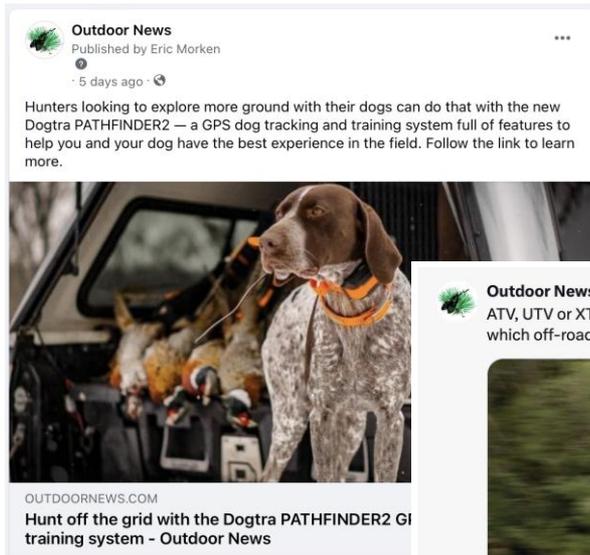


Meta (Facebook/Instagram), and X posts (best suited for awareness, education, entertainment, and engagement)

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	\$1,000



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 – 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**



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	219k
	TOTAL	~2.7M
Cost		
	Rack Rate	~\$3,000
	Volume Discount	(\$250)
	Cost	\$2,750

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 Schara: 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



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



Teddy 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

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.

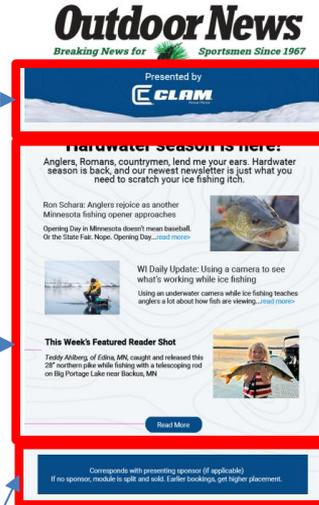
Estimated Impressions		
Solo Email Send	Full List	219K
4 Weeks eNewsletter Takeover	4 sends	876K
8 Weeks Banner Placement	8 Sends	~1.75M
TOTAL		~2.6M
Cost		
Rack Rate		~\$23K
Volume Discount		(\$8,000)
Investment		\$15,000

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.

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



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



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	284K
Email	Full list	219K
Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	~100K
	TOTAL	~679-800K
Cost		
	Rack Rate	~\$10K
	Volume Discount	(\$3,000)
	Cost	\$7,000

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 dipsp 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:

conservation officers honored for saving angler
DNR Report // August 27, 2024



6 MONTHS of
Outdoor News
Digital Edition
\$0.1

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 \$0.1!

[Subscribe Now](#)

Outdoor News



Sent to jahlberg@outdoornews.com

[Unsubscribe](#)

Outdoor News, 9890 51st Ave N, #130, Plymouth, MN 55442, United States

Search... Tuesday, August 27th, 2024 \$0.00

Outdoor News
Breaking News for Sportsmen Since 1968

Home Local Hook & Bullet Readershots Rapala Contest Podcasts Subscriptions Shop About Us SHOW NOW

Listen to Outdoor News anywhere you are Tune into our latest podcasts >>

Get 6 months of Outdoor News Digital Edition for \$0.1 [Subscribe Now >>](#)



Outdoor News
Published by Eric Morken
5 days ago

Hunters looking to explore more ground with their dogs can do that with the new Dogtra PATHFINDER2 — a GPS dog tracking and training system full of features to help you and your dog have the best experience in the field. Follow the link to learn more.

OUTDOORNEWS.COM
Hunt off the grid with the Dogtra PATHFINDER2 GPS dog tracking and training system - Outdoor News

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	714K
3 months Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	~300K
	TOTAL	~1.76M
Cost		
	Rack Rate	~\$36K
	Volume Discount	(\$11,000)
	Cost	\$25,000

honored for saving angler
DNR Report // August 27, 2024

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.

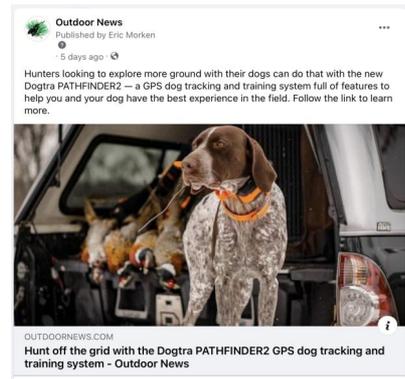
The salmon hit on a black, orange and white Rambler Dreamweaver Super Spoon on a dipay diver on the starboard side of charter captain Joe Nemet's boat, which was trolling at 3 mph over 100 feet of water.

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:



Audio Package

12 Weeks of Audio Placements

Maintain a consistent audio presence for 12 weeks of your choosing. Advertising partners can select a podcast of their choosing and place a :30s ad (read or pre-produced by the advertiser).

Estimated Impressions		
12 Weeks Audio Placement (:30 spot read or produced, or presenting sponsor with tag)	Select podcast/placement of your choice	Up to ~2.75M
	TOTAL	Up to ~2.75M
Cost		
	Rack Rate	~\$1,200
	Volume Discount	(\$200)
	Cost	\$1,000

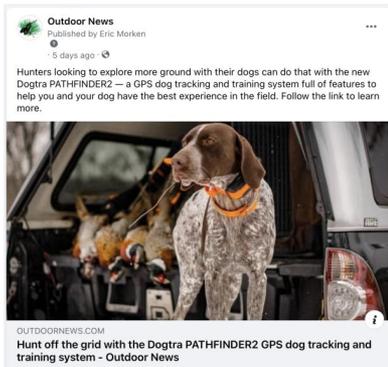


All rates net Effective January 1, 2026. More details at OutdoorNews.com/Advertise

1 Month National Campaign

- Full Page Print in Publication of your choice
- 1 Month of Category Exclusive Display Banners
- 1 Targeted Solo Email
- 4 Social Posts
- 1 Month of Podcast/Radio

Run a month-long heavy-up in our digital channels, as well as a ODN publication of your choice. Campaign includes ROS banner ads, a solo email blast to the audience of your choosing, a full-page color print ad, and 4 accompanying social posts.



michigan conservation officers honored for saving angler
PAID: Boston, MA August 27, 2024

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 dippy 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:



Large Rectangle



Leaderboard

Estimated Impressions		
1 Full Page Color Ad	National	444K
Banners	run of site	210K
Social	4 posts	112K
Email	Full list	219K
Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	Approx 100K
	TOTAL	Approx 1M
Cost		
	Rate	Approx \$19.5K
	Volume Discount	(\$6,000)
	Cost	\$13,500



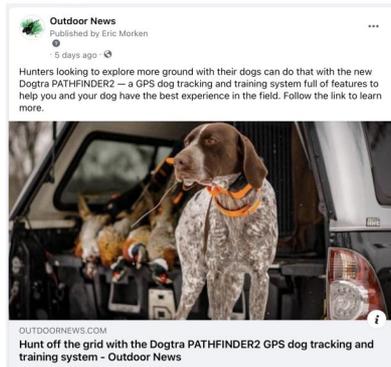
2026 Full Funnel Package

All rates net Effective January 1, 2026. More details at OutdoorNews.com/Advertise

1 Month Campaign

- Full Page Print in Publication of your choice
- 1 Month of Category Exclusive Display Banners
- 1 Targeted Solo Email
- 4 Social Posts
- 1 Month of Podcast/Radio

Run a month-long heavy-up in our digital channels, as well as a ODN publication of your choice. Campaign includes ROS banner ads, a solo email blast to the audience of your choosing, a full-page color print ad, and 4 accompanying social posts.



Outdoor News



ISSUES

Outdoor News, 4000 Old York Rd., #124, Pottsville, PA 17876, (610) 261-1234

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 dipy 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:

Michigan conservation officers honored for saving angler
TENNIS BOSTON, VA, August 27, 2024



Large Rectangle



Leaderboard

Estimated Impressions

1 Full Page Color Ad	Publication of your choice	22-107K
Banners	run of site	210K
Social	4 posts	112K
Email	Full list	219K
Podcast Presenting Sponsor (or :30 spot)	Podcast of your choice	Approx 100K
TOTAL		Approx 663-748K

Cost

Rate Rate	Approx \$12K
Volume Discount	(\$4,000)
Cost	\$8,000



Thank You!

Outdoor News

Breaking News for



Sportsmen Since 1968

PO Box 47012
Plymouth, MN 55447-0012

763.398.3466 - 800.535.5191

Advertising@OutdoorNews.com

Visit Us Online:

OutdoorNews.com

OutdoorNews.com/Advertise