



FISHING HEADQUARTERS

www.fishing-headquarters.com

Fishing-Headquarters.com

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About Us:

Year Founded: January 1, 2007

Registered Members: 600

Homepage Avg. Visits/ Year: 500,000 (*avg. 136 readers per day*)

Discussion Board Avg. page views/ Year: 2 million

Avg. View Time spent/ Homepage: 2 min 41secs

Avg. View Time spent/ Discussion Board: 10 mins

Avg. Google Rank: Top-10 in "multi-species fishing" and related keywords

Demographic: Males 18-54yrs old

Target Market: Multi-Species Fishermen (*Bass, Musky, Pike, Walleye, Salmon & Trout*)

Region Located: Chicago, IL (*Upper Midwest, United States*)

Objectives for Acquiring Sponsorship:

- To establish advertising partnerships with businesses and corporations that cater to the fishing industry and the anglers who visit our website.
- To receive assistance with financing our website's upkeep and yearly maintenance. Thus we will be able to reinvest in improvements.
- Promoting products, goods, and services within our articles, videos, bi-monthly E-Magazine, discussion boards, website homepage, contests & giveaways.
- To proudly endorse and promote while guiding, fishing in tournaments, and out on the water in boats.

Advertising and Sponsorship Opportunities:

- Website Homepage
- Discussion Boards
- Online Videos and DVD's
- Blogs
- Articles and Product Reviews
- Bi-Monthly E-Magazine
- Facebook and Twitter Pages
- Contests, Promotions, and Giveaways
- Tournaments and Endorsements
- Tradeshows



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Why partner and advertise with us:

- Our website members and daily visitors are active members and readers. All pages, information, members, website statistics, and content of this website is true to form, and not deceptive or misleading.
- Compared with our competition, we offer more content and enjoyment to the every-day angler and visitor. We strive on giving our visitors an excellent and clean visual and digital media experience through the aesthetics of professional website design. Clean visual communication, navigation, and pleasing design is what our competition does not have.
- We are the **ONLY** website in the large market and geographic region to offer online fishing videos and a bi-monthly digital magazine publication. These showcase our exploits and experiences for the fishing that occurs during the published months, and as we experience them. We are proud of these facets, our identity, and unique accomplishments.
- Our members are courteous and receptive. Everyone is here for the educational experience, to network, and to further promote fishing and products.
- Unlike all the other fishing websites in our regional market, we allow and encourage the promotion of third-party websites, personal home-pages, blogs, posted links, and referrals. We do not censor any information whatsoever due to the courtesy and respect of our members and contributors. If we did such a thing, then what's the purpose of educating ourselves and free information exchange?

What We Offer:

- We offer only **single invoice, single payment opportunities with the agreement for one full calendar year** (365 days).
- All advertising rates are negotiable, and banner placement and size dimensions are entirely up to the discretion of our website designers and where space is available. Advertisers are responsible for submitting their banner versions and graphics to be used for advertising. If banners do not meet our requirements, fishing-headquarters.com website designer will produce one free of charge.
- Advertisements are available on several locations and pages of this website. Areas that receive the most daily traffic are the homepage, discussion boards, blogs, and digital magazine. Our website-based advertising will offer your business prime exposure that will be seen consistently throughout the year.



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Basic Advertising Rates and Plans:

- 1 - **Homepage Ad Banner:** 225 x 90 pixels = **\$300.00/ year**
- 2 - **Discussion Board Ad Banner:** 468 x 60 pixels = **\$200.00/ year**
- 3 - **Magazine Ad Banner:** Full Page 8.5 x 11 inch = **\$375.00/ year** (5 Issues)
- 4 - **Magazine Ad Banner:** 1/2 page 8.5 x 5.5 inch = **\$250.00/ year** (5 Issues)
- 5 - **Ad Banner on any (1) website Page:** 468 x 60 pixels = **\$120.00/ year**

- 6 - **Platinum Package:** Purchase all 5 advertising plans = **\$1,000.00/ year**

***ALL prices and banner dimensions are negotiable**, and we intend to work within your budgetary constraints. Ad placements displayed anywhere on our website will be seen on our videos when products are being used during filming, and bi-monthly E-Magazine when applied to content being showcased and where space is available.*

Professional References:

Available Upon Request.

Resume for owner, Andrew Ragas:

Available Upon Request.

List of Fishing Industry Experience:

Available Upon Request.

We thank you for your time invested in reviewing us. We hope that your business is interested in becoming an advertising partner. In order to get in touch with Fishing-Headquarters.com ownership, please feel free to contact its owner, **Andrew Ragas**, at any time.

If more information is needed, Fishing-Headquarters.com publishes a Media Kit that is available for use. With this 20 page publication, you will see an extensive list of statistics, our experience, all that we are capable of doing for ourselves and your business.

Andrew Ragas (Owner & Fisherman)

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