

National Outdoors

Get Outside While You're Inside

Media Kit 2010

Visitor Profile

The NationalOutdoors.net audience consists of outdoor enthusiasts searching for information about outdoor gear, activities and recreation destinations. Posting content or advertising on the site allows you to reach a national audience. In 2 years, the website has grown to over 35,000 unique visitors a month and continues to grow at a rapid pace.

Free Advertising

"Get Outside while You're Inside" is the motto of NationalOutdoors.net. We've created a grass-roots effort to catalog all outdoor recreation areas around the United States. The National Outdoors website has cataloged each National Park, Ski Resort and Outdoor Recreation Area (the major ones) by state for all 50 states. The task now is to fill in useful information about each area (i.e. trails, camping sites, hikes, fishing holes, etc.) Yes this is a huge task, but we've thought up a way that can benefit everyone who supplies information.

Contributors can post information about an area, and then give a brief promotion about their product or service at the end of the post. For instance, say a fly fishing guide from Jackson Hole, Wyoming posts about "Fly Fishing on the Snake River". At the end of the post he/she can link over to their website (if they have one) and give contact information. It's a great way for retailers, guides, outfitters, lodges and those involved in the outdoor industry to get some exposure online. Here's a link to an example articles: <http://www.nationaloutdoors.net/pursuit/utah/national-parks/canyonlands-national-park/immerse-backcountry-canyonlands-maze-district> and <http://www.nationaloutdoors.net/pursuit/idaho/bank-fishing-technique-steelhead>.

Paid Ad Spaces

Featured Directory Listing

Your website is listed in a premier position in our directory. Establish a high quality link to your website for SEO purposes.

Rate: \$25/year

Free listings are available with reciprocal link.



Contact: JT VonLunen | 801-243-0731 | jtv1@nationaloutdoors.net

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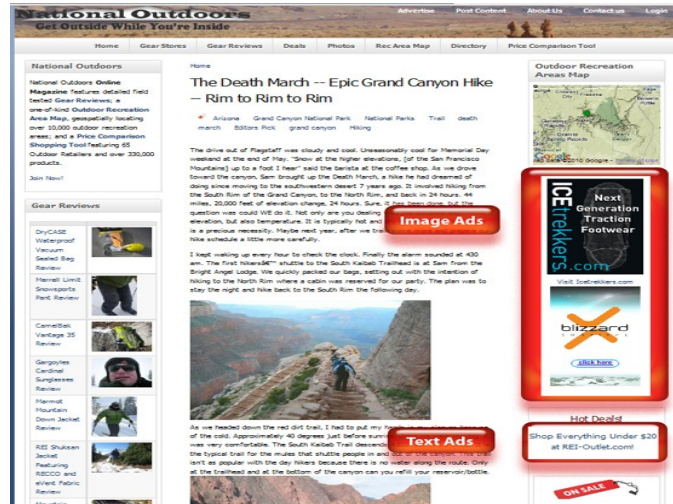
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Content Advertising

- Place Text, Image Ad or Flash along side National Outdoors articles.
- Link directly to a featured landing page.
- Advertise current promotions on our site.
- Ad size 125 X 125, 150 X 150, 160 X 240; (larger ads can be used, but the rate is higher)

Rate: \$100/month or \$250 for 3 months



Homepage Ad

- Prominent positioning on home page.
- Reach visitors as they enter the site.
- Piggy-back off our marketing and search engine optimization efforts that drive traffic to our homepage.
- Ad size 250 X 250

Rate: \$300/month



Custom Promotions

We can customize any ad space on National Outdoors to meet your needs. We also work with you to create customized marketing campaigns like: article sponsorship, contests, polls, and other promotional activities.

Additional online marketing consultation services are available.

Ad rates are subject to change.

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