



Minnesota B.A.S.S. Nation

Affiliate National B.A.S.S. Nation

www.mnbfm.org

facebook.com/MNBFN

twitter.com/MNBassNation

The Minnesota B.A.S.S. Nation (MNBN) offers several different advertising packages to meet your advertising needs. Our membership consists of over 400 members who typically are:

- male
- married
- home owner
- boat owner
- fishing, hunting, outdoor, and sports enthusiasts

2017 Advertising Rates

Social Media (Facebook / Twitter)

We will post on our Facebook/Twitter page your photo/link and accompanying marketing message on approximately the 1st and 15th of every month.

1 month	6 months	12 months
\$15	\$81	\$144

Email

We send email notifications on a regular basis to our membership. On an average year we will send out 20 emails to approximately 300 member email addresses. With an approximate 40% open rate, your marketing message will gain approximately 2400 exposures.

1 month	6 months	12 months
\$35	\$189	\$336

Website

Website advertising will consist of posting your marketing message above the fold on www.mnbfm.org/index.html (home), www.mnbfm.org/membership/index.html (membership page) and www.mnbfm.org/classifieds.html (classified ads page).

1 month	6 months	12 months
\$15	\$81	\$144

Premium (Social Media + Email + Website)

All of the above marketing channels.

1 month	6 months	12 months
\$60	\$315	\$561

Initial: _____

Metrics

Facebook.com/mnbn/ (as of January 2017)

- 1697 Likes
- Typical reach varies between 200-700 per posting

Twitter.com/MNBassNation (started March 2015, as of December 2016)

- 147 followers

mnbn.org (for 2016)

- 7,497 Unique web visitors for mnbn.org
- 42,179 Page views for mnbn.org for an average of 2.28 seconds
- 7,781 Unique page views for mnbn home page
- 2,292 Unique page views for mnbn membership page
- 664 Unique page views for mnbn classified ads page
- 3,082 Unique page views for mnbn TOC page

You are responsible to provide any graphics, which must adhere to all copyright and trademark laws, and content for your marketing message. A banner ad graphic may be up to 468 x 60 in GIF or JPEG formats. You can change your marketing message over the course of the contract at any time.

MNBN Annual Banquet

~~\$500—title sponsor~~ sold out

Your business recognized as a title sponsor on website, marketing materials (e.g. banquet program) and press releases.

\$100 – sponsor

Your business recognized as a sponsor on all annual banquet marketing materials (e.g. banquet program), banquet web page, and press releases.

MNBN Regional Team Sponsorship

~~\$500—title sponsor~~ sold out

Your business recognized as a title sponsor and premier visibility on state team jerseys and all marketing materials and press releases.

\$100 – sponsor

Your business recognized as a sponsor and placed on state team jerseys and all regional team marketing materials and press releases.

MNBN Tournament of Champions (TOC) Sponsorship

MNBN Tournament of Champions at Mille Lacs August 3-4, 2017 will bring members from all over the state.

~~\$500—title sponsor~~ sold out

Your business name printed in the name of the tournament (e.g. Tournament of Champions presented by [Business Name]) on all TOC marketing materials (print and digital).

\$100 – sponsor

Your business logo/contact info and link to website on the Tournament of Champions web page.

Initial: _____

The advertising time period begins once payment is received. MNBN reserves the right to refuse advertising when it conflicts with our existing sponsorship agreements or may be detrimental to the mission and/or reputation of MNBN. MNBN also reserves the right to at any time to cancel the advertising contract, in which case a pro-rated refund will be given for the unexecuted remainder of the advertising contract.

For questions or more information contact:

Mickey Goetting
 Minnesota B.A.S.S Nation Webmaster
 mgoetting@mnbfn.org
 952.403.1254

Steve Hurlburt
 Minnesota B.A.S.S Nation Marketing Director
 shurlburt@mnbfn.org
 651.231.9538

I wish to agree to purchase the following MNBN advertising options:

Digital Media Advertising	Event Sponsorship
Facebook / Twitter <input type="checkbox"/> 1 month @ \$15 <input type="checkbox"/> 6 months @ \$81 <input type="checkbox"/> 12 months* @ \$144	MNBN Annual Banquet <input type="checkbox"/> title sponsor @ \$500 sold out <input type="checkbox"/> sponsor @ \$100
Email <input type="checkbox"/> 1 month @ \$35 <input type="checkbox"/> 6 months @ \$189 <input type="checkbox"/> 12 months* @ \$336	MNBN Regional Team <input type="checkbox"/> title sponsor @ \$500 sold out <input type="checkbox"/> sponsor @ \$100
Website <input type="checkbox"/> 1 month @ \$15 <input type="checkbox"/> 6 months @ \$81 <input type="checkbox"/> 12 months* @ \$144	MNBN Tournament of Champions <input type="checkbox"/> title sponsor @ \$500 sold out <input type="checkbox"/> sponsor @ \$100
Premium (all of the above digital media) <input type="checkbox"/> 1 month @ \$60 <input type="checkbox"/> 6 months @ \$315 <input type="checkbox"/> 12 months* @ \$561	Premier Sponsor - All of the above digital media advertising and title event sponsorship - Signage above the fold of every web page of the website <input type="checkbox"/> 12 months @ \$2000 sold out

* Periods longer than 12 months may be available—contact the above listed individuals.

Please print:

Name _____ Title _____
 Business Name _____

Please sign your name and date.

 Buyer Date: _____

 Date: _____

Minnesota B.A.S.S. Nation representative

Internal Use Only Receipt Date: _____ Amount Received: _____