

2011 PLANNING GUIDE



Bassmaster.com is the home for all BASS Tournament coverage, including live video, real-time leaderboard, video and audio podcasts and live on-boat camera coverage during tournaments

Monthly Traffic:

- ▶ 5,400,000 Pageviews
- ▶ 300,000 Unique Visitors



• The Home for all Bassmaster Tournament coverage:

- Includes live video, real-time leaderboard, video and audio podcasts and live on-boat camera coverage during tournaments
- Provides the most comprehensive fishing tips and techniques, publishes extended articles and feature stories from Bassmaster magazine and is the first place fans go to for exclusive interviews with the Bassmaster Elite Series pros
- Offers a clean & simple design and video presence on the main index page

• Easy to navigate modules highlight:

- Headlines & tournament news from all Bassmaster events
- Dedicated section for BASS editor and pro angler blogs
- Live coverage page featuring BASSCam, BASSTrakk, BASSCast, Hooked Up and Real-time Leaderboard
- Tips 7 Tools section featuring the latest techniques & product reviews
- Extended content from Bassmaster & BASS Times
- Sweepstakes and Contests section

• Traffic Numbers *Source: Omniture*

- 14.6 Million Pageviews in February 2010
- Pageviews up **+14%** (2010 versus 2009), Unique visitors up **+11%** (Same time frame)
- During the 2010 Bassmaster Classic, 35,000+ hours viewed ESPN3 and over 13.0 Million pageviews generated, **+9%** from 2009 Classic
- 2010 Bassmaster Elite Series, traffic was up **+23%** from 2009 and over **4.7 million pageviews** were generated during the 2010 Toyota Trucks Championship Week: **+38% vs 2009**

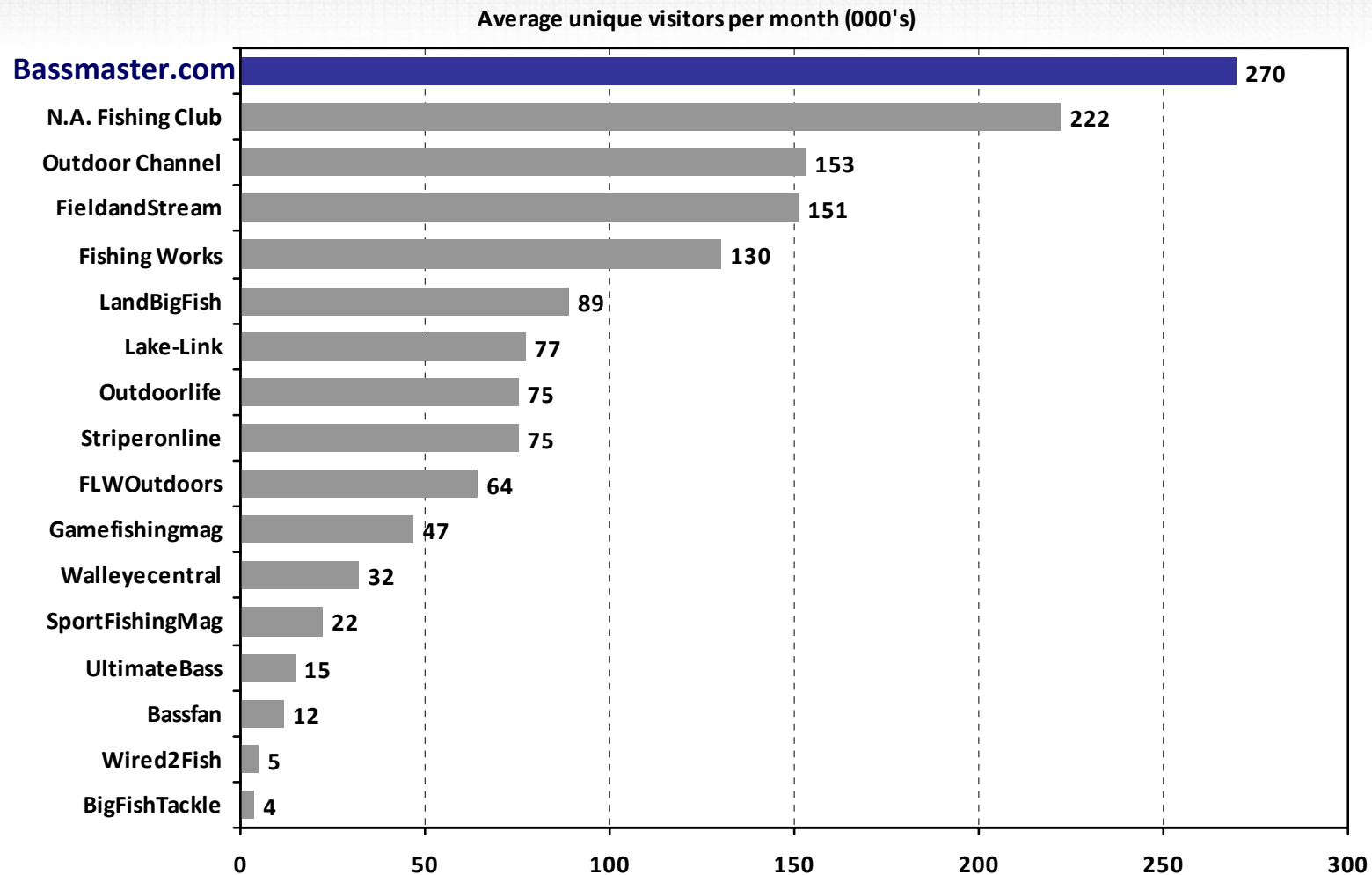
BASSMASTER.COM AUDIENCE PROFILE

	Total Internet %	BASSMASTER.com	
	Comp (Minutes)	% Comp (Minutes)	Index
GENDER			
Male	51	71	139
Female	49	29	60
AGE			
Ages 12-17	8	-	-
Ages 18-24	13	5	36
Ages 25-34	20	33	169
Ages 35-54	41	45	108
Ages 55+	14	17	121
Median Age	37.2	36.1	97
Men 18-34	18	27	156
Men 18-49	34	56	166
Men 25-54	30	54	180
Adults 18-49	66	79	120

	Total Internet %	BASSMASTER.com	
	Comp (Minutes)	% Comp (Minutes)	Index
HOUSEHOLD INCOME			
HHI < \$25,000	12	8	68
HHI \$25-39,999	12	8	72
HHI \$40-59,999	24	20	85
HHI \$60-74,999	12	12	107
HHI \$75-99,999	17	7	43
HHI \$100,000+	24	40	168
Median HH Income	\$63,095	\$78,789	125
CHILDREN			
Any Children in HH	56	50	89
HH SIZE			
1-2	30	39	130
3-4	48	41	86
5+	22	22	98

Source: comScore Media Metrix, 02/10 - 08/10

BASSMASTER.com is the leader in Fishing Website Traffic



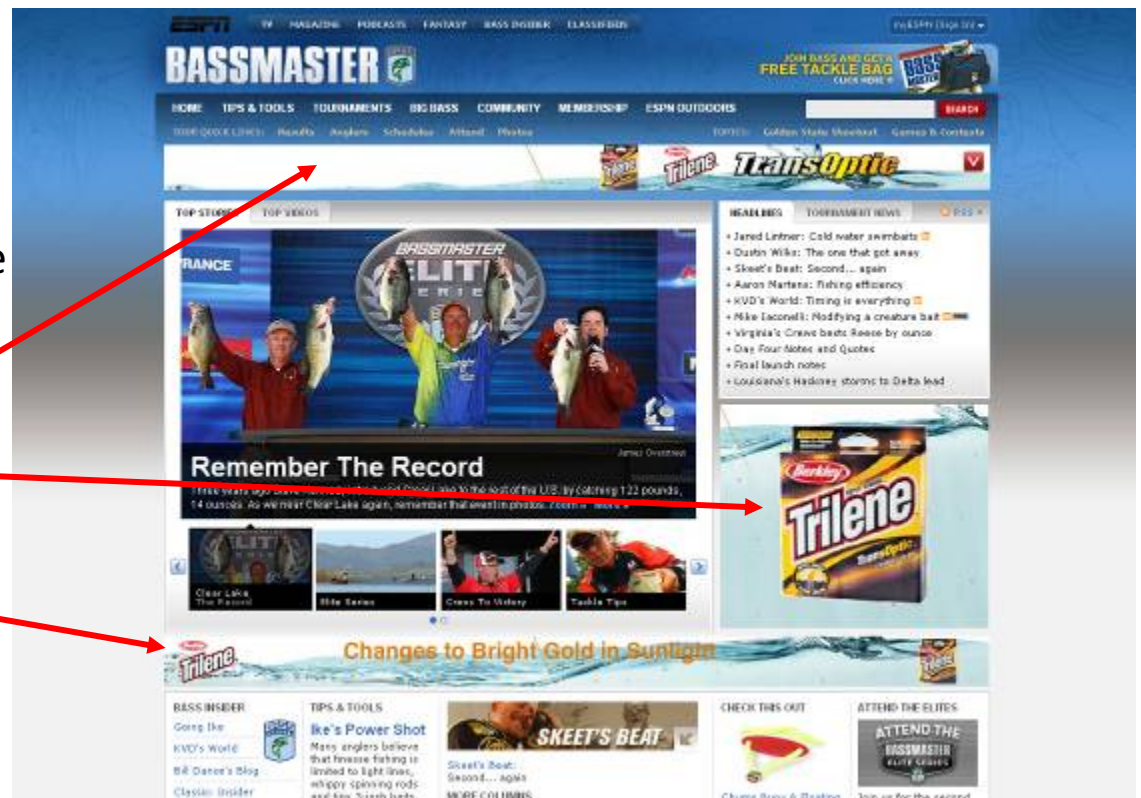
Source: Nielsen Net Ratings May'09-April'10

Index Roadblocks

- Bassmaster.com Index Units consist of 3 Above the Fold banners, contextually integrated to where studies have shown they can be most effective.
- All index page ads are sold to one sponsor for the date for their index page ownership/roadblock.
- The 3 ad units are never split up.

The following ad units surround the top stories of the day:

- 924x56 (expands to 924x250)
- 300x250
- 924x56



Internet Advertising Opportunities

ROS Schedule

- ▶ Consists of banner ads running across Bassmaster.com
 - Campaigns can consist of all available sizes or select ones
 - Guaranteed number of impressions
 - CPM (Cost per Thousand) averages \$14 but varies based on ad size and position
- ▶ **Sponsorship of Special Editorial Features (Fixed Positions)**



Bassmaster.com Sponsorship Opportunities

- Boating Column: Bi-Weekly
- Straight from the Source: Q&A between manufacturers and audience
- Gear Up Giveaway
- Real-time leader board: sold to sponsors first then opened if any avails remain
- Countdown to the Classic: (November start)
- Battle Lines: tips on fishing line, knots and other related matters. i.e. when to use fluorocarbon, braid, mono etc.
- Special videos with pros (i.e.. Life in the Bass Lane w/ Bobby Lane)..
- Take 10 videos: 10-second how-to videos.
- Index pages
- Bass Insider
- Fantasy Fishing
- Hooked: Pro Anglers and Celebrities discuss how they got “Hooked” on Fishing
- Day on the Lake Live
- Bassmaster University
- BASS Reporters
- Blogs (7)
- The Frugal Angler
- Pundit Picks
- Top 10 List
- Weekend Warrior
- Classifieds
- Photo Galleries
- Digital Bassmaster magazine
- Beat the Geek: Online game show. Contestants try to beat Ken Duke in a game of bass fishing trivia.
- Behind the Lines: wky updates on pros from opens and elites.
- Where are they now: series updating the whereabouts and activities of the fishing stars of years back.
- The Master series: 4 pros and the techniques they are best know for. Can have 4 sponsors: one per pro or one title sponsor. Pros are Iaconelli, KVD, Velvick and Brauer.
- Lunker Cam
- Games
- Angler Data base
- E-Newsletter: Bi-Weekly
- Fed Nation E-Newsletter (4 annual)
- News Page
- Jr Bassmaster: Quarterly Online magazine (Mar, June, Sep, Dec)
- 20 Questions
- BASSographies
- Master Series (5)
- Poll

Typical programs include ROS, Index Roadblocks & 1 or more Sponsorable section

BASS TODAY Bi-weekly eMail newsletter

Overview

- Sent bi-weekly, the BASS Today eNewsletter reaches an avid group of 500,000+ anglers
- BASS Today is the inside guide to everything bass fishing, from tournament news to the latest seasonal tips and techniques from Bassmaster Magazine to the latest videos and headlines.

Sponsorship Opportunities

- Primary Vertical Banner (160x600)
- Secondary Vertical Banner (160x450)
- Presented by, referenced at top of the page

The screenshot displays the BASS TODAY eNewsletter interface. At the top, the title "BASS TODAY" is prominently featured in large, bold, blue letters. Below the title, there are several sections of content:

- WELCOME TO THE FUTURE OF BASS BOAT POWER:** A vertical banner on the left side, featuring the Yamaha logo and the text "YAMAHA" at the bottom.
- FEATURES:** A section with three articles, each with a small image and a title: "The Openwater Cam Boat", "New Bass Boat Features", and "The Latest in Bass Boat Technology".
- NEWS:** A section with two articles: "Pete Ponds' No-Fall, Fall Strategy" and "Save the Date".
- PLUGS:** A section with two articles: "The Art of the Bream" and "Ashmore Takes Fall Bassing".
- NEW VENDOR BENEFIT:** A section with a small image and text.
- BASSMASTER.com Product Showcase:** A section with a small image and text.

At the bottom of the newsletter, there are social media icons for Facebook, Twitter, and YouTube, along with the text "BASS TODAY" and "ULTIMATE FISHING GIVEAWAY".