

Keller Outdoors



Keller Outdoors

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www.minnesotawaterfowler.com

www.midwestfishermen.com

Advertise with the Keller Outdoors Online Network!

Hunting & Fishing Advertising

It's no secret that online advertising is quickly becoming the most effective and popular means to put a product in front of a buyer. Unlike print media that can be set-aside after a single use, online ads run 24/7 and are placed strategically before your target audience. At **Keller Outdoors** we are well aware of how effective these ads *can* be and will clearly explain our simple strategy to make the most of your ad (contact us to find out more).

Rotating banner ads are the most common forms of advertising through **Keller Outdoors**. Banners are 468px × 60px in size and rotate through the top of each page viewed.



By simply clicking on the banner, potential customers are taken directly to the website of your choice.



Because our websites are forum driven, it has been proven the more active you are as an advertiser in the forum itself, the more effective your ad will be. Every time you take part in an online conversation, a link or banner will be in your signature only adding to the exposure of your company and/or product.

"Being an active member of www.minnesotawaterfowler.com has increased my business tenfold. I would recommend it to anyone!" Mike Stelzner-C&S Custom Calls-Three-time National Call Maker of the Year

Other simple, effective advertising options exist as well. You can choose to sponsor any forum (for example: Duck Hunting, Decoys, Bemidji Area, etc...) with a text ad. The ad is placed at the top of that forum with your website available to all. If you're a resort or a lodge, you can be a part of the Resort/Lodge forum with a text ad.

Whatever your budget or advertising goal may be, **Keller Outdoors** can work with you to most effectively reach your target audience.

Rate Page for Keller Outdoors Network Websites

MinnesotaWaterfowler.com

Info: Founded in 2005, MWF has grown continually every year. In 2009, banner ads received an average of 300,000 impressions (views) per month. That number will be higher again in 2010.

MWF is the leading resource for waterfowlers in Minnesota and the upper Midwest.

BANNER AD- 468px × 60px

- \$200 for 6 months or \$300 for 12 months

FORUM SPONSOR TEXT AD

- \$300 for 6 months on MAIN FORUM
- \$150 for 6 months on the DUCK HUNTING, GOOSE HUNTING, SNOW GOOSE HUNTING & CLASSIFIEDS FORUM
- \$50 for 6 months on any other forum
 - ***LIMIT 1 AD per forum***

RESORT/LODGE FORUM

- \$25 for 6 months will include you in this forum.

MidwestFishermen.com

Info: We are excited to launch MidwestFishermen.com in early April 2010. With a unique marketing strategy to attract thousands of visitors almost immediately, this new website from Keller Outdoors will be an excellent resource for fishermen from all over the Midwest.

BANNER AD- 468px × 60px

- \$50 for the from April-September 2010

FORUM SPONSOR TEXT AD

- \$100 for the MAIN FORUM from April-September 2010
- \$20 for all other forums from April-September 2010
 - ***LIMIT 1 AD per forum***

RESORT/LODGE FORUM

- \$10 from April-September 2010 will include you in this forum

NOTE-After September 2010, we will look at our traffic for MidwestFishermen.com and adjust rates accordingly.

Social Networking Ads

Social networks like Facebook have taken over the web. Keller Outdoors can design and place your ad so that only your target audience can see it. It's truly amazing how effective these ads have been. From \$2 a day to \$100, we guarantee results!