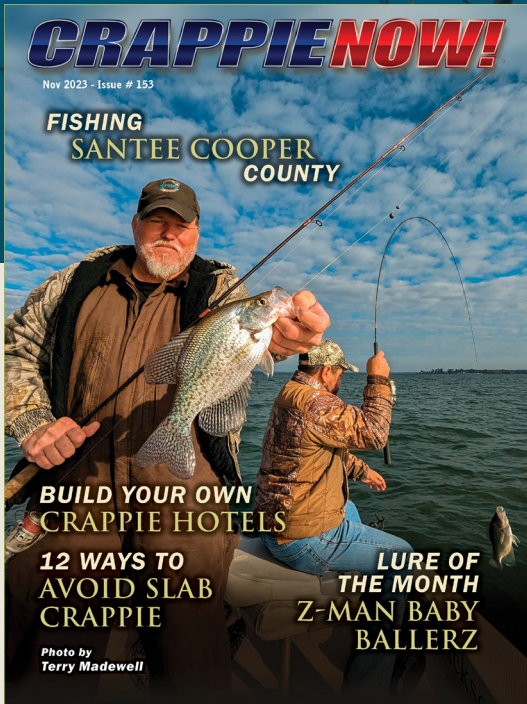


MEDIA KIT



44
MEDIAN AGE

AUDIENCE

85%	MALE
80K	USERS
13M	IMPRESSIONS
546K	ENGAGEMENTS
46K+	TOTAL AUDIENCE

KEY STATS

106K	SESSIONS
376K	PAGEVIEWS
279K	OVERALL CLICKS
71%	MOBILE TRAFFIC
8,150	EMAIL SUBSCRIBERS

CRAPPIENOW!

WHO WE ARE

CrappieNOW provides outreach to the crappie community through its multimedia content. We are a resource for crappie clubs, tournament anglers, and most importantly, recreational crappie anglers.



31 K
FOLLOWERS



4.67 K
FOLLOWERS



2.2 K
FOLLOWERS



3.38 K
SUBSCRIBERS



4.79 K
FOLLOWERS



DIGITAL MAGAZINE

CrappieNOW provides outreach to the crappie community through its multimedia content. We are a resource for crappie clubs, tournament anglers, and most importantly, recreational crappie anglers.

FEATURES

- Timely articles about how to fish for crappie.
- Advanced tactics and techniques by well-known experts.
- Destination articles to help you plan your next crappie fishing vacation.
- Video crappie fishing/boating tips in each issue.
- Click through ads to client's website.
- 100% SOV ads on all devices.
- Guides Page to connect anglers with guide services across the country.
- Social media videos, articles, promotions, events, and collaborations.

Add some copy text here if needed. Add some copy text here if needed.



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CRAPPIENOW!

HOW IT WORKS

CrappieNOW provides outreach to the crappie community through its multimedia content. We are a resource for crappie clubs, tournament anglers, and most importantly, recreational crappie anglers.



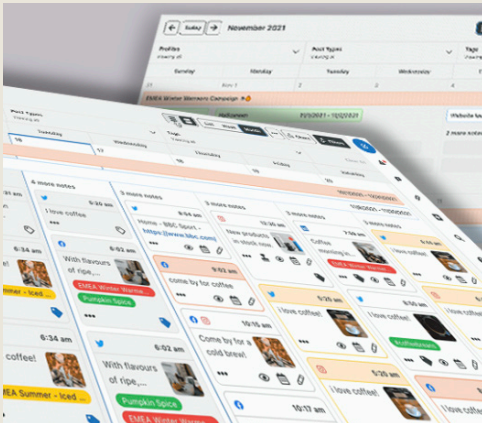
1. ONBOARD

The KMS Team and the client will meet to understand the sponsor's brand and discuss the advertising process.



2. PLAN

We will meet with the client monthly to strategize the upcoming month's content. This involves creating media & receiving sponsor media.



3. EXECUTE

Once the sponsor has approved the content, KMS will make a schedule and oversee the performance throughout the month.



4. ENGAGE

The KMS team will engage with the client's audience on posts and boost the highest performing post(s).

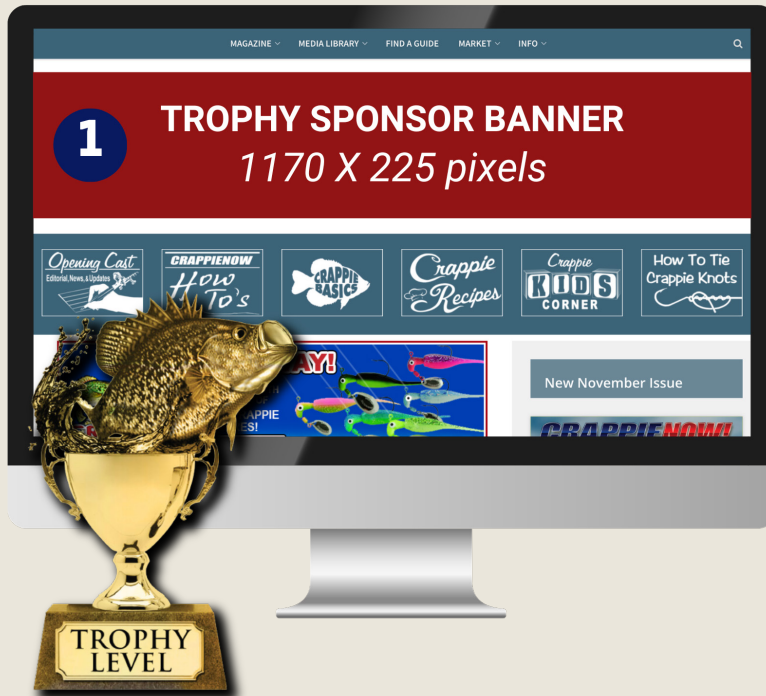


5. EVALUATE

We will provide an analytics report to the client and use the data to plan next month's advertising content.

CRAPPIENOW!

ADVERTISING OPTIONS



TROPHY LEVEL

\$700 MONTHLY

THIS INCLUDES

- 1 A Title Sponsor Banner Ad on the home page of CrappieNOW.com. This banner size is 1170 x 225 pixels and is linkable to your website.
- 2 Three articles and/or product highlights on CrappieNOW.com with 12-month ad purchase.
- 3 One banner logo in the monthly email blast.
- 4 Up to 12 posts of your advertising copy, a minimum of 36 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or TikTok and YouTube.
- 5 One boosted Facebook post from our account per month — valued at \$45.
- 6 A monthly social media analytics report.

Trophy Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

CRAPPIENOW!

ADVERTISING OPTIONS



ROD &
REEL LEVEL
\$500 MONTHLY

THIS INCLUDES

- 1 A Banner Ad on the home page of CrappieNOW.com.
This banner size is 700 x 195 pixels and is linkable to your website.
- 2 Two articles and/or product highlights on CrappieNOW.com with 12- month ad purchase.
- 3 One banner logo in the monthly email blast.
- 4 Up to 10 posts of your advertising copy, a minimum of 30 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- 5 One boosted Facebook post from our account per month — valued at \$35.
- 6 A monthly social media analytics report.

Rod & Reel Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

CRAPPIENOW!

ADVERTISING OPTIONS



LURE LEVEL

\$300 MONTHLY

THIS INCLUDES

- 1 A Side Bar Ad on the home page of CrappieNOW.com. This banner size is 275 x 183 pixels and is linkable to your website.
- 2 One product highlight on CrappieNOW.com with 12-month ad purchase.
- 3 Up to 12 posts of your advertising copy, a minimum of 36 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or TikTok and YouTube.
- 4 One boosted Facebook post from our account per month — valued at \$25.
- 5 A monthly social media analytics report.

Lure Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

CRAPPIENOW!

ADVERTISING OPTIONS



TIER 1: \$50/MONTH

- One post of your advertising copy, a minimum of 3 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$5.
- Monthly social media analytics report.

TIER 2: \$100/MONTH

- Two posts of your advertising copy, a minimum of 6 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$10.
- Monthly social media analytics report.

TIER 3: \$150/MONTH

- Four posts of your advertising copy, a minimum of 12 posts per month, across all CrappieNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$15.
- Monthly social media analytics report.



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CRAPPIENOW!

ADVERTISING OPTIONS



MONTHLY NEWSLETTER BANNER *\$100 MONTHLY*

THIS INCLUDES

- 1 This is for one Banner Ad spot on the monthly newsletter in between articles of your choice.
- 2 This banner size is 770 x 188 pixels and linkable to your website.
- 3 This newsletter goes out to 7,300 crappie anglers nationwide.

12 month payment frequency earns you a 10% discount.

In-house development costs of ad production and videos are available at reasonable price.

CONTACT US



CRAPPIENOW!

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