

INVENTIVE FISHING



2014-2015 Media Guide





Inventive Fishing is an online fishing resource that provides saltwater anglers around the world rich information, knowledgeable instruction, and exciting media in order to promote and support saltwater sportfishing industry, culture, education, and lifestyle. **IF** strives to provide comprehensive, relevant, and accessible information and media about all things saltwater fishing. **IF** understands saltwater fishing not merely as an activity, but as a way of life.





Inventivefishing.com provides:

- An aggregate news site that brings current news and information about saltwater fishing to **The Saltwater Nation**.
- Media from across **The Saltwater Nation** to encourage the visual enjoyment of the Saltwater Fishing Life.
- In-depth video gear reviews of the latest tackle and gear available in the sport fishing industry.
- Dynamic articles, tips, and advice about saltwater fishing strategies, issues, and species.
- Links to fishing regulations and information worldwide.
- Regular giveaways to citizens of **The Saltwater Nation**.
- Opportunities to ask the **Fishing Professors** questions pertaining to the Saltwater Fishing Life.

THE FISHING PROFESSORS

Established and managed by college professors and life-long saltwater anglers, **Inventive Fishing** adheres to the highest standards of integrity in gathering and conveying news, knowledge, insights, inventions, reviews, and media to inform, educate, and inspire the culture and community that embody **The Saltwater Nation**.

Sean “Dr. Bonefish” Morey is an Assistant Professor of Rhetoric and Professional Communication in Clemson University’s Department of English, where he teaches courses in writing, new media, and environmental literature. He has previously served as the Assistant Web Editor for the Ichthyology Division of the Florida Museum of Natural History, where he designed and maintained their website, which includes the International Shark Attack File, the Sawfish Implementation Team, and the Florida Program for Shark Research. Originally hailing from Sugarloaf Key and growing up in the Florida Keys backcountry, Sean learned flats fishing from the guides at Sugarloaf Marina, built his first custom boat when he was 10 years old, and has been re-inventing fishing ever since.



Sid Dobrin is a University of Florida Research Foundation Professor in the Department of English, where he teaches graduate-level courses in writing and technology. He has also been known to occasionally teach a course about the Literature of Fishing. He has published sixteen books about writing, ecology, and technology, including *Distance Casting: Words and Ways of the Saltwater Fishing Life*. A former Field Editor with *The Fisherman* magazine, his writing about fishing has appeared in *The Sport Fishing Report* and *The Yale Angler’s Journal*. An addicted saltwater angler for more than 40 years, a dive instructor and rescue diver, boat captain and guide, Dobrin is showing signs of growing gills.



ADVERTISING

If you want anglers to know about your quality products or services, then advertising with **Inventive Fishing** is the right choice for you and your company. Given our audience-targeted content, our high-caliber delivery, and our competitive advertising rates that rival all other online fishing sites, advertising with **Inventive Fishing** provides you with advertising resources beyond what other media outlets can offer.

To place your ad or for more information about advertising, contact us at:
media@inventivefishing.com





1. Lead Banner (500 x 90)

2. Large Square (180 x 180)

3. Large Rectangle (180 x 90)

4. Small Square (90 x 90)

5. Lower Banner (500 x 90 or 1000 x 90)

Position	Description	Size	Live Link	Rotation on Refresh	Cost per Year
1	Lead Banner	500 x 90	✓	✓	\$350
2	Large Square	180 x 180	✓	✓	\$250
3	Large Rectangle	180 x 90	✓	✓	\$200
4	Small Square	90 x 90	✓	✓	\$100
5	½ Lower Banner	500 x 90	✓	✓	\$300
5	Full Lower Banner	1000 x 90	✓	✓	\$450

- 10% discount for multiple ad purchases.
- All ads rotate with equal weight.
- Increased rotation weight can be purchased (contact us at media@inventivefishing.com for rates).

SPONSORSHIP

In addition to first-rate advertising opportunities, **Inventive Fishing** offers unique sponsorship opportunities for innovative companies seeking to heighten their visibility.

GRAND SLAM SPONSORSHIP

Includes:

- One year of enhanced rotation advertising, including one Lead Banner and one Full Lower Banner ad placement
- Up to ten gear reviews (dependent upon provision of gear for reviews) (per one year)*
- Listing and Links in InventiveFishing.com Sponsor Lists
- Featured Video placement (five times per year) †
- Featured article/post about your company/product in the InventiveFishing.com newsfeed (twice per year)
- New product listings in the InventiveFishing.com newsfeed (up to four per month per year)

Cost:

- \$600.00 for one year of Grand Slam Sponsorship (the ad space alone saves you \$200.00 per year!)
- Gear or apparel donation for InventiveFishing.com give away (twice per year for items totaling less than \$100; once per year for items totaling more than \$100)
- Sampling of all gear you wish reviewed during the year of sponsorship*

*See Gear Review information in this guide

† See Featured Video information in this guide

SLAM SPONSORSHIP

Includes:

- One year of enhanced rotation advertising, including one Lead Banner and one Half Lower Banner ad placement
- Up to five gear reviews (dependent upon provision of gear for reviews) (per one year)*
- Listing and Links in InventiveFishing.com Sponsor Lists
- Featured Video placement (three times per year) †
- Featured article/post about your company/product in the InventiveFishing.com newsfeed (once per year)
- New product listings in the InventiveFishing.com newsfeed (up to two per month per year)

Cost:

- \$500.00 for one year of Slam Sponsorship (the ad space alone saves you \$150.00 per year!)
- Gear or apparel donation for InventiveFishing.com give away (once per year for items totaling less than \$100; once per year for items totaling more than \$100)

SPONSORSHIP

Includes:

- One year of enhanced rotation advertising on the Lead Banner
- Up to five gear reviews (dependent upon provision of gear for reviews) (per one year)*
- Listing and Links in InventiveFishing.com Sponsor Lists
- Featured Video placement (two times per year)
- Featured article/post about your company/product in the InventiveFishing.com newsfeed (once per year)
- New product listings in the InventiveFishing.com newsfeed (once per month per year)

Cost:

- \$400.00 for one year of Sponsorship
- Gear or apparel donation for InventiveFishing.com give away (once per year for items totaling less than \$100; once per year for items totaling more than \$100)
- Sampling of all gear you wish reviewed during the year of sponsorship*

**To place your ad, email us at
media@inventivefishing.com**



RESOURCE LISTINGS

Inventive Fishing's Global Resource Map is one of the most comprehensive resources available to saltwater anglers. The map provides anglers with global information including Licensing and Regulations, Weather, Tides, Fishing Reports, Charters, Local Businesses, and Discussions.

We would be glad to list and link your charter service or saltwater-fishing based business to the resource map. For a one-time \$50 fee, we will gladly add your link to the local listings for your region—no matter where in the world your business is located.



media@inventivefishing.com



www.inventivefishing.com

Comprehensive. Trustworthy. Accessible.

In the digital world, product reviews have become the foremost sought after form of product information. User reviews and professional product reviews have proven to drive sales. Product reviews increase sales.

- 61% of consumers now read or watch online reviews prior to making purchase decisions.
- 63% of customers are more likely to purchase a product if they've seen it reviewed.
- Consumer reviews and third-party reviews are significantly more trusted (nearly 12 times more) than manufacturers' descriptions and promotions.
- Reevoo, a leading cloud-based and social commerce review service, has shown that reviews produce an average of 18% uplift in sales.
- Our gear reviews increase *your* product's SEO rankings.



GEAR REVIEWS

- **Inventive Fishing** will gladly review any product or apparel directly relevant to saltwater fishing or the Saltwater Fishing Life.
- Any manufacturer, business, or organization may sample gear or apparel to **IF** at any time to request a gear review, whether that company or group is or is not an advertiser or sponsor.
- For items totaling less than \$50 msrp, companies should sample 3 pieces of the gear to be reviewed. Two of these items will be field-tested; the third will be used to demonstrate out-of-the-box features and components. This third item will then be used to promote the product through **IF**'s regular give away cycle.
- For items totaling between \$50 and \$200 msrp, companies should submit two items for field-testing and review. One of these items will be used to promote the product through **IF**'s regular give away cycle.

To arrange a gear review or for more information, contact us at: media@inventivefishing.com

www.inventivefishing.com



- For items totaling over \$200 msrp, companies should submit only one item.
- For larger products, like boats and other vehicles, reviews can be scheduled on a demo/loaner model in conjunction with the company seeking the review.
- If a company has requested a gear review and **IF**'s review team finds the product to be lacking in any substantial way that would result in a damaging review, the **IF** team will discuss that review with the company prior to its publication to address the identified difficulties.
- Should **IF** conduct an unsolicited review of a product and **IF**'s review team finds the product to be lacking in any substantial way, **IF** is not obligated to contact the company that produces the product to address the issues prior to publication of the review.



SPONSORED VIDEOS

In addition to banner advertising and gear reviews, Inventive Fishing also provides the opportunity to sponsor individual media productions, such as the featured videos displayed prominently on the **IF** homepage.

Parameters:

- **IF** will not post commercials (unless they are just really cool); however, **IF** will gladly post videos that feature a company's products or services.
- **IF** is most interested in featuring dynamic, visually appealing videos that promote the saltwater fishing life.
- Videos should be no longer than 10 minutes in length.
- Inventive Fishing Grand Slam Sponsors, Slam Sponsors, and Sponsors will receive priority in sponsored video scheduling.
- Sponsored video rates are affordable and simple: one week of sponsored video positioning costs \$50 per video per week.
- If you agree to sponsor a video, **IF** editors will need an embedding code for the video.



To place a sponsored video on the InventiveFishing.com home page, contact us at: media@inventivefishing.com

GIVE AWAYS

Want to get your gear and/or apparel in the hands of **The Saltwater Nation**? Then simply sponsor one of **IF**'s regular giveaways. We will gladly identify your company or organization as give away sponsors on our home page along with an image of the product you have sampled. We will also provide a detailed description on our give away page of the product or service you donate as well as a link to your web page.

To sponsor an InventiveFishing.com giveaway or for more information, contact us at: media@inventivefishing.com



SOCIAL MEDIA



In addition to a regularly updated newsfeed to encourage repeat traffic on the its web pages, **Inventive Fishing** increases web traffic to its sites and your ads through an aggressive social media campaign. By regularly providing unique social media updates as well as updates that reflect new posts on the **IF** web pages, **Inventive Fishing** promotes new and return web traffic through Twitter, YouTube, Facebook, and LinkedIn. Likewise, all **IF** web pages can be connected via RSS and can be shared through any social media outlet to foster brand awareness and content circulation.



INVENTIVE FISHING

Serving the Saltwater Nation

