



DELMARVA Great Anglers

CATCH ~ SHARE ~ WIN MEDIA KIT 2024

Mike Moss
of Laytonsville MD
Caught this nice Mahi
using Butterfish on
the Capt IKE II

GreatAnglers.com
100% FREE ~ ALL FEATURES!
Find out what other anglers are catching,
where they're catching (GPS), and what
baits and methods are working best.

Catch, Post, Share & Win
FISHING HAS NEVER BEEN SO REWARDING!
Big Fish of the Day, Month and Year
Win T-shirts, Stickers, Cash & Prizes!

Recipes for Your Catch
Local restaurants and chefs share
their best recipes for a fresh catch!

Fishermen Friendly
Local businesses with special
Offers for our local fishermen





Top Reasons to Advertise with GreatAnglers.com

1. We Make You Money

What's the bottom line of every advertising campaign? Distribution, Demographics, Readership? Costs? No! The real measurement for the success of any advertising campaign should be "Dollars In The Door". Our entire business model revolves around this principle. We are so confident that our Magazine, Website, and Mobile App, will produce the results our clients need and demand that all our ads sales are "Pay-As-You-Go" with no contracts whatsoever!

2. No Contracts Required

At GreatAnglers.com it's not about selling you ads and "locking you in" to paying for something that may or may not work. We know that when it "works" for our clients they will "want" to be in it over and over again - hence no contracts. Our success is ultimately and directly, tied to your success.

3. We Make You Look Good

Like most business owners, you have probably spent many years building your business and you care about it's image. GreatAnglers Magazine is hands-down the BEST LOOKING MEDIA AVAILABLE ANYWHERE. Printed at 300DPI on heavy weight gloss paper ~ our magazine has a "coffee table" quality that increases the shelf-life and client visibility.

4. Website & Mobile Apps

Our Website and Mobile Apps (in both the App Store & Google Play) will put your business in front of your local audience, to the tune of over 3 Million visits (not hits) per season and still growing phenomenally! All magazine ads are included in our mobile app and pushed to visitors based on their current GPS locations. In addition, GreatAnglers.com is the only advertising medium in the DELMARVA area capable of hitting your future customers before they even get here! A lot of our visitors are in DC, VA, MD and PA, watching our local fishing action before they get here on vacation!

5. Variety of Sizes & Prices

Variable ad sizes and our targeted local approach keep ad costs down by letting clients buy into just their local market. No need to pay higher ad rates buying into areas you don't need, want, or even service. Our pricing allows smaller/niche businesses the ability to take advantage of high-end digital and print advertising at an extremely favorable price point.

6. Ads are 100% Trackable

John Wanamaker (1838-1922) was a very successful United States merchant, religious leader and political figure, considered by some to be a "pioneer in marketing". He is credited with coining the phrase "Half the money I spend on advertising is wasted; the trouble is I don't know which half." At GreatAnglers we will NOT be part of the wasted half! When you advertise with GreatAnglers you WILL know it's working. We can design your ad so you can track every customer and dollar it generates. Whether it is ad based incentives, digital/print promotions, redemption codes, tracking phone numbers, etc. We will work with you to create a campaign that doesn't just work, but works hard for you.

7. R.O.I. (Return on Investment)

Whether or not you should advertise with us (or with anyone else for that matter) should come down to R.O.I. (Return On Investment). Will you end up making more money than you spend - and at what rate? How many customers do you need to gain to justify the expenditure? We look forward to collaborating with you on a concept, crafting a message and developing the creative concept required to make it a success. In the end the results will speak for themselves - but we know it will start a mutually rewarding relationship for years to come... without any contracts :)



SiteStats™ for GreatAnglers.com

GreatAnglers.com delivers all content, images, data, ads and information from a central server cluster regardless of how it is accessed. So whether you access GreatAnglers.com with your phone, laptop, or desktop, the pictures and information you see all comes from the same place. Therefore the numbers below (last updated: 04/20/2024) include all visitor data from all platforms regardless of the type of device(s) used.

YEARLY TOTALS FOR 2024													
Visitor Accesses:	1,017,390												
Total Visitor Hits:	3,072,859												
Maximum Access / Month:	340,065												
Minimum Access / Month:	214,023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

YEARLY TOTALS FOR 2023													
Visitor Accesses:	2,983,962												
Total Visitor Hits:	12,444,218												
Maximum Access / Month:	292,219												
Minimum Access / Month:	183,618	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

YEARLY TOTALS FOR 2022													
Visitor Accesses:	3,168,181												
Total Visitor Hits:	15,049,930												
Maximum Access / Month:	339,752												
Minimum Access / Month:	207,633	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec



Magazine Advertising Rates

GreatAnglers.com and GreatAnglers Magazine are the areas premier fishing app, website and magazine serving our local community.

We present client businesses to local residents, visitors, and anglers (from all over), through a full multimedia advertising solution that includes:

1) GreatAnglers.com - The Premier Fishing App, and Website, with over 3 Million visits per season and growing at an extraordinary rate! Magazine ads are included in our site/mobile app for free!

2) GreatAnglers Magazine - Hands down the best looking fishing magazine printed anywhere!

Full color, full size, and heavy-weight paper gives our magazine a collectibility quality that greatly enhances shelf life. Distribution is seasonal with four issues a year, each with over 10,000 copies delivered to local tackle shops, restaurants, retail shops, stores, offices and more. Magazines are dropped off each season on or about March 21st, June 21st September 21st, and December 21st with closing dates 10 business days prior.

Final trim size of the magazine is 8.0" x 10.5" and printed at 300 dpi. Please e-mail your ads to ads@greatanglers.com. If you have a full page ad you may bleed your design to the edge by allowing another 3/8 (123 pixels) in each direction. If you are bleeding your ad please consider the page numeration that will automatically be printed in black on each page.

Premium Page placement is reserved for Page 2 & 3 (inside the front cover), the 2nd to last page (inside back cover), and both middle pages on the staples. The middle pages are designed for a two page spread or "Double Truck".

Images should have a resolution of 300 dpi or greater. Images downloaded from the web (72 dpi) are unacceptable for magazine printing. PSD, TIFF, EPS, PNG format files are preferable to JPG. Image files should be flattened and have no font dependencies. Print artwork should be designed in a CMYK or grayscale but may be converted to RGB after. Digital artwork (for the Mobile App) should be PNG format, RGB color, and 600 x 600 pixels.

Please send artwork and/or questions regarding ads to: ads@greatanglers.com. For more information please contact:

Greg Flynn
(703) 615-3000
greg@greatanglers.com

Advertising Rates Per Issue (4 Issues Annually)			
Ad Size	Dimensions (Pixels)	Per Issue	Per Month
Back Cover	2400 x 3150	\$995	\$332
Premium Page	2304 x 3012	\$895	\$298
Full Page	2304 x 3012	\$795	\$265
1/2 Page	2304 x 1482	\$595	\$198
1/3 Page	2304 x 972	\$495	\$165
1/4 Page	1128 x 1482	\$395	\$132
1/8 Page	1128 x 717	\$295	\$98

**Per Month is for comparison only. Magazine ads are billed quarterly, per issue.*



Digital Advertising & Sponsorships

GreatAnglers.com is the premier mobile fishing application and website serving local communities all over the country.

We present our sponsors and advertisers to both local and national anglers as well as their friends, families and other visitors.

Growing phenomenally, GreatAnglers.com (Web and App) is currently receiving over 3 Million visits per season! Our extreme popularity (and retention rates) are due to our unique approach to web / application development and how we make the visitor experience informative, fun and rewarding.

1) GreatAnglers.com (Web and App) are 100% FREE, all features, to all visitors.

2) No Registration Required. The entire application is open to the entire world and registration is only required to POST a fish.

3) Free GreatAnglers Gear: Tshirts, Hats, Stickers, and more. Registered Anglers earn points for fish they POST (based on species, size and weight) and can then use those points to buy GreatAngler Gear from our online store.

4) GreatAnglers Yearly Awards. Every year GreatAnglers.com showcases the Anglers with the biggest fish by species and sends out free limited edition Winners Tshirts and Annual Winners Stickers. Winning Anglers (and their fish) are also featured in our annual "Winners Edition" of GreatAnglers Magazine.

Tshirt Sponsorships Are Available. Our tshirts feature our 10" logo centered on the back. We currently have sponsor space available all around. Each space is 4" inch diameter and printed in black on white shirts and white on black shirts. Tshirt Sponsors are billed \$3.95/shirt / \$4.95/annual Winner's shirts.

Sticker Sponsorships Are Available. Our stickers promotion includes our 6" circular color logo sticker mailed (USPS) to every new angler who posts a fish. Stickers sponsors will have their supplied sticker (maximum size 6"x6") included with our stickers every time we mail them out. Sticker Sponsors are billed 45¢ for each sticker pack mailed or given away.

Mobile App/Site Advertising & Sponsorships		
Ad Plan	Placement/Panel	Monthly Fee
Title Sponsor	1st Ad Panel Fixed	\$10,000
Great Angler	2nd Ad Panel Fixed	\$5,000
Captains	3rd Ad Panel Fixed	\$2,500
Waterman	4th Ad Panel Fixed	\$1,000
Sportsman	5th Ad Panel Fixed	\$500
Anglers	6th Ad Panel Fixed	\$250
Pros	All Panels Rotated	\$50
Partners	Business Listing	FREE



Greg Flynn
 (703) 615-3000
 greg@greatanglers.com



Partnering with GreatAnglers.com is FREE!

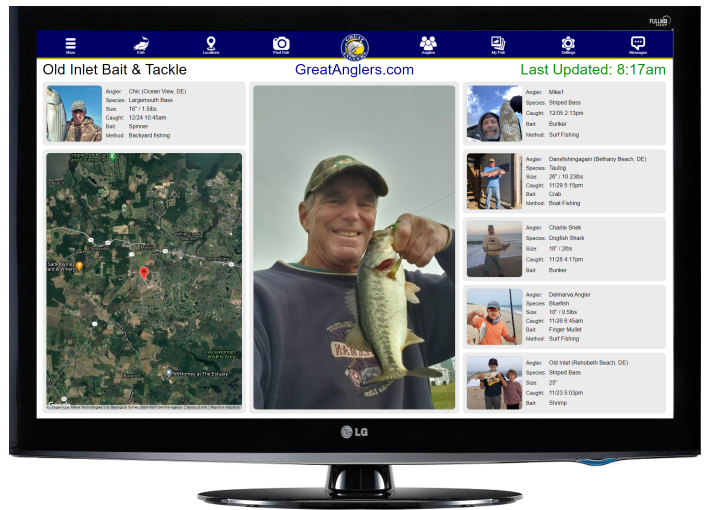
GreatAnglers.com (GAC) is always looking for Bait & Tackle Shops, Charter Boats, and Guides Services to partner with that would like to be part of the the next generation social media designed exclusively by and for anglers. Partners are listed (for free) on GreatAnglers.com and may option to be an official weigh station for GAC Anglers that need to have their eligible catches recorded for GAC sponsored tournaments and events.

Partners get their own GreatAnglers Retail Display!
This will display catches that are posted by anglers anywhere within their predefined mileage radius.
Example: (<https://greatanglers.com/pro/2>)

This page is automatically refreshed as fish are posted and is designed to be displayed in the store!

A low cost Intel Stick, laptop, or any old computer and an Internet connection is all that is needed.

Customers come in the shop and immediately see: what people are catching, where they are catching, and even what bait and techniques are working in their local area for the species they want to target.



Partner Shops, Boats and Captains can post the fish that they, or their customers, catch and "tag" themselves when doing so. Anglers from all over will see which tackle shops, charter boats and guide services that are catching fish! Anglers can even "follow" a partners activity and will get a TXT message, or email, every time the Partner posts a new fish! This interation can directly increase overall sales by engaging and motivating your current customers as well as bringing in new ones.

Getting started is both free and simple:

1. Create a free account for your tackle shop, charter boat or guide service.
2. Present your GreatAnglers Retail Display Page on any TV screen in your shop or boat.
3. Ask customers to post their catches to GreatAnglers.com (for FREE) and "TAG" your shop/boat.
4. Hint: Tournaments, Weekly, Monthly or Yearly prize offerings work really well with this!

With over 3 Million visits per season this is phenomenal exposure and completely FREE!

Additionally, You may display the fish you catch, or fish you were tagged on, on your own website anytime. Our Partner API allows you to connect and get real time data and pictures of all fish that you post, as well as all fish from other anglers that have "tagged" your shop, boat or service. This service will keep current and timely fish pictures on your website with no effort on your part. Example: (<https://oldinlet.com/gallery.htm>)

If you have any questions you may call or txt us at 703-615-3000 or email us at partners@greatanglers.com and we will be happy to walk you through it or give you an in-house demo.



Terms & Conditions

- 1. General.** A signed order form with full payment included must be submitted to GreatAnglers by the closing date of the publication. By submitting ads for inclusion in any of our media, Advertiser/Agency agrees to be bound by these terms and conditions. No conditions other than those set forth herein shall be binding unless specifically agreed to in writing in advance. These terms and conditions supersede any and all other terms/conditions, oral or written, as well as any previous agreements between parties.
- 2. Payments, Changes and Cancellations.** All orders and artwork must be received, proofed and paid in full, by client, by the closing date. Cancellations or copy changes will not be accepted after closing dates. Payment in full is required prior to graphic development. All payments are final no refunds will be issued. If approved by GreatAnglers, print credits only may be issued where appropriate. Please note that closing dates are subject to change, without notice, and are based on space availability in each issue. Ad proofs will be created only after the order is signed and paid in full. If payment is not made timely, GreatAnglers, at its option, may immediately terminate the order without refund and/or may issue a print credit for future issue(s). In addition, advertiser and/or agency shall be jointly and severally liable for all graphic fees, collection fees, attorney's fees and any other costs of collection.
- 3. Prohibited Advertising.** GreatAnglers reserves the right, without liability, to reject, omit, exclude or terminate any ad for any reason at any time, with or without notice, whether or not such ad, was previously accepted, paid for or previously published.
- 4. Licenses and Indemnification.** Advertiser/Agency grants GreatAnglers the right to use, reproduce, publicly display and distribute advertiser's advertisements and collateral information and warrants that Advertiser/Agency has the right to grant such license. Advertiser/Agency represents that the advertiser is the owner or is licensed to use the entire content(s) and subject matter contained in its advertisements and collateral information, including, without limitation, (a) the names and/or pictures of persons; (b) any copyrighted material, trademarks, service marks, logos, and/or depictions of trademarked or service marked goods or services; and (c) any testimonials or endorsements contained in any advertisement submitted to GreatAnglers. The advertiser and agency will jointly and severally indemnify and hold harmless GreatAnglers, its officers, directors, shareholders, employees, accountants, attorneys, agents, parent(s), affiliates, subsidiaries, successors and assigns from and against any and all third party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to: (i) Advertiser/Agency's breach of any covenants, representations and warranties made therein, (ii) GreatAnglers's performance under this agreement, and (iii) the copying, printing, distributing, transmitting or publishing of advertiser's/agency's advertisements.
- 5. Limitation of Liability.** In the event (i) GreatAnglers fails to publish any ad as provided in the Order, or (ii) of any other failure, technical or otherwise, of such ad to appear or be transmitted as provided in the Order, the sole liability to Advertiser/Agency shall be limited to, at GreatAnglers's sole discretion, a pro rata refund of the advertising fee representing the undelivered ad, placement of the ad at a later time in a comparable position, or extension of the term of the Order until total exposure is delivered. In addition, GreatAnglers is not responsible for the quality and/or clarity of any ads. **UNDER NO CIRCUMSTANCES WILL GreatAnglers BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, FOR LOST INCOME OR PROFITS, IN ANY WAY ARISING OUT OF OR RELATED TO ANY ORDER, EVEN IF GreatAnglers HAS BEEN ADVISED AS TO THE POSSIBILITY OF SUCH DAMAGES.**
- 6. Choice of Law and Forum.** This agreement shall be interpreted and construed in accordance with the laws of Delaware, without regard to its conflicts of laws provision, and with the same force and effect as if fully executed and performed therein. Each party hereby consents to the exclusive personal jurisdiction of Delaware, acknowledges that venue is proper only in any state or Federal court in Delaware, agrees that any action related to this agreement must be brought in a state or Federal court in Delaware, and waives any objection that may exist, now or in the future, with respect to any of the foregoing.
- 7. Miscellaneous.** No public statements concerning the existence or terms of this agreement will be made or released to any medium except with the prior written approval of GreatAnglers or as required by law. Advertiser/Agency may not resell, assign or transfer any of its rights hereunder, and any attempt to resell, assign or transfer such rights shall result in immediate termination of this agreement, without liability to GreatAnglers. If any portion of the agreement is found unenforceable for any reason, the remainder will remain in full force and effect. No waiver by GreatAnglers shall operate as a waiver of any other provision or any subsequent default. This document represents the entire agreement of the parties; GreatAnglers will not be bound by the representations of any agents, brokers, or other third parties. Any modifications must be in writing and signed by an authorized representative of GreatAnglers. All terms of this agreement, which by their nature extend beyond its termination, remain in effect until fulfilled and apply to the respective successors and assigns.



Advertising Order Form

Thank you for advertising with GreatAnglers.com. If you have any questions free free to contact Greg Flynn at 703-615-3000 Mon-Fri 9am-5pm EDT or email greg@greatanglers.com.

BUSINESS INFORMATION
Business Name:
Address / Suite:
City State Zip:
Website:

BUSINESS CONTACT
Contact:
Title:
Phone/Cell:
Email:

Magazine	Issue	Size	Promotion	Charge	Paid in Full
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					

Thank you for advertising with GreatAnglers.com. This is NOT a contract and you DO NOT need to pay for multiple insertions up front. Since we DO NOT have contracts, we do require full payment for each ad in each issue "as you go" as they open throughout the year. Full payment for the first issue is required prior to any graphic design. Subsequent insertions will be invoiced when the issue opens and you may decided then whether to keep advertising or cancel anytime you wish. Depending on when you placed your order you may receive an invoice for the next issue even before the first is issue is printed. Please remit your payment as soon as possible to reserve your space in the upcoming issue. All ads must be paid and proofed by the closing dates or you will receive a print credit only no refunds. All closing, printing, mailing, and delivery dates are subject to change without notice and are based on layout and space availability.

I acknowledge I have read, understand and agree to the terms of advertising as posted on our website and are incorporated as part of this order. Additionally I state I am legally empowered and authorized to enter into this agreement on behalf of the above named business.

Signature: _____ Date: _____