

DIGITAL SPONSORSHIPS

AND ADVERTISEMENT OPPORTUNITIES



AMERICAN
SPORTFISHING
ASSOCIATION

EXPAND YOUR BRAND

The American Sportfishing Association offers customizable partnership agreements to maximize your reach. Advertise with us on all of our platforms and deliver your message to a targeted audience committed to sportfishing and conservation.

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YOUR CONTACT

Caley Gillett
Manager

New Business Development
cgillett@asafishing.org



**AMERICAN
SPORTFISHING
ASSOCIATION**

* Custom banner placement and packaging options are available upon request. Slots are offered through first right of refusal and first come first served. All who advertise must be members of ASA to participate. For more information or to purchase a package, contact ASA's Manager of New Business Development, Caley Gillett. cgillett@asafishing.org or 703-407-3069



AMERICAN
SPORTFISHING
ASSOCIATION

DIGITAL ADVERTISING WEB

ASAFISHING.ORG RECEIVES OVER

65,000

WEBSITE VISITS ANNUALLY

OUR E-BLASTS REACH MORE THAN

250,000

ADDRESSES EACH MONTH

OUR INSTAGRAM GENERATES OVER

1.1 MILLION

ENGAGEMENTS ANNUALLY

ASA HOME PAGE ADS

\$2,500/CYCLE (BANNER AD)

\$1,500/CYCLE (NESTED AD)

Maximize engagement with one dedicated ad space on the ASA website home page

INTERNAL PAGE ADS

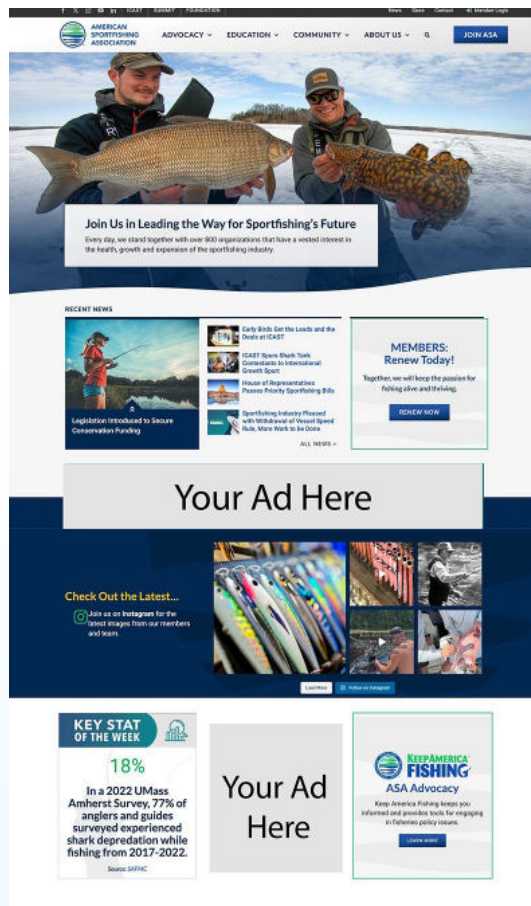
\$1,000/CYCLE (BANNER AD)

Maximize engagement with one dedicated ad space on the most visited ASA website internal pages.

INTERNAL PAGE ADS

\$1,000/CYCLE (BANNER AD)

Maximize engagement with one dedicated ad space on the most visited ASA website internal pages.



3 MONTH CYCLES

CYCLE 1-Holiday & Budget Season.....Nov-Jan

CYCLE 2-Planning Season.....Feb-Apr

CYCLE 3-ICAST Season.....May-Jul

CYCLE 4-Summit Season.....Aug-Oct

MOST VISITED PAGES

- ASA Homepage
- Membership
- Keep America Fishing
- Reports and Trends



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DIGITAL ADVERTISING EMAIL & SOCIAL MEDIA

ASA EMAIL ADVERTISING

E-BLAST

\$2,500/BLAST

A dedicated e-blast with your curated content, distributed to our mailing list.

E-BANNER AD

\$1,500/CYCLE

Embedded banner ad on ASA Leader, Press Releases and Keep America Fishing emails.

ASA SOCIAL MEDIA ADVERTISING

INTERNAL PAGE ADS

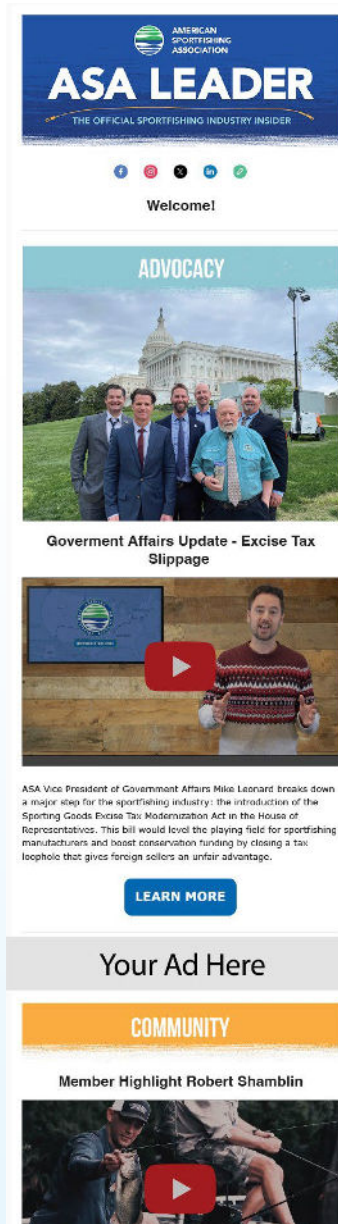
\$2,000/POST (ALL PLATFORMS)

Maximize exposure through Instagram, X, and Facebook channels on @KeepAmericaFishing

AVERAGE OPEN RATE OVER

33%

10% HIGHER THAN
INDUSTRY STANDARDS



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DIGITAL ADVERTISING PACKAGES

HOME PAGE + INTERNAL PAGE

\$3,000 (SAVE \$500)

Maximize website visibility by bundling the home page and internal page banner ads for three months (\$3,500 value). Your brand will be featured on ASA's home page and top internal pages like Membership, Keep America Fishing, and Reports & Trends.

SOCIAL POST + E-BLAST

\$4,000 (SAVE \$500)

Engage ASA's audience across Instagram, X, and Facebook with a custom social media post (\$2,000 value) and add a dedicated e-blast (\$2,500 value) to reinforce your message. A high-impact package for product launches and major announcements.

2-BLAST PACKAGE

\$4,500 (SAVE \$500)

Send two dedicated e-blasts (\$5,000 value) to engage ASA's audience with your latest updates, promotions, or announcements.

ASA DIGITAL BUNDLE

\$5,000 (SAVE \$1,000)

A three-month feature in a nested ad on ASA's home page (\$1,500 value) plus one dedicated e-blast (\$2,500 value), and one custom social post (\$2,000 value). A well-rounded package for brands looking to stand out.

E-BLAST + BANNER BUNDLE

\$5,500 (SAVE \$1,000)

Amplify your message with two dedicated e-blasts (\$5,000 value) sent directly to ASA's audience and three months of e-banner ads (\$1,500 value) embedded in ASA Leader, Press Releases, and Keep America Fishing emails. A strategic way to stay top-of-mind with decision-makers.

THE ULTIMATE DIGITAL PACKAGE

\$9,000 (SAVE \$1,500)

The best value for brands looking for reach through all of ASA's digital channels. Includes an ASA nested home page ad and internal page banner ad for three months (\$2,500 value), one dedicated e-blast plus three months of e-banner ads (\$4,000 value), and two social media posts (\$4,000 value). A powerhouse package for maximum visibility.



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DIGITAL ADVERTISING

EMAIL • WEB • PACKAGES

EMAIL ADVERTISING

E-BLAST

\$1,500/BLAST

Your curated content, distributed to The Sportfishing Summit mailing list.

SUMMIT EMAIL BANNER SPONSORSHIP

\$4,000 (EXCLUSIVE)

Promote your company on all Sportfishing Summit email communications through this exclusive banner sponsorship. It is valid from the time of purchase until the end of October of the corresponding Sportfishing Summit year.

SUMMIT WEB ADVERTISING

WEBSITE ADS

\$2,000

Sportfishing Summit web banner advertisements run from July through October annually, corresponding with The Sportfishing Summit season. Opportunities are available on a first come first served basis. Bundle and save with a custom package option.

Banner ad will appear on the most visited Sportfishing Summit pages

PACKAGE ADVERTISING

2-BLAST PACKAGE

\$2,750 (SAVE \$250)

Send two dedicated e-blasts (\$3,000 value) to engage Summit attendees with your latest updates, promotions, or announcements.

EMAIL + WEB BOOST

\$3,000 (SAVE \$500)

Maximize exposure with one dedicated e-blast (\$1,500 value) and a Summit webpage ad (\$2,000 value). Perfect for brands looking to make an immediate impact.

ULTIMATE SUMMIT COVERAGE

\$6,500 (SAVE \$1,000)

Increase your presence with a Summit webpage ad (\$2,000 value), one dedicated e-blast (\$1,500 value), and Summit email banner sponsorship (\$4,000 value). Includes free logo placement on the Summit webpage



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ICAST[®] DIGITAL ADVERTISING WEB ADVERTISING

WEB ADVERTISING

ICAST HOME PAGE ADS

\$5,000/CYCLE (OFF-SEASON)

\$10,000/CYCLE (PEAK-SEASON)

Maximize engagement with one dedicated banner ad space on the ICAST website home page

INTERNAL PAGE ADS

\$2,000/CYCLE (OFF-SEASON)

\$4,000/CYCLE (PEAK-SEASON)

Maximize exposure with one dedicated ad space on the most visited ICAST website internal pages.

6 MONTH CYCLES

- Off Season: Aug 1-Jan 31 (standard pricing)
- Peak Season: Feb 1-July 31 (2x pricing)

MOST VISITED PAGES

- | | |
|-----------------------|-------------------|
| -ICAST Homepage | -About The Show |
| -Schedule | -Badge Categories |
| -New Product Showcase | -Why Attend |

ICASTFISHING.ORG RECEIVES

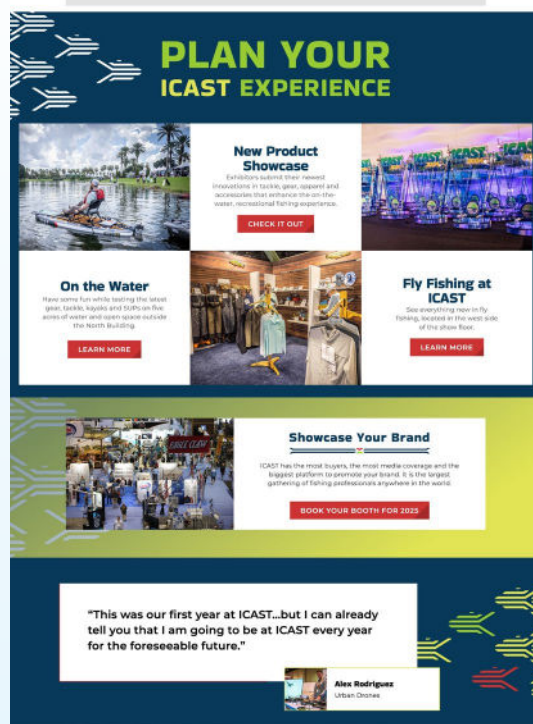
170,000+

VISITS ANNUALLY



Join industry leaders & emerging innovators at the ultimate gathering in sportfishing commerce.

Your Ad Here



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ICAST[®] DIGITAL ADVERTISING

EMAIL & SOCIAL MEDIA

EMAIL ADVERTISING

E-BLAST

\$5,000/BLAST

Your curated content, distributed to our mailing list.

ICAST EMAIL BANNER SPONSORSHIP

\$20,000

Promote your company across all ICAST email communications with this exclusive banner sponsorship, running from the time of purchase until the end of July of the corresponding ICAST year. Gain premium exposure with a hyperlinked banner and featured on every ICAST email, generating hundreds of thousands of impressions leading up to the show. Limited to one sponsor. Includes a complimentary dedicated e-blast (\$5,000 value) for maximum impact.



SOCIAL MEDIA ADVERTISING

SOCIAL POST

\$5,000/POST (PEAK-SEASON)

\$2,500/POST (OFF-SEASON)

Maximize exposure through Instagram, X, and Facebook channels on @ICASTshow




Register today for **ICAST 2024** and get exclusive access to business industry leaders through our daily **Lunch & Learn Seminars** - sponsored by **Quantum**! Learn about how to use emerging technology like AI, how to improve your online presence, and about the latest industry data and trends to help you make the most of your business.

Don't miss out on the opportunity to keep your customers on the hook! Join us at ICAST 2024!

[REGISTER NOW](#)

LUNCH & LEARN Sponsored by **QUANTUM**

Your Ad Here



ICAST APP MOBILE PUSH NOTIF.

\$1,000/PUSH

Send a real-time mobile alert via the ICAST app to promote booth specials, product launches, or events. Limited availability.



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DIGITAL ADVERTISING PACKAGES

EMAIL + MOBILE BOOST

\$5,500 (SAVE \$500)

Maximize engagement with one dedicated email blast (\$5,000 value) and one mobile push notification on the ICAST App (\$1,000 value). Drive attendees directly to your booth, event, or special offer.

EMAIL + WEB BOOST

\$6,000 (SAVE \$1,000)

Maximize engagement with one dedicated email blast (\$5,000 value), and one-month peak season ICAST website banner ad (\$2,000 value). Drive attendees directly to your booth, event, or special offer.

EMAIL + MOBILE + WEB BOOST

\$6,500 (SAVE \$1,500)

Maximize engagement with one dedicated email blast (\$5,000 value), one mobile push notification (\$1,000 value), and a one-month ICAST website banner ad (\$2,000 value). Drive attendees directly to your booth, event, or special offer.

ICAST EMAIL RETARGETING BUNDLE

\$7,000 (SAVE \$1,000)

Extend your reach with one email blast (\$5,000 value) followed by a retargeting email to engaged recipients (\$3,000 value). Reinforce your message to those who clicked or opened it.

ICAST EMAIL RETARGETING + WEB

\$7,500 (SAVE \$1,500)

Extend your reach with one email blast (\$5,000 value), a follow-up retargeting email to engaged recipients (\$3,000 value), and a one-month ICAST website banner ad (\$2,000 value). Reinforce your message to those who clicked or opened.

2-BLAST PACKAGE

\$8,500 (SAVE \$1,500)

Increase exposure with two email blasts to the ICAST mailing list. Custom content is provided by you and scheduled for maximum impact.

3-BLAST PACKAGE

\$12,000 (SAVE \$3,000)

Increase exposure with three dedicated email blasts to the ICAST mailing list. Custom content is provided by you and scheduled for maximum impact.



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