

Get On Board With
Season 2 of

Advertising Rates
2007

FISHING TEXAS LAKES

with

Gary Morgan

AFTER ONLY ONE SEASON, television personality Gary Morgan has already begun to build a strong fan base among fishing enthusiasts with his magnetic personality, on-air charm and great line up of fresh water fishing co-hosts each week.

Fishing Texas Lakes with Gary Morgan airs on The Sportsman Channel, the only channel dedicated exclusively to hunting and fishing programming 24 hours a day, 7 days a week. No unrelated outdoor programming such as rodeo, cycling, hiking, auto racing or infomercials.

Fishing Texas Lakes airs in 48 states, in over 2,300 cities with all major MSO's, numerous independent cable operators and many local broadcast stations.

PROGRAM GUIDE DESCRIPTION

Man, this guy is good. He can just taste the water and know where the fish are. Each week, Gary Morgan takes viewers on a tour of Texas' lakes with special guests. Learn how the pro fishermen fish, the lures they use, the spots they pick, and why. Gary also gives you the added bonus of knowing exactly where he fished on each lake, what spots produced fish, which ones didn't and what the factors were that contributed to the fishing that day.

Total Households (Full & Part Time) **14,821,308**

Full Time Equivalent (FTE Households) **5,311,542**

REGIONAL BREAK DOWN

	Texas	Louisiana	Oklahoma	Arkansas	Mississippi
50,000					
200,000					
400,000					
600,000					
800,000					

SPONSORSHIP PACKAGES

SILVER \$7,550 (3 months of advertising)

1. A 30-second commercial to air on all shows for 13 weeks Fishing Texas Lakes will air 3 times a week for 13 weeks and then goes into syndication for another 13 weeks
2. Logo appears during opening announcement with company name announced
3. Product usage with name recognition on the show
4. Inclusion on closing credits
5. One: 1-3 minute product review and demonstration by Gary during the 13 week run with a 'where to find' mention that includes the company's URL as well as fishingtexaslakes.com
6. Medium rectangle ad on fishingtexaslakes.com website

GOLD \$14,300 (6 months of advertising)

1. A 30-second commercial to air on all shows for 26 weeks Fishing Texas Lakes will air 3 times a week for 26 weeks
2. Logo appears during opening announcement with company name announced
3. Product usage with name recognition on the show
4. Inclusion on closing credits
5. Two: 1-3 minute product review and demonstrations by Gary during the 26 week run with a 'where to find' mention that includes the company's URL as well as fishingtexaslakes.com
6. Leader board/banner ad on fishingtexaslakes.com

PLATINUM \$31,600 (6 months of advertising)

1. A 60-second commercial to air on all shows for 26 weeks Fishing Texas Lakes will air 3 times a week for 26 weeks
2. Logo appears during opening announcement with company name announced
3. Product usage with name recognition on the show
4. Inclusion on closing credits
5. Six: 1-3 minute product review and demonstrations by Gary during the 26 week run with a 'where to find' mention that includes the company's URL as well as fishingtexaslakes.com
6. Skyscraper ad on fishingtexaslakes.com

COMMERCIAL PROGRAMMING OPTIONS

:30 Second or :60 second spots
minimum buy 13 episodes (3 months)
\$350 / :30
\$700 / :60 (see spreadsheet for details)



ALL HUNTING. ALL FISHING. ALL THE TIME.

Customizable packages available to meet any budget.
Advertising rates are based on availability and subject to change.

CONTACT

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TEXAS
LAKES

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