



Market to the largest online outdoor network in the Midwest

TON (Total Outdoor Network) is designed on a single proprietary software platform, which operates all websites in our network. This revolutionary design allows us to grow and reach more users featuring:

- » Single sign-on cross entire network
- » Strong, loyal communities
- » Ability to deliver content efficiently
- » Ability to scale new features network-wide
- » Communities capturing large & small demographics and niches

Ask about Live hunting and fishing cams

With a richer user experience, this gives your advertising dollars:

- » Internet marketing positioning
- » Power of geo-targeting by country, state, even cities
- » Power of advertising by keyword, forum, & category
- » Full control over website real estate for endless advertising opportunities
- » Advertising opportunities
- » Ability to combine a wide range of ad units and campaigns
- » Ability to serve both large & small advertisers

With the capabilities of the Total Outdoor Network and the power of the internet, you can hit your target market better than any other advertising medium. Let us help you get better ROI on your advertising dollars. At Total Outdoor Network, if you're not happy, we're not happy.

The Total Outdoor Network is the largest outdoor online network in the Midwest and one of the top in the United States.

2009 TON stats:

(Based on a one year average of 2009 from Google Analytics)

- 9,261,055 - Visits**
- 55,174,004 - Page views**
- 4.86 - Minutes online per visit**
- 97,000 - Registered members**





The largest online outdoor network in the Midwest

“Ad sizes” static or flash

Splash banner
640 x 240, above the fold



Leaderboard banner
729 x 90 pixels, above the fold



Standard banner
468 x 60 pixels, above and below the fold



Large rectangle banner
300 x 250 pixels, above the fold



Button banner
120 x 90 pixels
above and
below the fold



Wide tower
banner
160 x 600 pixels
below the fold



We do more than just standard banner ads

One of the goals of TON is to be able to do more than just place an ad for you. Below is a list of value added services we're able to provide. Got another idea? Contact us so we can create a campaign that's right for you. Ask about our LIVE CAMS!

- » Advertorials
- » Live Cams & Video ads
- » Business directory
- » Social networking
- » Skins and re-skins
- » Email newsletter (text links)
- » Surveys
- » Giveaways
- » Micro site development
- » Commercial classifieds
- » Forum topic integration

The Total Outdoor Network of internet properties and solutions is targeted at hunting, fishing, and outdoor sports enthusiasts throughout the United States and Canada. Our targeted web sites focus both regionally and vertically covering all topics and areas of interest.

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Total Outdoor Network, Inc. Advertising Rate



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Site	2009 Monthly Average		
	Visits	Unique Visits	Page Views
www.nodakoutdoors.com	250,000	150,000	1,110,000
www.fishingbuddy.com	250,000	100,000	1,575,000
www.duckhuntingchat.com	200,000	61,000	1,560,000
www.goosehuntingchat.com	35,000	15,500	105,000
www.sdoinsider.com	22,000	11,000	112,000
www.icefishingchat.com	15,000	8,500	70,000
www.gameandfishrecipes.com	13,000	8,000	21,000
Total Monthly Average	785,000	354,000	4,553,000

Banner campaign, general site run **Choice of site or combination of sites*

Impressions	Leaderboard (728x90)	Tower (160x600)	Rectangle (300x250)	Banner (468x60)
50,000	\$476	\$476	\$536	\$300
75,000	\$714	\$714	\$804	\$380
100,000	\$794	\$794	\$894	\$422
150,000	\$1,188	\$1,188	\$1,340	\$632
200,000	\$1,586	\$1,586	\$1,788	\$842
400,000	\$1,760	\$1,760	\$2,312	\$935
600,000	\$2,400	\$2,400	\$2,820	\$1,078
800,000	\$3,040	\$3,040	\$3,328	\$1,221
1,000,000	\$3,600	\$3,600	\$3,928	\$2,000

**Max 6 month run - Rates subject to availability - buys over 1mil impressions, QUR*

2009 Yearly Visits Traffic by State (Top 10)

North Dakota	2,150,000
Minnesota	660,000
California	410,000
South Dakota	350,000
Texas	335,000
Illinois	255,000
New York	252,000
Wisconsin	226,000
Nebraska	160,000
Canada	235,000

Banner campaign geo target

Impressions	Leaderboard (728x90)	Tower (160x600)	Rectangle (300x250)	Banner (468x60)
50,000	\$510	\$510	\$574	\$450
75,000	\$567	\$567	\$861	\$570
100,000	\$848	\$848	\$958	\$633
150,000	\$1,132	\$1,132	\$1,435	\$948
200,000	\$1,700	\$1,700	\$1,915	\$1,263
400,000	\$1,885	\$1,885	\$2,477	\$1,404
600,000	\$2,571	\$2,571	\$3,021	\$1,617
800,000	\$3,257	\$3,257	\$3,565	\$1,833
1,000,000	\$3,942	\$3,942	\$4,208	\$3,000

**Max 6 month run - Rates subject to availability - buys over 1mil impressions, QUR*

Summer Banner Special (Includes 468 x 60 banner, 70,000 impressions/month/ea)

1 site run	2 site run	3 site run
\$ 571	\$ 1,035	\$ 1,428

Yearly contract

Advertorial, one-month run on FishingBuddy.COM, NodakOutdoors.com or Duckhuntingchat.com

1 site run	2 site run	3 site run
\$ 428	\$ 785	\$ 1,142

Free with a \$1,500 or greater spend

Talk Forum, "locked" and "sticky", two week run

1 site run	2 site run	3 site run
\$ 428	\$ 785	\$ 1,142

Free with a \$1,500 or greater spend

Video ads, includes link to "locked" and "sticky" talk forum

1 site run	2 site run	3 site run
\$ 428	\$ 785	\$ 1,142

Business directory listings

1 site run	2 site run	3 site run
\$ 214	\$ 357	\$ 400

Free with a \$1,500 or greater spend

Quote upon Request

Skins, re-skins	Microsite Development
Email newsletter (Text Links)	Surveys