

Client specific

Hunting and Fishing guides and lodges

National Hunt and Fish News radio Broadcast

Hunt and Fish News is a nationally aired 60 sec radio broadcast aired on a minimum of 300 stations across the US in the afternoon program feed to Fox Sports stations. Spots air on top Fox Sports program hosts from 9a to 7p : Dan Patrick, Collin Cowherd, Doug Gottlieb, Covino and Rich at under \$5 per market spot Your company is featured as the topic of the broadcast delivering your message as news-based information 3,600 market spots over 4 weeks for \$19,800 100% trade All spots subject to advertiser and creative clearance ** Note that the minimum broadcast here is 4 weeks. This can be broken down into 4 separate pieces of creative (advertisers) making the weekly ad cost \$4950 per advertiser

Website Video Ad Delivery to Hunting and Fishing intenders

Show your 15 sec video ads to people who have been designated as "intenders" from their web and search activity over the past 60 days Auto optimized traffic maximizes CTR. 200,000 impressions delivered over 3 to 4 weeks for \$4800.00 * Weekly reporting provides impression counts, video completion stats and click through rates.

Resort and travel properties

Travel Property Digital Advertising

Deliver ads on top travel websites: Travel and Leisure, Fodors, US News Travel, USA Today Travel and Conde Nast site CnTraveler 500,000 ads delivered nationally over 6 to 8 weeks Delivered only in the two prime banner ad sizes : Leaderboard 728 x 90 and top side panel 300 x 250 Auto optimized traffic maximizes CTR. Weekly reporting shows impression counts and click through rates to match to your internal analytics. \$10,600 100% trade.

Restaurants

Deliver advertising directly around your restaurant

Saturation based campaign delivers ads to your audience within 10 miles of your restaurant through Streaming Radio, Streaming TV, Place based OOH and Mobile hyperlocal digital. 8-week campaign delivers your advertising to the right people in the right place over 100,000 times \$9800 full trade

Finance and Investors

Saturate top investor platform websites

Reach the nation's investment community on top financial information websites Yahoo Finance, Ihub, ADVFN, OTC Markets, SeekingAlpha, StockWatch, StockCharts, Nasdaq and WSJ 1 million display impressions for \$12,000 Prime banner sizing – all above the fold Auto optimized traffic with built in retargeting to maximize response rates Weekly reporting shows impression counts and click through rates Includes bonus coverage on Undertheradarminute.com, thefundamentalsreport.com and greenstockjournal.com

Television

Advertise on HGTV & Magnolia Network

Reach those interested in home improvement and real estate

Deliver your advertising message to the network's streaming television audience in just your DMA

Over 20,000 :15 TV spots delivered over 4 weeks

Weekly reporting shows ads delivered by network, zip code, age and gender.

Total campaign cost is \$4,900

Deliver your TV commercial to Direct TV customers

Your 15 sec TV commercial delivered to Direct TV customers streaming through their set top box

Narrow delivery to specific DMA's as well as viewer age

Deliver 100,000 commercials over 4 weeks for \$29,600 full trade

Steaming Television ad delivery

Deliver your advertising message to the streaming television audience in just your DMA

Over 50,000 15 sec TV spots delivered over 6 to 8 weeks on top TV networks

including

Food, Discovery, HGTV, Magnolia, Peacock, History, AMC as well as specific interest

level targeting at a signal feed level on Direct TV, Sling, Samsung TV and TUBI

Rotate up to 2 commercials

Weekly reporting shows ads delivered by network, zip code, age and gender.

Total campaign cost is \$10,900

Steaming Sports Advertising Delivery

Deliver your advertising message to those streaming sports programming just in your specific target zip codes. Narrow down by HH income and age as well.

Reach them on all their devices: Television, Mobile Phones, Laptops and tablets.

Delivers your 30 sec Tv commercial on top Sports networks including: ESPN, CBS

Sports, Fox Sports, MLB, NFL

Weekly reporting shows ads delivered by network, zip code, age and gender.

Deliver over 20,000 commercials for \$5200 total campaign cost over 6 weeks.

Steaming Entertainment Advertising Delivery

Deliver your advertising message to those streaming entertainment programming just

in your specific target zip codes. Narrow down by HH income and age as well.

Reach them on all their devices: Television, Mobile Phones, Laptops and tablets.

Delivers your 30 sec Tv commercial on 1000's of the greatest free movies, , binge-

worthy TV shows, true crime, sports and more on 100+ channels.

Weekly reporting shows ads delivered by zip code, age and gender.

Deliver over 40,000 commercials for \$9800 Total campaign cost over 8 weeks.

National TV advertising exposure

Your 15 second TV commercial airs to a minimum of 50 million homes in over 200

DMA's, including all of the top 100, on the cable and satellite feeds of your choice of

top consumer facing networks.

Networks that match your messaging and target audience such as: Paramount,

Halmark Movies, CMT, Smithsonian, POP, Cooking, Inv Discovery, OWN and 11

others.

Spots air 6a to 2a and do not air in overnight positions at under \$5 per market spot

16,000 market spots over 6 weeks for \$78,000 100% trade

All spots subject to advertiser and creative clearance

Radio

Deliver your message into your DMA via Spotify

300,000 audio / banner ad impressions directly to your audience over 4 to 6 weeks.

Narrow delivery by Age, Sex and Station Format to specifically reach your target demo.

30 sec MP3 audio ad and 640 x 640 banner ad runs with a direct click through to your website

Packages can be purchased now to run January through June of 2024

\$13,875.00 per package

National Fox Sports Radio Advertising Exposure

Your 30 second radio commercial airs to a minimum of 300 stations across the US in

the afternoon program feed to Fox Sports stations.

Spots air on top Fox Sports program hosts from 9a to 7p : Dan Patrick, Collin

Cowherd, Doug Gottlieb, Covino and Rich at under \$5 per market spot

3,600 market spots over 4 weeks for \$17,800 100% trade

All spots subject to advertiser and creative clearance

Reach Podcast Listeners with your audio ads

Advertise your company to those listening to podcasts within your DMA down to zip code level

Over 200 targeting options to connect with your audience across the top podcast networks.

Narrow delivery by Age, Sex and interest level to specifically reach your target demo.

Also available on Entravision to run Spanish audio ads to Spanish speaking listeners.

30 sec MP3 audio with no background music

Run over 12,000 spots over 3 to 4 weeks for \$4,475.00

Print

Fortune Magazine – 2024 Issues

Full page- Full Color print advertisement.

Discounted off the 171k open rate card

Sedona Monthly Magazine

Includes distribution in every luxury hotel in Arizona extending coverage to the

primary 50+ Arizona visitor

\$6,479 full page rate available 100% trade

Digital

Retarget your existing web traffic for under a penny.

Retargeting, also known as remarketing, is online advertising that can help you keep

your brand in front of your previous non converting web traffic.

For most websites, only 2% of web traffic converts on the first visit. Retargeting is a

tool designed to help companies reach the 98% of users who

Do not convert on their first visit.

Under a penny an ad -- up to 1 million impressions for \$9900.00 over 90 days of program delivery

Show your site visitors your 15 second video ad

Use the power of video advertising to stay connected to those that have visited your website.

Current retargeting technology allows you to pixel up your existing site visitors and

use that targeting to deliver your video advertisements to past site visitors as they

visit other websites on the web

Reach them on all their devices: Desktops, Mobile Phones, Laptops and tablets with

a direct click through back to your website or landing page.

The retargeting campaign runs for 8 weeks delivering up to 200,000 non skippable

:15 video ads

Weekly reporting shows impression counts and click through rates to match to your

internal analytics.

\$4800

Reach Homeowners

Delivered narrowed to only homeowners. Further narrow to age, sex and income level

Deliver ads on top traffic websites into the entire DMA area or narrow down to specific zip codes

Reach them on all their devices: Desktops, Mobile Phones, Laptops and tablets with a direct click through back to your website or landing page.

Your message delivered in the two top banner formats 300 x 250 and 728 x 90 in above the fold location

Weekly reporting shows impression counts and click through rates

Delivered to 500,000 homeowners for \$6,250 100% trade

Reach the nation's conservative consumer audience.

Your display and video ads saturating a top conservative audience website portal.

Reaches this audience with excellent reach and frequency.

1 million impressions to a national audience over 4 to 6 weeks
\$8900

Reach current Cabela's shoppers

Deliver your digital banner ad delivery to people who have visited a Cabela's store in the last 90 days.

Geo location data tracks visits to the 172 stores in the US

200,000 impressions delivered over 3 to 4 weeks for \$3800.00

Includes creative production if needed

Weekly reporting shows ads delivered and click through rate

B2B local advertising

Delivered only within your DMA

Drive traffic to your website or directly into your business.

Sites include: Fortune, Forbes, Robb, INC, USA Today, CNBC, Business Insider, Biz

Journals and local TV, radio and newspaper sites

Your message delivered in the two top banner formats 300 x 250 and 728 x 90 in

above the fold location

Auto optimized traffic maximizes CTR.

Weekly reporting shows impression counts and click through rates

Delivered to 1 million people for \$8,900 100% trade`

Google Display Advertising

Reach your target audience with display ads on the Google ad platform

4 weeks of advertising on top websites with traffic coming only from your DMA

Prime banner sizing – all above the fold

500,000 ads displayed over 4 weeks

\$5625.00 full trade

Fox News National

4 weeks of advertising on the Fox News website to site visitors nationally

Prime banner sizing – all above the fold

Weekly reporting shows impression counts and click through rates

Delivered to 1 million people for \$8,900 100% trade

Digital Ad Delivery in your City

Reach your target audience through digital banner ad delivery targeted to just your city or DMA

Top website targets narrowed to your target audience or via contextual content

delivery where ads are delivered only on websites where the page contains relevant

content matching your keyword selections.

Auto optimized traffic maximizes CTR.

1,000,000 impressions delivered over a 3-to-4-week flight for \$12,000 full trade.

* Weekly reporting provides impression counts and click through rates.

Website Video Ad Delivery in your City

Show your 15 sec video ads to your target audience on top website targets narrowed via contextual content delivery where ads are delivered only on websites where the page contains relevant content matching your keyword selections.

Delivery targeted to just your DMA

Auto optimized traffic maximizes CTR.

500,000 ads delivered over a 4-to-6-week flight for \$12,000 full trade.

* Weekly reporting provides impression counts, video completion stats and click through rates.

Place your advertisement on top traffic websites.

Delivered only within your target DMA

Drive traffic to your website or directly into your business.

Sites include: Yahoo, Fox News, CNN, USA Today, People, TMZ, CBS News, ESPN, WebMD

Your message delivered in the two top banner formats

300 x 250 and 728 x 90 in

above the fold location

Auto optimized traffic maximizes CTR.

Weekly reporting shows impression counts and Click through rates

Delivered to 1 million people for \$11,250 100% trade

Out Of Home

Run your 15 sec commercials in Grocery Stores

15 sec video commercials on the digital screens inside the stores

Narrow delivery to specific areas of your city.

Reach over 80,000 shoppers over 6 weeks

\$8,600 full trade

Advertise in Shopping Malls

Video advertising on mall kiosks

High traffic placements inside top malls within select DMA's

Reach over 100,000 shoppers over 6 weeks

\$9800.00 full trade

Billboard advertising in your DMA – reach based campaign

High-def image ads delivered from 6am to 1am

Narrow delivery to specific zip codes or areas in your city.

6 week reach based campaign delivers your advertising on as many different boards

as possible to viewers over 100,000 times

This campaign is designed to deliver ads to as many different people as possible

\$12,500 full trade

Frequency based Billboard advertising in your zip code

High-def image ads delivered from 7am to 8pm

Narrow delivery to a specific 5-mile radius around your target location

6-week frequency-based campaign delivers your advertising on 3 to 5 boards to

maximize the number of plays per board location

This campaign is designed to deliver ads to people in a specific area multiple times.

\$12,000 full trade

Deliver advertising directly around your business with Out of Home ads placed within

5 miles of your business

High-def image ads delivered during your open hours

Saturation based campaign delivers ads where your audience spends their time away

from home to drive traffic directly into your business.

Billboards, Place based (grocery, drug, dining) and local display ads all targeted to

your audience

4-week campaign delivers your advertising to people

over 100,000 times

\$10,000 full trade

Using Barter based advertising is great tax planning strategy

We all know that bartering for your business is an excellent way to increase sales, reduce expenses and increase advertising expenditures to bring in more cash paying customers, but did you know that bartering also provides a tremendous tax planning opportunity. Just as you recognize all your barter-based sales as income the same as you do with cash sales, all of your business-based expenses purchased on a barter basis are deductible against your taxable income, the same as cash purchases.

Although the goal is to usually match your sales and purchases on an annual basis if you are one of us that has a barter account balance on the books from last year then that balance is a great opportunity to influence your tax liability for 2024. Talk to your trade broker and have them help implement a spending plan. If your goal is to also increase your cash sales in 3rd and 4th quarter then those trade funds can be used to mount an advertising campaign to increase cash-based sales and accomplish that goal while also saving on your taxes.

Many trade exchanges and barter based media brokers will also help you accelerate your current year expenses by allowing you to spend into a credit line that is backed by gift certificates that can be posted as a sale and redeemed in 2025 allowing you to recognize a greater amount of expenses in 2024.

If using barter activities to help with yearend tax planning is the goal, the key is to get started early. Let those barter purchases help your business for a greater portion of this year with lower cash costs or by bringing you more cash sales.

It is also never a good idea to implement a tax saving strategy and do it all at the very end of the year. The rules, even in the cash world, are Ordinary and Normal.

Marc Hatch –
Save your cash -- use your company's products or services to fund your advertising campaigns.
Direct Line : 360-835-1270

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