

2017 Media Kit

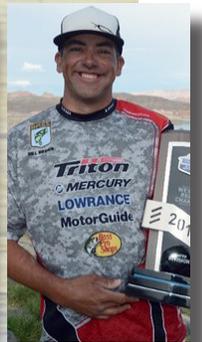
ADEM Public Notice OF SIGNIFICANT Non-Compliance For Significant Industrial Users • FLIR Unveils Compact Marine Thermal Camera • New edition of Slider news-letter published • Parkinson Follows Ditch for G-Ville Title • First All-female Bass Fishing Team Qualifies For Yeti FLW College Fishing National Championship At Lake Hartwell • B.A.S.S. Names Students To 2017 Bassmaster High School All-State Team • David Surat and Nathan Brewer Win 2017 Alabama Bass Trail Pickwick Lake • Crazy stuff on the water • Two Morgan County, Alabama permit requests to Alabama Department of Environmental Management • Boat Trailer Insurance Mysteries Revealed by BoatUS • Bethels Evan Owrey Takes Top Honors at Cabela's Big Bass Bash Presented by Berkley • Coby Carden's fishing resume runs long and features 2 trips to the Bassmaster Classic • B.A.S.S. Launches Weekly National Radio Program • Cabela's King Kat Tournament Trail Making a Stop in the River City March 11th • Students can reel in scholarships on Pickwick Lake April 15 • Pickwick Lake to Host The Alabama Bass Trail Tournament Series' North Division March 11 • Veteran angler comments about Alabama's Wheeler Lake contamination • Lew's Launches High School Fishing Mach Product Grant Initiative • Day One: Secretary Zinke Signs Orders to Expand Access to Public Lands • Horton Holds On For Florida Elite Win • Wheeler Lake to Kick Off 2017 Alabama Bass Trail Tournament Series • T-H Marine Announces Mr. Crappie Hydrowave H2 • Sportsmen's Alliance Seeks Clarification from Trump Administration • Alabama's Tennessee River Gill Net Ban Stands • Texas Tech Defends Its Home Turf With College Regional Win On Sam Rayburn • A New Perspective On Green and Brown Bass Weight Relationships • New Public Fishing Lake Contour Maps Available Online • Daiichi \$500,000 Contest • TVA 2011 Spring Sport Fish Survey Results • Sound Reasons for Lower Reservoir Levels • Anderson and Brown win Kota's American Dream Tournament • Tony Choe will show you a way to fish different • A conversation with The Professor - Wilson Frazier • B.A.S.S. Federation National Championship on Wheeler Lake in October • Russellville High School Bass Club highlighted for community service • Carhartt Bassmaster College Series - Guntersville



**SOUTHERN FISHING
NEWS**

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About

Prior to the establishment of *Southern Fishing News*, the publisher and editor, Ron McDonald, got involved in the bass fishing industry while still on active duty with the Army as a helicopter pilot. A trip from Ft. Rucker, AL to B.A.S.S. headquarters in Montgomery, AL to meet with longtime editor Bob Cobb. Cobb's review of some preliminary cartoon drawings led to the publication of "Billy Bass & Charlie Carp" cartoons in Bassmaster Magazine. Later, the former National Bass fishing organization's magazine published McDonald's story and cartoon series called "Anheuser Ambush".



The present day *Southern Fishing News* has roots in the "Southern Fishing" television show in the late 70's.

The show was broadcast from a local TV station based in Florence, AL. *Southern Fishing's* television show ran for two years, first as a thirty minute production once a week, then as a nightly part of the station's news broadcast five nights a week.

The follow-up to the television show was the establishment of a large *Southern Fishing* website featuring stories, fishing artwork, photos, tournament schedules tournament results, product news, lure field tests, cartoons and more.

That site was southern-fishing.com. The website morphed into an online digital publication over time with email notices sent to anglers in the *Southern Fishing* database when new stories or pages were added to the digital publication.



The next incarnation of *Southern Fishing* was in the form of a tabloid, printed monthly publication. The print newspaper was distributed across north Alabama and was published for several years. However, the reduction of available time lead to a suspension of producing the print publication and a general absence of *Southern Fishing* for several years from the bass fishing scene in the greater north Alabama area.

Re-entry into the world of bass fishing news publishing came in the form of email news to the *Southern Fishing* database of anglers. That list, and the readership, has grown to over 2000 addresses.

Website

Our website, southernfishingnews.com, is the centerpiece of our fishing and fishing related news, photos, videos and stories. All of our social media sites point to this website with hyperlinked story introductions. As of March 25, 2017 there are 566 stories posted on the site.

Of interest to sponsors is their hyperlinked logos appear on every page of the website and links appear on the site's "Links" page.

Of course, exposure is the name of the game. In a 30 day period our site racked-up over 8000 impressions!

The audience is comprised of 87.4% male and 12.6% female from the United States to Europe and the middle east.

Age demographics run from 18-24 age group to 65+. The largest group of readers is the 35-44 age group and the 45-54 age range a close second.

Our visitors come from 730 different networks with 99.83% connected via their mobile devices and 17% from desktop computers.

These numbers indicate a very mobile readership.



Facebook

The Southern Fishing News Facebook pages have a high level of activity. The pages, Ronnie Mac-Southern Fishing News and the new Southern Fishing News company page, run story links to our central website as well as photos, graphics and other Facebook posts of interest to our readers.

Our original page has, as of this writing, 3,505 "friends" and 977 interested individuals following. The relatively new company page has amassed close to 500 "likes".

Both pages feature pretty much the same content.

Our sponsors have their logos displayed in the header of both pages. Sponsor's names and web-page hyperlinks are included in the preview of all stories linked to our website. These articles make-up the majority of the posts on both pages.

In addition, a Southern Fishing News Facebook Photo Album is available to readers [HERE](#). Included are several score of photos not previously published online.

<https://www.facebook.com/southern.fishing.news>

<https://www.facebook.com/southfishnews/>



LinkedIn

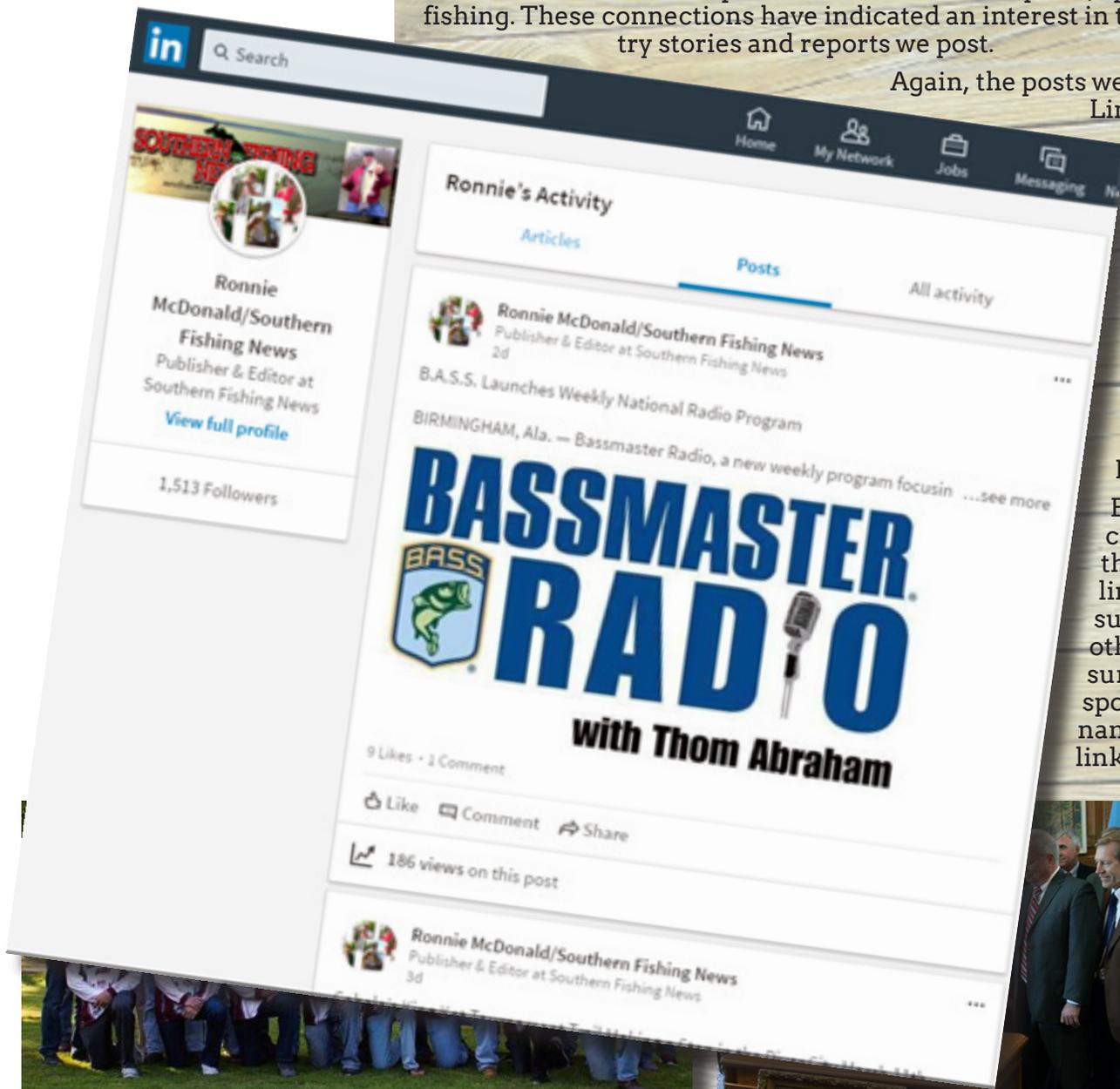
Southern Fishing News has an active presence on LinkedIn with 1519 connections (as of the date of publishing this media kit).

Our connections include company executives and individuals that have a direct relationship or interest in outdoor sports, specifically fishing. These connections have indicated an interest in the industry stories and reports we post.

Again, the posts we make on LinkedIn

are story pre-views that includes a link to the full story on our Southern Fishing News site.

Every click on the story links results in another exposure to our sponsor's name and linked logos.



Google+

Our Google+ accounts are, as our other social network pages, targeted to individuals and companies with more than a passing interest in competitive and leisure fishing.

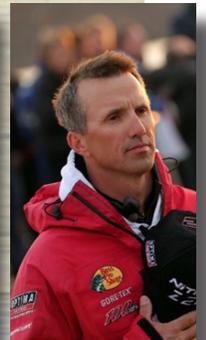
We have posted close to 400 stories and reports so far on our Google+ pages. Many of these posts have been re-posted (shared) on our readers pages.

As with our other social media pages, the article snippet include a link to the full story on our website pages.

Our Google+ pages are another addition to the synergy of directing readership to our website.



Our Google+ page(s) Here



Twitter

Our Twitter account is another social media tool used to publicize stories and fishing news posted on our website. The tweets we post are headline ticklers with a linked URL to the material published on the News page, or other page, on our site. We have 659 news tweets posted on the Twitter page with numerous "re-tweets" greatly expanding the posting readership.

<https://twitter.com/SouthFishNews>



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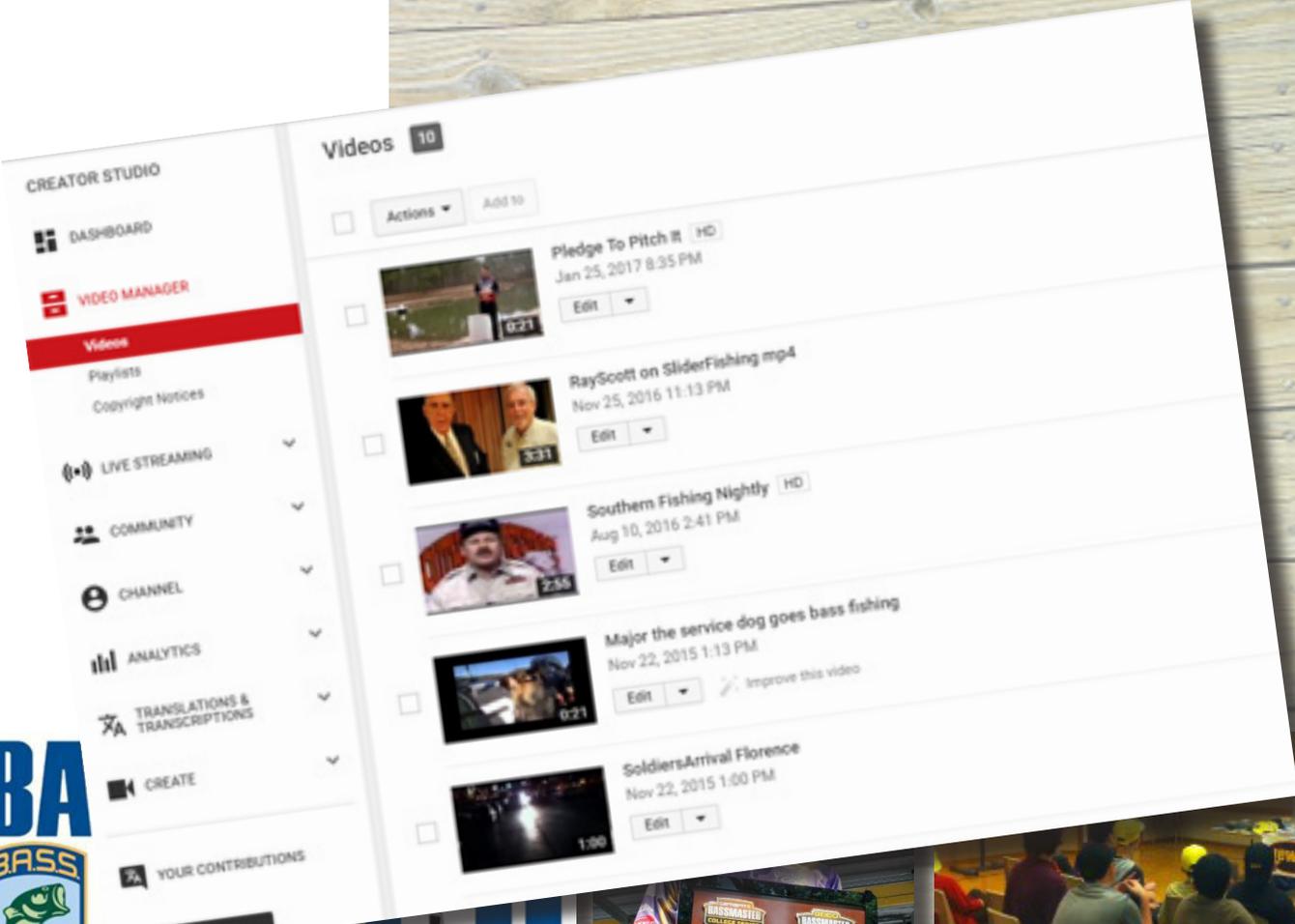
You Tube

The Southern Fishing News You Tube channel page features individual, original videos usually, but not always, linked from an article post on our website.

While the videos do not have a direct link back to our site, the page functions to contribute to our name recognition and indirectly our website and social media pages.

The You Tube page is also available for sponsor product and/or services videos.

[Our You Tube Page Here](#)



The screenshot shows the YouTube Creator Studio interface. On the left is a navigation menu with options: DASHBOARD, VIDEO MANAGER (highlighted), Videos, Playlists, Copyright Notices, LIVE STREAMING, COMMUNITY, CHANNEL, ANALYTICS, TRANSLATIONS & TRANSCRIPTIONS, CREATE, and YOUR CONTRIBUTIONS. The main area displays a list of videos:

- Pledge To Pitch It** (HD) - Jan 25, 2017 8:35 PM - 0:21
- RayScott on SliderFishing.mp4** - Nov 25, 2016 11:13 PM - 3:31
- Southern Fishing Nightly** (HD) - Aug 10, 2016 2:41 PM - 2:56
- Major the service dog goes bass fishing** - Nov 22, 2015 1:13 PM - 0:21
- SoldiersArrival Florence** - Nov 22, 2015 1:00 PM - 1:06

At the bottom left, there is a logo for **BA BASS** and the text **with Thom Abraham**. At the bottom right, there are two small inset images: one of a person holding a **BASSMASTER COLLEGE SERIES** trophy and another of a person standing in a room with other people seated.

SOUTHERN FISHING NEWS

Student Angler Series

Our Southern Fishing News Student Angler Series are fishing classes presented free to high school bass clubs and other youth organizations. Sponsors logos are included in the supporting slide shows presented in the classes.

Sponsors are encouraged to donate product and catalogs to introduce themselves to the young anglers or provide another exposure to the sponsor's brand and product.

Some sponsor products are too expensive to provide to each youth angler attending so a single door prize may be provided.

Sponsors know in advance when a class is scheduled and how many students are expected to attend.

There is no fee for sponsor participation.



2017 Rate Card

Our rate card is fairly simple to navigate. We have one rate for an annual sponsorship- **\$25.50 per month**. A sponsor's rate will never increase for annual renewals. While our rate is simple and straight forward, what sponsors get for the investment is a little more extensive.

- Your company logo linked to your website from our site.
- Your company logo appears on every page of our website.
- Sponsor's name and linked website listed on our Links page.
- Your news releases/announcements/photos posted on our social media pages and our website.
- Your logo appears in the header of our two Facebook pages.
- Your name and linked website address included in all stories linked to our website from Facebook, LinkedIn and Google+.
- Postings that include our website link presents the reader with your linked logo upon arrival.
- The Southern Fishing News Twitter posting send the reader to our website, and again, another exposure of your logo which is hyperlinked to your company website.
- Our You Tube page, while not including sponsor's logo, encourages viewer to visit our main site for more on the featured videos and another impression for your brand name. Sponsor videos are welcome.
- Logos of our sponsors displayed in "official" Southern Fishing News emails.
- Free participation in our Student Angler Series classes for high school bass clubs and inclusion in our slide presentation.

Not a bad return for an investment of only \$25.50 per month. Email publisher@southernfishingnews.com to get started.



**SOUTHERN FISHING
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Custom Newsletters

Another service offered by Southern Fishing News is the development of custom, digital publications. We have decades of experience in design, layout and production of all types of publications. Businesses have found company newsletters are excellent, economical marketing tools.

Newsletters are flexible and may be targeted to customers, employees, suppliers, investors or a combination.

Advantages of a digital publication includes production in full color without any additional costs compared to black and white, save on postage by emailing copies, in-house printing of hard copies if desired, odd number of pages available, quick content changes and may be distributed on mini CDs as handouts at trade shows.

All newsletters produced are custom and designed specifically for each client.

Every publication is designed and formatted, name-plate designed, review edits by client, copy editing, content coordination with client and delivered to client as a digital PDF file. These services are included in the issue publication fee.

For more information email us at: publisher@southernfishingnews.com.



Local pro hits paydirt in EverStart tourney on Okeechobee

By FLW Outdoors Staff

Wayne Clifton, Goose Creek, hit more than \$50,000 cash and a Yamaha-powered Ringo by catching five bass weighing 10.5 pounds in the EverStart Series Lake Okeechobee tournament on January 12, 2012.



SliderLines

Finesse Fishing Begins Here

VOLUME 4, ISSUE 5, 2016



Charlie Brewer, Jr.
Gary Mason and I fished Kentucky Lake in June for some shell crackers (red ear). Fish were in 4 to 5 feet of water. The photo shows the results. We used 4 lb. line, a double life Slider ball head and a #4 life wire hook. All we had to do was cast out, let the lug drop a foot or two and crank back to the boat. We loaded 29 in one hour. Gary said one he caught might have been the biggest he ever caught... beat it by ever for big shell crackers!



Serious Swimbaits

Swimbaiting was once a guarded secret of the pros. Not any more and Slider Lines has a few winners in this lure category.

Our 14" Shad, the 9" Shad and the 7" Double Action Grub. The Double Action "Grub" is actually a small swimbait.

Big these lures on Slider heads or our jig heads. Choose the size weight according to the retrieve technique you are going to use.

Some last anglers turn their nose up at swimbaits this small (4.5 and 7 inches). However, Chris Zaldain won the 2015 Toyota Bassmaster Angler of the Year with fishing a 7" swimbait on a 1/4 ounce light-head Slider finesse fishing tactic.

These swimbaits are effective in areas where there is a lot of fishing pressure on 15# fish, cold water and when a high pressure weather system has settled.

12. Big balls just won't get it done under these conditions. Clear water is best for these lures since bass use sight to



here it or there. You use the lure you want but, 7 lb monofilament works just fine in open water. Some tournament pros use head with a long leader of fluorocarbon.

Some pros say to fish a swimbait slow and steady with no twitching, shaking or dead falls.

The late Dennis Evans spent a few minutes before launching his boat putting a little Super Glue on the head of the plastic to keep the lure from sliding down on the hook.

Visit <http://sliderfishing.com> to see all the available colors for these swimbaits as well as Slider heads and jig heads.





**Will You Join Our Team
of Quality Sponsors?**



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