snews
WE KNOW OUTDOORS

2018-2019 MEDIA INFORMATION

Where Buyers and Sellers in the Outdoor Industry Learn and Share
SNEWS is the leading industry source of breaking news, retail trends and brand innovations.
OUR AUDIENCE

Our audience is made up of a wide variety of industry influencers.

- 54% Women
- 46% Men

Our audience faves:

- #CoolShop
- Elevator Pitch
- We Tried It
- Q & A’s
- Op Eds
- Hot/Not
- Polls

- 71% Age 25-50
- 25% Age 50+
- 4% >25

- 15% Our audience checks the site daily
- 41% Another 3-5 articles a week

- Vendors
- Non-Profit
- Retail Owners
- Sales Rep
- Media
- Industry Friends/Watchers
Partnering with SNEWS puts your brand in the middle of our daily industry gathering... where decision makers discuss ideas, share successes and brainstorm challenges.

Grab a seat at our table to share and learn from the most passionate business people behind the success of our industry.
Partnership Opportunities

**Brand Advertising**
Reach industry influencers & retail ambassadors with targeted digital brand messaging (web, social, newsletter).

**Brand Spotlight**
Native content, written by SNEWS, crafting a relevant brand story and delivering it to an influential audience.

**Press Release Distribution**
Efficient and effective delivery of your latest brand news to the largest gathering of the industry in one place.

**#CoolShop**
Our #CoolShop series profiles some of the most unique and innovative specialty outdoor retail shops in North America to learn how they stay relevant in today’s omni-channel retail scape.

**#ShopStars**
Reward the stewards of the retail shop floor who stand out among their peers as dedicated and inspiring champions of the outdoor industry.

**#ShopTalk**
Spread the word through longer form storytelling video with retail greats visiting shops that defined and reformed the way outdoor enthusiasts buy gear.

—

“Finally a sports and outdoors news source that covers lifestyle, trends, and gear while being cutting edge and relevant in today’s mobile landscape.”
Eric Henderson, owner, Meteorite PR

“I trust SNEWS. No other media brand is tapped into the outdoor space like them.”
Dave Petri, VP of marketing, Farm to Feet

“Thoughtful, honest writing and reporting that arms my team with knowledge that helps us grow.”
Betsy Bertram marketing manager, Townsend Bertram & Co.

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OPPORTUNITIES FOR EVERY BUDGET—FOR PRICING PLEASE CALL SUSIE VON METTENHEIM 303. 253. 6411  svonmettenheim@aimmedia.com
Digital Specs

STANDARD BANNERS

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>ACCEPTED FILES</th>
<th>MAX FILE</th>
<th>HTML MAX FILE</th>
<th>ANIMATION</th>
<th>LEAD TIME</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>JPG, GIF, 3RD Party</td>
<td>200KB or less</td>
<td>200KB total for all files combined including external files. Subsequent user-initiated file loads of up to 2.2MB is accepted.</td>
<td>3 loops max</td>
<td>10 business days</td>
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<td>Rectangle</td>
<td>300 x 250</td>
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<td>Pencil</td>
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<td>Half Page</td>
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<td>Mobile</td>
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<td>Channel</td>
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<td>Roadblock</td>
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<td>(Includes desktop &amp; mobile adhesion unit)</td>
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<td>Desktop Adhesion</td>
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<td>Mobile Adhesion</td>
<td>320 x 50</td>
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NOTES | Click through URL must be provided for all ads. Flash is NOT accepted.

EDITORIAL NEWSLETTER

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
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<tbody>
<tr>
<td>Editorial Newsletter</td>
<td>320 x 50</td>
<td>JPG, GIF</td>
<td>40KB or less</td>
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NEWSLETTER NOTES | JavaScript and animated images are NOT accepted.
## Digital Specs

### Social Media

<table>
<thead>
<tr>
<th>NAME</th>
<th>SIZE</th>
<th>CONTENT</th>
<th>ADDITIONAL SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags&lt;br&gt;• URL provided as a shortened bit.ly&lt;br&gt;• A screenshot of what the post should look like&lt;br&gt;• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td>• Facebook no longer allows business pages to customize images and link descriptions for websites they do not own&lt;br&gt;• Here is a guide to help you add the code to your site <a href="https://developers.facebook.com/docs/reference/opengraph">https://developers.facebook.com/docs/reference/opengraph</a>&lt;br&gt;• You can check your link here <a href="https://developers.facebook.com/tools/debug/">https://developers.facebook.com/tools/debug/</a>&lt;br&gt;• Please double check that your link pulls through the appropriate meta data (image and link headline/description) before sending</td>
</tr>
<tr>
<td>Facebook Carousel</td>
<td>1200 x 628 (5 Images)</td>
<td>Action/lifestyle focused (product images are not recommended) • Up to 25 words of copy for promo post including any @mentions &amp; hashtags&lt;br&gt;• URL provided as a shortened bit.ly&lt;br&gt;• A screenshot of what the post should look like&lt;br&gt;• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td>• Headlines</td>
</tr>
<tr>
<td>Facebook Video</td>
<td>16:9 (landscape) 9:16 (portrait)</td>
<td>Aspect Ratio • Up to 25 words of copy for promo post including any @mentions &amp; hashtags&lt;br&gt;• URL provided as a shortened bit.ly&lt;br&gt;• A screenshot of what the post should look like&lt;br&gt;• Thumbnail image (if no usable stop in video)&lt;br&gt;• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td>• Max file size</td>
</tr>
<tr>
<td>Instagram</td>
<td>1080x1080</td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags&lt;br&gt;• URL provided as a shortened bit.ly&lt;br&gt;• A screenshot of what the post should look like&lt;br&gt;• Links to brand’s official Instagram page and/or people’s pages that need to be tagged in the post</td>
<td>• SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)</td>
</tr>
<tr>
<td>Twitter</td>
<td>1024 x 512</td>
<td>• Tweet copy must start with “Sponsored:”&lt;br&gt;• Additional 130 characters or less (including spaces, URL, image, @mentions, and hashtags&lt;br&gt;• URL provided as a shortened bit.ly</td>
<td>• SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)</td>
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