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 IS MADE UP OF A WIDE VARIETY OF INDUSTRY INFLUENCERS

OUR MOST PASSIONATE READERS CHECK THE SITE DAILY 15%
ANOTHER 41% READ 3-5 ARTICLES A WEEK

OUR AUDIENCE FAVES:
#CoolShop
Elevator Pitch
We Tried It
Q & A's
Op Eds
Hot/Not
Polls

VENDORS 36%  
NON-PROFIT 17%  
RETAIL OWNERS 12%  
SALES REP 10%  
MEDIA 4%  
INDUSTRY FRIENDS/WATCHERS 4%

AGE 25-50 71%  
AGE 50+ 25%
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

<table>
<thead>
<tr>
<th><strong>Brand Advertising</strong></th>
<th><strong>Brand Spotlight</strong></th>
<th><strong>Press Release Distribution</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach industry influencers &amp; retail ambassadors with targeted digital brand messaging (web, social, newsletter).</td>
<td>Native content, written by SNEWS, crafting a relevant brand story and delivering it to an influential audience.</td>
<td>Efficient and effective delivery of your latest brand news to the largest gathering of the industry in one place.</td>
</tr>
</tbody>
</table>

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### #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 landscape.

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### #ShopStars

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

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### #ShopTalk

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

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“I trust SNEWS. No other media brand is tapped into the outdoor space like them.”

Dave Petri, VP of marketing, Farm to Feet

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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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### Partnerships Opportunities

“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

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“OPPORTUNITIES FOR EVERY BUDGET—FOR PRICING PLEASE CALL CASEY VANDENOEVER 303. 253. 6419 cvandenoever@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>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>JPG, GIF, 3RD Party</td>
<td>200KB or less</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
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<td></td>
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<tr>
<td>Pen</td>
<td>970 x 90</td>
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<tr>
<td>Billboard</td>
<td>970 x 250</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
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</tr>
<tr>
<td>Mobile</td>
<td>320 x 50</td>
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<tr>
<td>Channel Roadblock</td>
<td>970 x 250</td>
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<td></td>
<td></td>
<td>3 loops max 15 seconds max</td>
<td>10 business days</td>
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<td></td>
<td>300 x 250</td>
<td>(Includes desktop &amp; mobile adhesion unit)</td>
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<td>300 x 600</td>
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<td>320 x 50</td>
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</tbody>
</table>

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>
<th>FILE TYPE</th>
<th>MAX FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Newsletter</td>
<td>320 x 50</td>
<td>JPG, GIF</td>
<td>40KB or less</td>
</tr>
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</table>

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>
</table>
| Facebook      | Image must be included in site-meta data for standard Facebook Post | • Up to 25 words of copy for promo post including any @mentions & hashtags   | • Facebook no longer allows business pages to customize images and link descriptions for websites they do not own  
|               |                     | • URL provided as a shortened bit.ly                                   | • Here is a guide to help you add the code to your site https://developers.facebook.com/docs/reference/opengraph  
|               |                     | • A screenshot of what the post should look like                       | • You can check your link here https://developers.facebook.com/tools/debug/  
|               |                     | • Links to brand’s official FB page and/or people’s pages that need to be tagged in the post | • Please double check that your link pulls through the appropriate meta data (image and link headline/description) before sending  
| Facebook Carousel | 1200 x 628 ($3 Images) | Action/lifestyle focused (product images are not recommended) |  |
| Facebook Video | 16:9 (landscape)    | • Up to 25 words of copy for promo post including any @mentions & hashtags | • Headlines | 40 characters per photo  
|               | 9:16 (portrait)     | • URL provided as a shortened bit.ly                                   | • Descriptions | 20 characters per photo  
|               | Aspect Ratio        | • A screenshot of what the post should look like                       | • Best practices | tell a story as users scroll through images, or feature multiple products linking to different pages  
|               |                     | • Links to brand’s official FB page and/or people’s pages that need to be tagged in the post | • Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message  
|               |                     | • Thumbnail image (if no usable stop in video)                         | • Please double check that your image follows best practices for image-to-text ratio before submitting to us https://www.facebook.com/ads/tools/text_overlay  
| Instagram     | 1080x1080           | • Up to 25 words of copy for promo post including any @mentions & hashtags | • SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)  
|               |                     | • URL provided as a shortened bit.ly                                   |  |
| Twitter       | 1024 x 512          | • Tweet copy must start with “Sponsored:”  
|               |                     | • Additional 130 characters or less (including spaces, URL, image, @mentions, and hashtags | • SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)  
|               |                     | • URL provided as a shortened bit.ly                                   |  |
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