

# DAKOTA ADVENTURES

Official guide to the Sport Show



2016 Sport Show cover

## ADVERTISING RATES

|  | Full Color | 1 Color             |
|--|------------|---------------------|
| 1/8 Page<br>2.25" x 5.05" or 4.55" x 2.45"                   | \$170      | \$27                |
| 1/4 Page<br>4.55" x 5.05" or 9.25" x 2.45" or 2.25" x 10.25" | \$275      | \$50                |
| 1/2 Page<br>4.55" x 10.25" or 9.25" x 5.05"                  | \$465      | \$95                |
| Full Page<br>9.25" x 10.25"                                  | \$845      | \$155               |
| Back Cover<br>9.25" x 10.25"                                 | \$1415     | Full Color Included |

With each ad you receive 5,000 Digital Impressions! Choose from:

**300 x 250 • 728 x 90 • Mobile ad**

Advertising packages/placements include SearchBoost, a SEO tool at a rate of \$39.

In addition to being handed out at the show, over 18,500 copies will be inserted into The Bismarck Tribune the Saturday prior to the Sport Show as the official guide to the 2017 show. It will be reaching over 40,000 readers in the Burleigh/Morton counties alone—readers that are potential customers for you!

## Future Sport Show Dates

### 2018

February 16, 17, 18

### 2019

February 15, 16, 17

Mark your calendars and plan to attend!

The Bismarck  
**Tribune**  
[www.bismarcktribune.com](http://www.bismarcktribune.com)

Bismarck Tribune  
**SPORT SHOW**  
48th Annual

For more Sport Show information:

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Toll Free 1-888-645-2221 | PO Box 5516, Bismarck, ND 58506



48th Annual

## 2017 VENDOR INFORMATION

[www.bismarcksportshow.com](http://www.bismarcksportshow.com)

Fri, Feb 10 • Sat, Feb 11 • Sun, Feb 12

Bismarck Event Center • Bismarck, ND



Dock Dogs



James Lindner



Eric Olson



Ultimate Outdoor Adventures



## FLOOR SPACE EXHIBITORS

### PRICE PER SQUARE FOOT (Venue layout inserted)

|           |        |           |        |               |        |
|-----------|--------|-----------|--------|---------------|--------|
| 400'-999' | \$1.52 | 4000-4999 | \$1.28 | 10,000-11,999 | \$1.02 |
| 1000-1999 | \$1.47 | 5000-5999 | \$1.20 | 12,000-15,499 | \$0.91 |
| 2000-2999 | \$1.41 | 6000-6999 | \$1.12 |               |        |
| 3000-3999 | \$1.34 | 7000-9999 | \$1.07 |               |        |

## FLOOR RATE DISCOUNT

Purchase any sized ad in the February 2017 Dakota Adventures and we'll take 25% of the value of your ad to discount your floor space! This discount also applies to tabs or glossy flyer inserts that publish in conjunction with the Sport Show. Good for your business - good for your bottom line!

## BOOTH VENDORS

### OPTION 1

### \$325 BOOTH ONLY

- 3 ft. draped side rails
- One 8 ft. table & two chairs
- Free electricity (where available)

- 10' x 10' booth space

### OPTION 2

### \$500 PACKAGE

- 10' x 10' booth space (Regularly \$325)
- Same as booth package, Plus:
- 1/8 Page Ad in Dakota Adventures (Reg. \$209) Increase ad size or add color for additional cost

**BEST VALUE!**

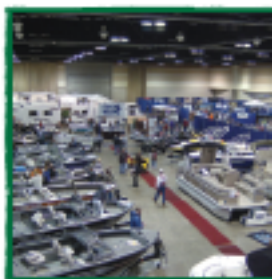
## EARLY BIRD OFFER

Buy one ad in Dakota Adventures and get one free ad in the Bismarck Tribune!

Offer available only to those vendors who turn in a signed Sport Show contract by November 18, 2016. Your free ad will run in the Bismarck Tribune (equivalent inches) within 30 days of the Sport Show. You select the date. Color and Sundays extra. Any ad purchased must be the same size, or larger, than the ad purchased the previous year in Dakota Adventures. Also available to new advertisers with any size ad purchase.

## FLOOR SPACE & BOOTH EXHIBITORS:

Please submit your contract and payment by **November 18, 2016**, as your first right of refusal. Starting on November 21, 2016, spacing will be available to all other applicants. You can submit your contract online at [www.bismarcksportshow.com](http://www.bismarcksportshow.com)



## SPEAKERS & ATTRACTIONS



### James Lindner

James is co-host of Lindner's Angling Edge and Fishing Edge Television. Growing up in the world of sport fishing, James Lindner has filmed and fished from the Arctic Circle tundra to South American jungles and from the Atlantic to the Pacific coasts and every state in between. As a multi-species fisherman, James has few equals. A top grade tournament bass fisherman in his own right, James has dominated the Canadian American Smallmouth Bass circuit, with multiple first place wins on the KBI and FFBC. James is none-the-less adept with most freshwater and even saltwater species. In 2012, James was inducted into Minnesota Fishing Hall of Fame. In 2008, he was inducted into the Freshwater Fishing Hall of Fame as a Legendary Communicator for his outstanding achievement in the realm of sport fishing. In 2003, he was also honored as the Rapala Angler of the Year.



### Eric Olson

Eric Olson has been fishing competitively for 16 yrs and fishing the Wal-Mart FW and Cabelas NWT Walleye Tours as a professional for the past 15 years. In 2011, the Red Wing, Minn. native became the Lake Oahe FW Walleye Tour Champion, took home another top ten at the Devils Lake, ND FW Tour event, finished 4th overall in the FW Tour Western Division Angler of the Year standings and 3rd in the Ranger Cup points standings. He also garnered the top money winner position on the FW Walleye Tour for the 2010 season. In his competitive career, Olson has earned over \$500,000, 13 top ten finishes, 3 tourney wins and qualified for 17 tournament Championships. In addition, he was the winner of the 2000 MWC World Walleye Championship. As the host of the weekly radio show The Valley Outdoors Eric also communicates to a vast audience on all aspects of the outdoors in an entertaining and educating way over 5 stations in the Midwest market.



### Ultimate Outdoor Adventures

Jason Wright & Kurt Schirado have a reputation of being enthusiastic and professional promoters of the fishing industry and opportunities which North Dakota provides all anglers. Together the fishing duo has more than 50 years of combined fishing experience and will share realistic tips & techniques to catching more walleyes while providing insight on the newest tackle, gear and equipment to make every fishing adventure more successful. Whether you fish Lake Sakakawea, pitch jigs on the Missouri River, troll the flats of Lake Oahe or target the smaller prairie lakes, they will provide an entertaining and informative seminar for both the novice and expert angler.

### DockDogs®

This year we are extremely proud to announce that we will again be hosting DockDogs® as our main attraction. A crowd favorite at our 2016 show, DockDogs® is the largest presenter of dock jumping and dock diving dog performance sports in the world!



**dockdogs®**