

DAKOTA ADVENTURES

Official guide to the Sport Show



2015 Sport Show cover

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 2016 show. It will be reaching over 40,000 readers in the Burleigh/Morton counties alone- readers that are potential customers for you!

ADVERTISING RATES

	Full Color	1 Color
1/8 Page 2.25" x 5.05" or 4.55" x 2.45"	\$170	\$27
1/4 Page 4.55" x 5.05" or 9.25" x 2.45" or 2.25" x 10.25"	\$275	\$50
1/2 Page 4.55" x 10.25" or 9.25" x 5.05"	\$465	\$95
Full Page 9.25" x 10.25"	\$845	\$155
Back Cover 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 Searchbook, a SEO tool at a rate of \$39.

2016 SPORT SHOW INFORMATION

Reach more than

12,000 PEOPLE

interested in sports and outdoors!



Friday, February 12
Saturday, February 13
Sunday, February 14

Bismarck Event Center
Bismarck, ND

It just gets better & better!

Future Sport Show Dates

2017

February 10, 11, 12

2018

February 16, 17, 18

Mark your calendars and plan to attend!



For more Sport Show information:

Julie Ramos Lagos
701-355-8807

julie.ramoslagos@bismarcktribune.com

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

Keynote Speakers
Ted Takasaki & Jason Przekurat

Dock Dogs
A crowd favorite at the 2015 show!



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 2016 *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!

EXAMPLE: Reserve 4,000 sq. ft. for \$5120 and purchase a full page ad for \$1080 (including full color).
 $25\% \times \$1080 = \270 . Your floor space price is reduced to \$4850!

BOOTH VENDORS

\$500 PACKAGE **BEST VALUE!**

- 10' x 10' booth space (Regularly \$325)
- 1/8 Page Ad in *Dakota Adventures* (Reg. \$209)
- 3 ft. draped side rails
- One 8 ft. table & two chairs
- Free electricity (where available)

Buy this package and still receive your FREE ad!

With signed contract by November 30, 2015

\$325 BOOTH ONLY

- 10' x 10' booth space

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

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 30, 2015. 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.

SPEAKERS & ATTRACTIONS



Ted Takasaki

Ted Takasaki is a Hall of Fame professional angler who won the prestigious Professional Walleye Trail Championship in 1998. He still holds the all time tournament record for a one day limit of 5 walleyes, which weighed an amazing 53.2 pounds! He has been featured in many national outdoor magazines and has appeared on numerous fishing television shows. Ted is considered one of America's top walleye and multi-species anglers.



Jason Przekurat

Jason Przekurat is a full-time professional walleye fisherman from Slenes Point, WI. Jason started fishing competitively in 1995 and has since accumulated many titles. The first came in 2000, winning the MWC World Walleye Championship on the Mississippi River and then in 2007 he won the FIW Walleye Tour event in Red Wing, MN. Jason is a 2 time winner of the prestigious FIW Walleye Tour "Angler of the Year" award. He won it in 2003 and again in 2007. He was also awarded the Ranger Cup title in 2007. Jason is the only angler to fish every FIW tournament since it started and has qualified for the FIW Walleye Tour Championship every year for a record 13 consecutive years. He is currently fishing the National Walleye Tour for 2015.



Ultimate Outdoor Adventures

Kurt Schirado and Jason Wright, of Ultimate Outdoor Adventures TV, are both lifelong natives of Bismarck, North Dakota. Growing up hunting and fishing in the Dakotas, they enjoy traveling the upper Midwest to sport shows presenting public speaking seminars to other outdoor enthusiasts interested in learning and benefiting from their experiences.

Ultimate Outdoor Adventures TV is entering its 15th year of television broadcasting making it the longest running North Dakota based outdoor programming.



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 2015 show, DockDogs* is the largest presenter of dock jumping and dock diving dog performance sports in the world! With three competitions - Big Air, Extreme Vertical and Speed Retrieve - DockDogs* keeps the crowd coming back for more!

