

# \$ THE RUN

SALMON RIVER, PULASKI, N.Y.

## 2014 Media Kit



# **THE RUN** SALMON RIVER, PULASKI, N.Y.

## **WHAT IS THE RUN**

Each fall the tributaries of Lake Ontario witness a national phenomenon unrivaled in the animal kingdom. To humans, it seems like a cruel trick of nature but for the salmon it's a fulfillment of their life cycle. For eight weeks in the fall, thousands of salmon instinctively travel back to their birthplace in order to spawn new life, only to perish shortly thereafter. We know the salmon's final right of passage as "The Run."

Oswego County in upstate New York contains a town whose economy depends on the run. For most businesses, the salmon run can either make or break the whole year. The village of Pulaski is located on the banks of the Salmon River and is the destination of thousands of anglers from all over the world. "The Run" is a mini series that will focus on the people and businesses that are most effected by the salmon run. This will be a true reality look into their lives, bringing the drama of real life to the screen.

Included in this package are national sponsors vending space during the Salmon River Festival in October. This festival draws in tens of thousands dedicated anglers in from all over the world. This is the super bowl of trade shows. Best of all, your company is right smack dead in the middle of the action. Your product is directly in front of the customer that is looking to spend. This mini series will air for the second consecutive year on The Sportsman Channel in 2014.





## Our Network

82 million Americans make hunting, shooting and fishing an integral part of their lifestyle, and Sportsman Channel is the only network focused exclusively on fulfilling their information and entertainment needs. You may not be familiar with the lifestyle, but sportsmen make their presence felt in every corner of the country, comprising 15 to 30% of every television market in America.

## AMERICAN SPORTSMAN

\$81 Billion In annual sportsman expenditures!

750+ Million Days of Annual Participation  
(in the field, at the range, or on the water pursuing their passion)

## Our Viewers

- 80% male
- 25-54 yrs old
- 87% own their own home
- 69% have a household income of \$75,000+ per year
- 51% watch hunt/shoot/fish more than 50+% of their time watching television
- 73% visit hunt/shoot/fish websites 3+ times per week
- 80% participate 30+ days per year in hunting, shooting and/or fishing activities

Source: MRI Jan 2011 Survey, Sportsman Channel Viewer Survey





## Distribution

Sportsman Channel understands the American Sportsman audience better than anyone. We engage our viewers with visually powerful, entertaining and informative programming built around adventure, instructional how-to, conservation management, new equipment reviews and destination where-to content.

Sportsman Channel has nearly tripled its household reach since December 2008 and has become one of the fastest-growing networks in television.

Sportsman Channel is readily available across all major television content platforms including cable, telco and satellite distributors. Sportsman Channel has more than 25 million household subscribers, covering 93% (196 out of 210) of all DMA markets.

Sportsman Channel's presence is strengthened by the continued development of Sportsman on Demand and the recently launched network, Sportsman HD.





## Marketing Power

Sportsman Channel owns some of the strongest rated hunting, shooting and fishing brands on television, in print and online. Powered by the combined resources of Sportsman Channel and parent company, InterMedia Outdoors, our content creation engine is the largest ever built to serve the American Sportsman. These dynamic, multi-platform assets along with our singular commitment to hunting, shooting and fishing content, result in an unrivaled marketing powerhouse. Sportsman Channel is the partner best positioned to help you reach the massive audience that lives the American Sportsman lifestyle.

### DIGITAL

- 20 distinct websites
- 2 million unique visitors monthly
- 15+ million page views monthly
- 10,000+ articles, 400+ video segments monthly

### PRINT

- 15 national magazines
- 20 special interest publications
- 25+ million readers
- 13,000+ pages of annual content

### TELEVISION



- 20 in-house produced shows; 250+ annual episodes of original content
- High Definition productions
- Category leading brands
- Expert hosts
- Award-winning shows





## WHO WE ARE

The Run, is written, directed and produced by Emergency Media Inc. (E.M.I.), a high energy, extremely motivated company located in Weedsport, New York. The Run is skillfully mastered in our state of the art High Definition Video Edit Suite.

E.M.I. boasts more than 25 years of video editing, television productions and outdoor experience. Emergency Media Inc. has produced over 1,000 hours of programming for national and regional tv. They include: World of Outlaws for speed TV, Drop Zone for the Outdoor Channel, Team E Outdoors for Time Warner Regional and The Pursuit Channel Nationally, The Wild Life for The Pursuit Channel, Hardcore Hunter for the Pursuit Channel. Emergency Media Inc. also handles all video production for the Central New York Raceway Park, a 35 Million Dollar Motorsports complex. the Nascar Racing Experience and the Mario Andretti Racing Experience. E.M.I. is currently producing 5 programs for 2013.

E.M.I.'s expertise in video productions is a perfect complement to its professional staff of Hunting and Fishing enthusiasts. We are more than just a production studio. E.M.I. is outdoors. We believe in the product we deliver to N.Y.S. viewers. We are hunters and fishermen. More importantly, we strive to inform, expose and get New Yorkers excited over the boundless outdoor experiences we have to offer. There are 566,000 hunters and 1,153,000 fishermen in New York State. With more than 7,500 lakes and ponds, 50,000 miles of rivers and streams, hundreds of miles of coastline, agriculture land, forests and mountains, New York State has some of the finest fishing and hunting this country has to offer. It is our mission to inform, promote, excite and entertain New Yorkers through "The Run."



# Activities in New York by Residents and Nonresidents



## Fishing

Anglers.....	1,153,000
Days of fishing.....	17,060,000
Average days per angler.....	15
Total expenditures.....	\$925,701,000
Trip-related.....	\$584,644,000
Equipment and other.....	\$341,057,000
Average per angler.....	\$789
Average trip expenditure per day.....	\$34

## Hunting

Hunters.....	566,000
Days of hunting.....	10,289,000
Average days per hunter.....	18
Total expenditures.....	\$715,707,000
Trip-related.....	\$201,631,000
Equipment and other.....	\$514,076,000
Average per hunter.....	\$1,238
Average trip expenditure per day.....	\$20

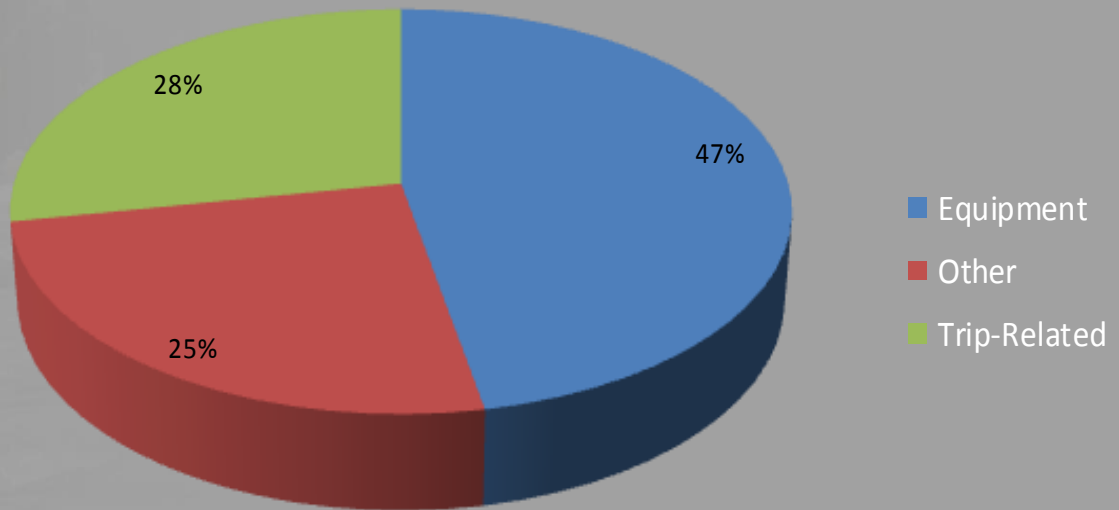
## Wildlife Watching

Total wildlife-watching participants.....	3,852,000
Away-from-home participants.....	1,293,000
Around-the-home participants.....	3,465,000
Days of participation away from home.....	13,521,000
Average days of participation away from home.....	10
Total expenditures.....	\$1,567,643,000
Trip-related.....	\$695,724,000
Equipment and other.....	\$871,920,000
Average per participant.....	\$360
Average trip expenditure per day.....	\$51



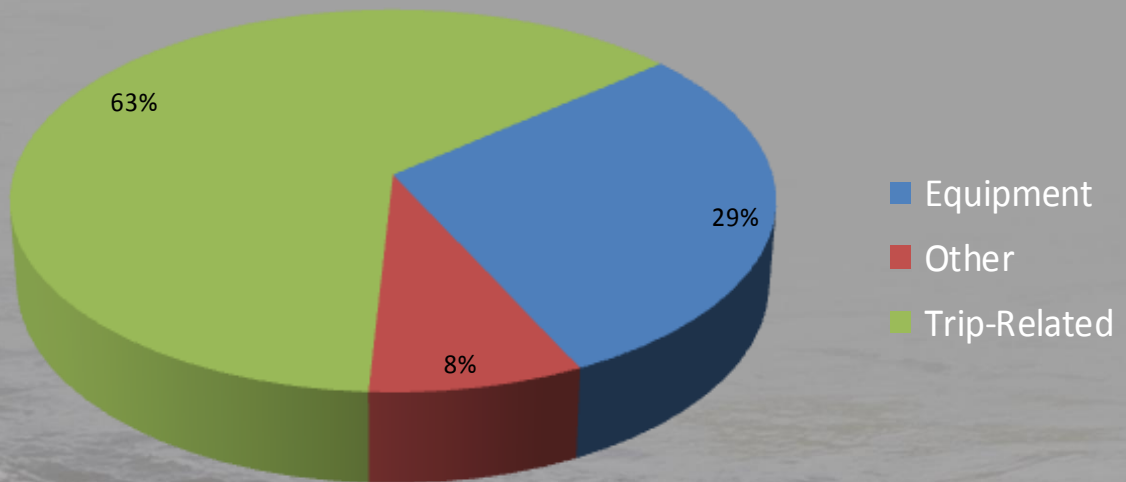
## HUNTING EXPENDITURES IN NEW YORK

(Total: \$716 million)



## FISHING EXPENDITURES IN NEW YORK

(Total: \$926 million)





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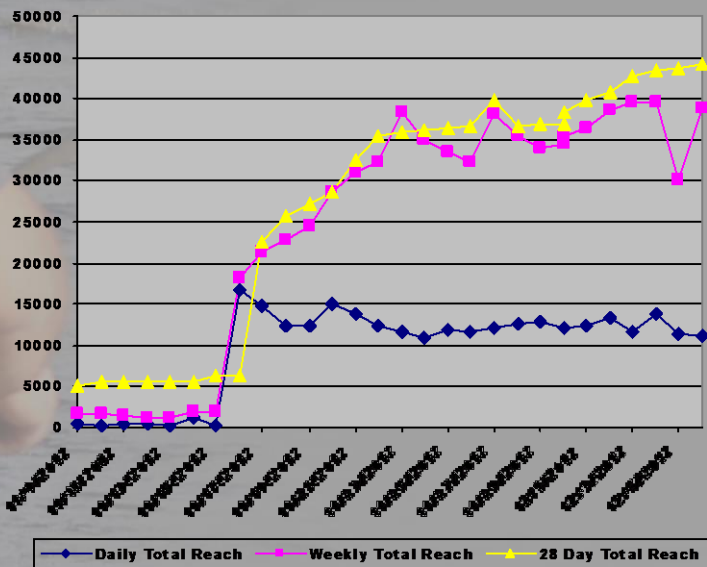
## Social Networking

For small business owners, it's important to understand the power of social networking. Studies have proven that over 25% of the time that people spend online, they are using social networks. Out of that 25%, 80% of these users are looking for something to buy, and 50% of those users are making purchases. But the key is – they aren't simply making purchases based on ads they see scrolling across their screens. They are making purchases based on what people in their social networks are recommending.

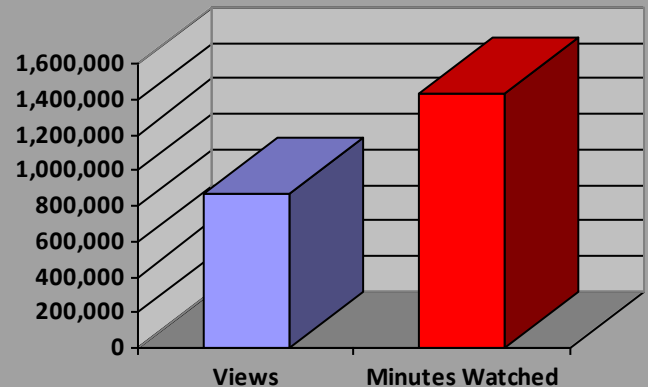
Now it's important to understand that Facebook alone has upwards of 600 million users. Each of these users will have their own profile, friends, and groups of people they interact with on a daily basis. When someone buys something they like, they talk about it. Others read about it and share it with their friends and groups. This activity replicates over and over, and over again. Now, this analogy only illustrates one person. What if thousands of people were talking about your products and recommending them to their friends? Welcome to the power of social networking



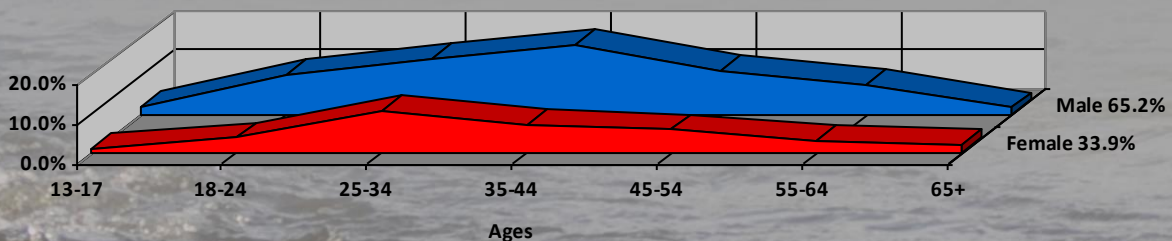
Total People Reached



Youtube Performance



### Demographics



# **\$ THE RUN**

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When most think of New York, their thoughts turn to Gotham, New York City itself. But, "The Empire State" is so much more! From the Catskills by the Hudson River, to the beautiful rolling hills of the Finger Lakes region, then on to the Adirondack Mountains- New York State offers the finest fishing and hunting in the northeast. Over 1.7 million licensed sportsmen take advantage of New York State's bounty are living proof. The 1.6 billion dollars they spend casts a mighty vote for their choice.



By becoming an advertising partner with The Run insures your company's message will reach a specific, targeted audience, willing and eager to support its passions by the expenditure of discretionary dollars. You might have to get up fairly early for the trophy catch, but the effort will be well worth it.

**Become a partner**



Hunting and fishing are so much more than a past time and a hobby. They are a passion, a love, almost a way of life. When these outdoorsmen aren't involved in pursuit of their passions, they are discussing it, or more importantly, watching it on television. By becoming an advertising partner of The Run, your company can capture these enthusiasms and become a part of these heartfelt passions. Your company can help hook the big one on the Salmon River.





## Vending space during the Salmon River Festival

In October, the Salmon River Festival draws in 10's of thousands dedicated anglers from all over the world. This is the Superbowl of Trade shows. Best of all, your company is right smack dead in the middle of the action. Your product is placed strategically in front of the customer.

### Venue

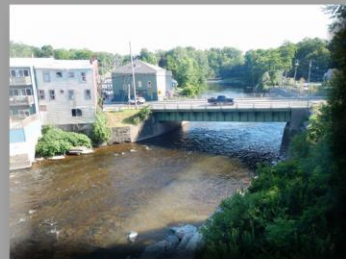
#### Kallet Theater

4842 N. Jefferson St.  
Pulaski, NY 13142

#### October 11 - 14 2013

Set-up Oct. 11, 2013 before 4 p.m.

#### LIVE Demo



### Accommodations

#### Tailwater Lodge

52 Pulaski St.  
Altmar, NY 13302

#### October 10 - 13 2013



We will have a photographer on site. [www.jovial-photography.com](http://www.jovial-photography.com)



**\*Exclusivity Options Available**

**Package 1: \$5,000 plus** products to captains during the filming of "The Run"

- 1- Your company's logo on all social media. (facebook, web, youtube)
- 2- Your product will be used and recognized in "The Run."
- 3- Your product will be displayed and sold in all the area tackle shops supporting "The Run."
- 4- Your merchandise in the tackle shops will be recognized as an Official "The Run" product supporter.
- 5- Vending space and accomadations will be provided during the Salmon River Festival in October.
- 6- Your logo will be displayed on all event T-shirts, banners, and posters around the area.

**Package 2: \$12,500 plus** products to captains during the filming of "The Run"

- 1- Includes package 1
- 2- (1) Sponsor Billboard in each episode on Sportsman Channel and Time Warner Sports Network (3 million homes airing mid- summer / fall 2014).

**Package 3: \$20,000 plus** products to captains during the filming of "The Run"

- 1- Includes package 1 and package 2.
- 2- (1) :30 second commercial in each episode on Sportsman Channel and Time Warner Sports Network (3 million homes airing mid- summer / fall 2014).



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Notes

