Recreational Boating and Fishing Foundation
FY11 Online Media Recommendation

Media Vehicle	1st Quarter 2010													2nd Quarter 2010													3rd Quarter 2010													4th Quarter 2010												
	JAN					FEB				MAR				APRIL				MAY				JUNE				JULY				AUG				SEPT				OCT				NOV				DEC			
	29	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20
NATIONAL ONLINE																																																				
MSN - 18.9 million impressions																																																			
Banners in weather, travel, entertainment, sports and men's lifestyle, demo targeted																																																			
Yahoo! - 22 million impressions																																																			
Banners RON, Mail, Sports, Travel & Weather, all demo & behavior targeted																																																			
Weatherbug - 15.8 million impressions																																																			
Brandwrap, Custom Weekend Planner Sponsorship, & demo targeted ROS banners																																																			
Weekend planner sponsorship																							5/27 - 5/30				7/1 - 7/4																										
Beach & Boating Content Sponsorship																																																			
Weather.com - 11 million impressions																																																			
Desktop Weather, ROS banners Lifestyle Recreation & Claritas																																																			
Fishing Sponsorship																																																			
Boat & Beach Planner sponsorship																																																			
Away Network - 5.825 million impressions																																																			
Parks & Outdoor Sponsorship																																																			
Banners and logo within Away and Gorp																																																			
(6) Daily Escape Emails																		4/29				5/25			6/15				7/13							8/24																
(3) Stand-alone RBFF emails																				5/18							6/29				7/27																				
Demand Media - 12 million impressions																																																			
Banners throughout Trails.com (Outdoor 101 and Travel sections)																																																			
Banners throughout eHow.com (Sports & Fitness)																																																			
Article integration on Trails.com and eHow																																																			
Outside Hub - 12 million impressions																																																			
Banners throughout the site																																																			
Outdoor Channel - 2.1 million																																																			
Banners throughout the site																																																			
ReserveAmerica - 21 million impressions																																																			
Banners throughout the site and custom web page with links																																																			
(3) Stand Alone Emails - carryover 1 from 2009																								6/8							7/20							8/17														
TIME.com - 6 million impressions																																																				
Banners within Summer Preview Special w/ targeted placement in Entertainment, Health, U.S., Travel																																																			
Banners within ROS, Entertainment, Health U.S., Travel and World																																																			
Banners throughout TIME.com																																																			
Going Green Roadblock																																																			
Interstitial placement																																																			
ESPN.com - 9.4 million impressions																																																			
Banners within MLB, Racing Media, In-Season Sports and ROS																																																			
ESPNOutdoors.com - 3 million impressions																																																			
ROS espnoutdoors.com and bassmaster.com																																																			
Popular Mechanics - 5 million impressions																																																			
Banners throughout the site and custom web page with links																																																			
TripAdvisor - 12 million impressions																																																			
Banners within 'Things to Do' section																																																			
Boating content integration within 'Things to Do' section																																																			
RON Banners (TripAdvisor, VirtualTourist, TravelPod, SmarterTravel. Etc.)																																																			
Bonnier Corp - 1.7 million impressions																																																			
Banners throughout Boating, Boating Life, Motorboating, Field&Stream, Outdoor Life																																																			
SEM																																																			
Search Engine Marketing														**April-March, 2011**																																						