

A dynamic background image showing a large splash of clear water against a light blue sky. The water droplets are in various stages of falling and splashing, creating a sense of movement and freshness.

2024 Sponsor Media Kit

**PROMOTE YOUR BRAND
AND PRODUCTS TO
OUR THOUSANDS OF
ANGLERS A MONTH.**

The logo for Southern Fishing News features a detailed illustration of a green largemouth bass fish, shown in profile and facing right. The fish is positioned behind the text. The text 'SOUTHERN FISHING' is in a large, bold, red font with a white outline and a black drop shadow. Below it, the word 'NEWS' is in a smaller, similar red font with a white outline and a black drop shadow.

**SOUTHERN FISHING
NEWS**

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BASED IN THE MECCA OF BASS FISHING

GUNTERSVILLE • WHEELER • WILSON • PICKWICK
SMITH • LOGAN MARTIN • WEISS • MARTIN •
EUFAULA • JORDAN • LAY • NEELEY HENRY •
WEST POINT



About Us

Southern Fishing News Publisher and Editor Ron McDonald has been involved in, primarily bass fishing, since 1973 providing unique insight and experience into fishing as a hobby, profession and industry in general.

- Creator of the cartoon series of Billy Bass & Charlie Carp published in Bassmaster Magazine
- Creator the cartoon story of Anheuser Ambush published in Bassman Magazine
- Host of the television show Southern Fishing in the late seventies broadcast to North Alabama, Southern Middle Tennessee and Northeast Mississippi
- Producer of Southern Fishing and Southern Fishing News website and social pages
- Publisher and Editor of the Southern Fishing printed tabloid newspaper
- Created and managed the All Star Bassin' Team and Top Rod Championship Tournament
- Publisher and Editor of Southern Fishing Email News



The cartoon characters "Billy Bass" and "Anheuser Ambush".



Greshams win on Wilson

E after three completed against nearly 10,000 anglers and 100,000 spectators, the Wilson County Bass Fishing Tournament was held on the Wilson County Fairgrounds on Saturday, June 12. The event was a Southern Fishing All Star event.



Fishing for Kids event held on Pickwick



The top ten anglers of the Wilson County Bass Fishing Tournament were awarded their trophies and prizes on Saturday, June 12. The winners were: 1st - Mike Wilson and Charlie Gresham for 18.50 pounds. All other anglers received a \$100 prize. The top 100 anglers all received a \$100 prize. The top 1000 anglers all received a \$100 prize. The top 10000 anglers all received a \$100 prize.

Beginning with Billy Bass & Charlie Carp, to our current Southern Fishing News website, Southern Fishing News, Email News, and a list of social pages (outlined on the following pages).



Ron McDonald in the television studio taping "Southern Fishing."

The synergy created by all these points of distribution is available to you for brand and product recognition and promotion.

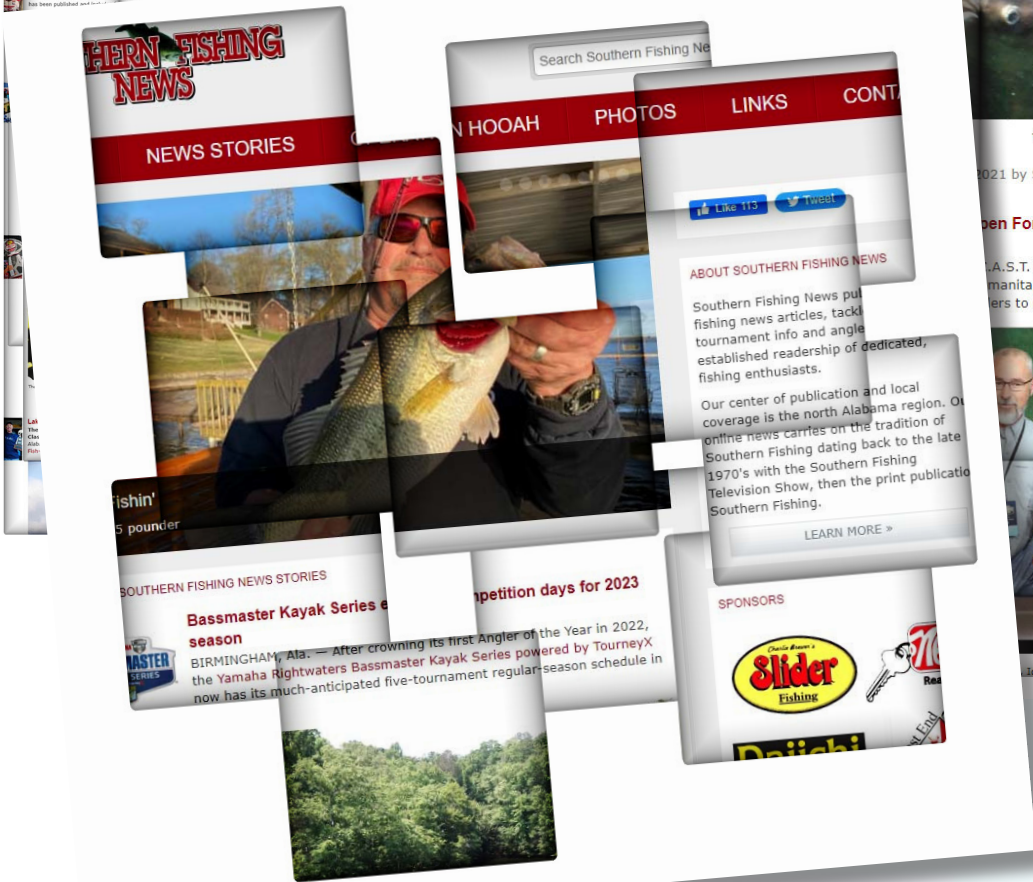
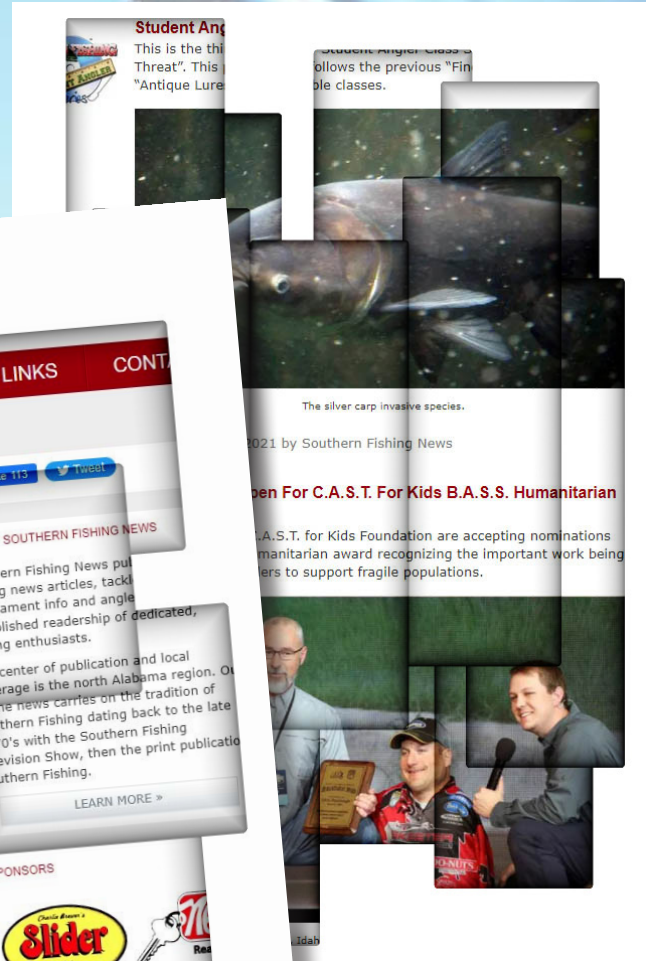


Website

<https://southernfishingnews.com>

Our website, southernfishingnews.com, is the centerpiece of our fishing and fishing related news, photos, videos and stories. As of the date of this publishing our website has had **93,400** views.

All of our social media site story previews point to our website with a hyperlink. There are **1,281** Posts posts on our site as of January 1, 2024. Sponsor's hyperlinked logos 'appear on **every page** of the website and listings appear on our site's Links Page as well.



Facebook

The Southern Fishing News Facebook pages have a high level of activity and interest. The pages, “Ronnie Mac-Southern Fishing News” and “Southern Fishing News”, run story preview links to our website as well as audience shared photos, graphics and Facebook posts of interest to our readers. A sponsor header appears on both pages.

Our Facebook’s two pages had a monthly following audience of **6,396**. Cumulative **reach of the pages was up 50.1%** as of December 31, 2024. This number does not include the number of impressions.

Selected posts from the Facebook news feed are also shared with our total monthly audience. Our sponsors have logos displayed in the header of both pages. Sponsor’s names and linked web page URLs are included in the preview of all stories linked to our website.

In addition, a Southern Fishing News Facebook Photo Album is available to readers [HERE](#). Included are scores of photos previously published.

Influential and authentic niche content.

Southern Fishing News
Media/news company
isher@southernfishingnews.com
ernfishingnews.com

Southern Fishing News
Yesterday at 1:305 PM
Nominations open for the third annual CAST for Kids B.A.S.S. Humanitarian Award
BIRMINGHAM, Ala. — B.A.S.S. and the CAST for Kids Foundation are accepting nominations for their annual humanitarian award recognizing the important work being done by many anglers support fragile populations.
READ MORE - <https://wp.me/p6y5eW-4fp>... See more

In My Humble Opinion
People that money can buy happen have never stood beside their trans bass boat?

See all photos

Slider Esbines
Neese WATERFRONT REAL ESTATE
Daiichi World's Sharpest Hooks
NATION THE ROAD TO THE 15 AND 20 STATES WIDE
TONIC FISHABLES.COM/WEAR
Strike King
Lew's

SOUTHERN FISHING NEWS
southernfishingnews.com
Edit cover photo

Ronnie Mac (Southern Fishing News)
Add to story

SOUTHERN FISHING NEWS

LinkedIn

The Southern Fishing News LinkedIn page has a monthly total audience of **59,201** as of January 1, 2024 not including post impressions.

Our connections include company executives, anglers and individuals that have a direct relationship or interest in outdoor sports, specifically fishing. These connections have shown an interest in the stories and photos we post by reach, impressions and sharing.

The posts we make on LinkedIn are usually website story previews that includes a link to the full story on our Southern Fishing News site.

Sponsor's names and linked websites are included in the page header and story previews.



**SOUTHERN FISHING
NEWS**

Online Photo Albums

Our Southern Fishing News Online Photo Albums contain all of the photos taken at covered events. Many of the **over 50 shared photo albums** are linked from stories and news on our website. We have **30,000+ photos** in the various albums.

Only a few of the photos taken at an event, or tournament, are actually used in an article. The few posted photos leaves scores of unpublished photos for the interested public to see. Those photos are posted on the Photo Albums pages.

A link to the related photo album is included in the content of posts which enables interested readers to go from the website story directly to the photos related to the post.

Public downloading of any of the photos is allowed.

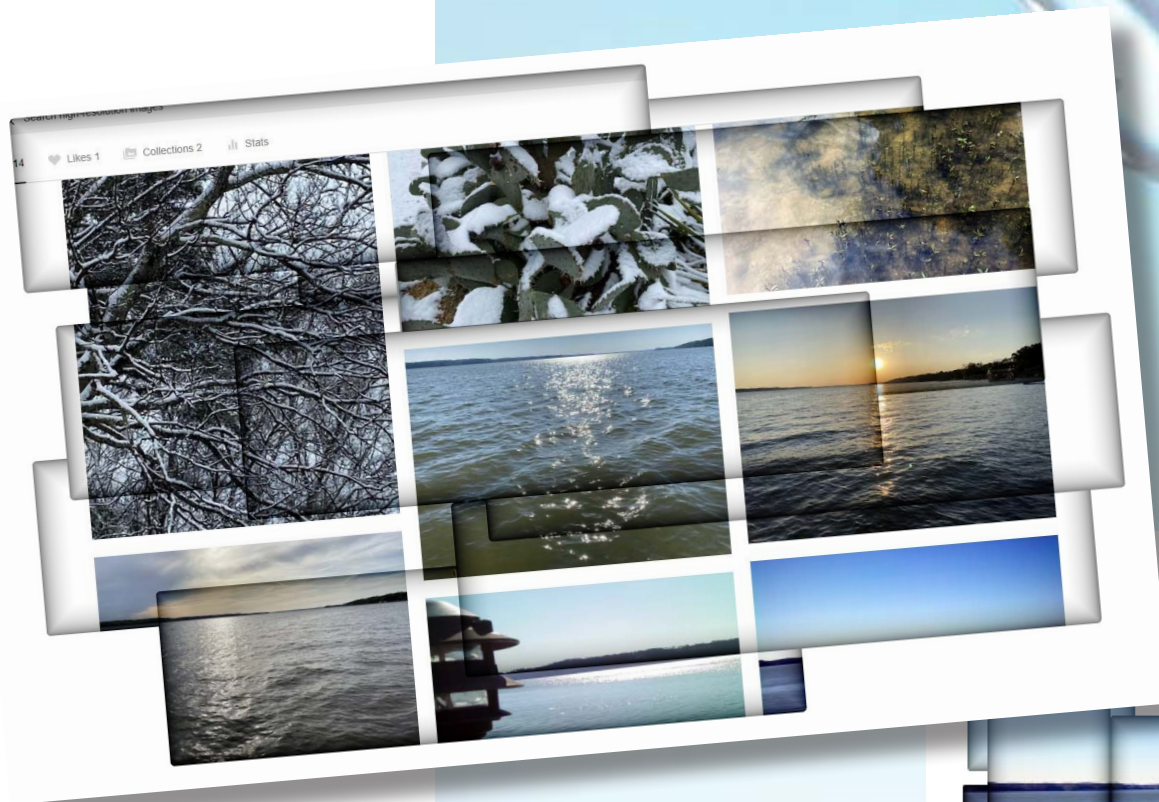


Unsplash

Unsplash is a unique site that offers free photos for anyone to download. The high resolution photos we place on this page are related to the outdoors and fishing.

Southern Fishing News outdoor photos on Unsplash has over **1,667,262** views.

The page generates additional exposure of the Southern Fishing News name and interest in our website and social pages.



X (Twitter)

Our X account is another social media tool used to publicize stories and fishing news posted on our website. The tweets we post are story previews with a linked URL to the material published on our website's News Page, or other appropriate page, on our site.

Our X page has generated **over 5,000** impressions in 2023.

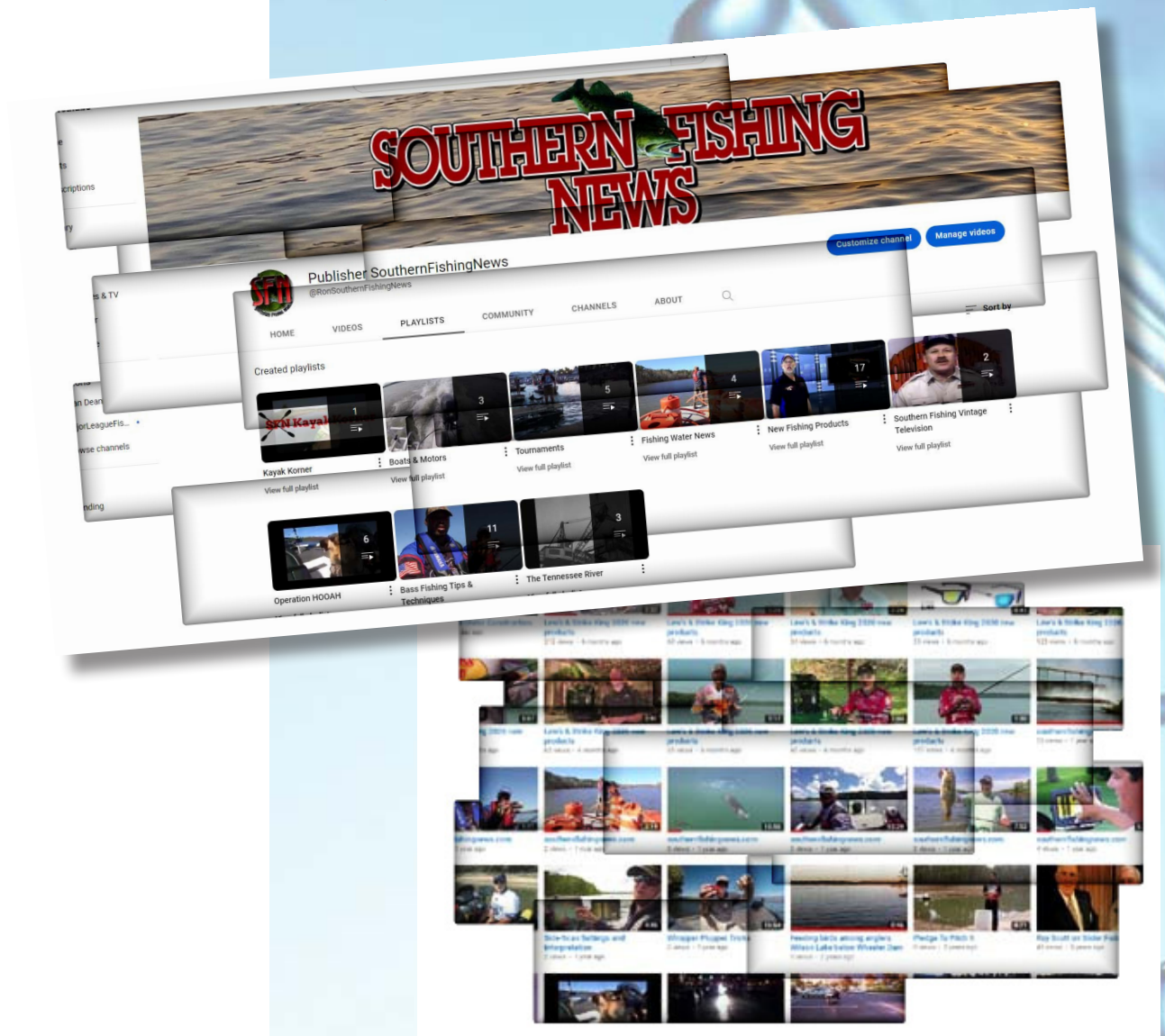
We have **over 2000 tweets** on our X page as of December 31, 2023.



YouTube

The Southern Fishing News YouTube Channel features sponsor's products and how-to videos, original videos and videos linked from articles posted on our website.

Our YouTube channel has had **25,447 views** on nine playlists and generated **192,211 impressions** as of December 31, 2023.



Printinterest

The Southern Fishing News Printinterest page features 529 Pin posts that appear on our website. The Pins include a headline, story intro, a feature photo, and a link that takes the reader directly to the post.

Many of our Pins are shared by other site members that have a fishing related page. Another way we are “flying the flag”.



MeWe

Our posts here are previews of posts made on our website, southern-fishingnews.com. A sponsor banner appears on this page as well. Our posts on MeWe contain links directly to our website and story photo.

SHING NEWS
November 2020

Slider Fishing

Teese WATERFRONT REAL ESTATE

Daiichi World's Sharpest Hooks

Bass Assassin Fishing Lures

AFD

Lew's

J

SOUTHERN FISHING NEWS

Posts Contacts Photos/Videos Groups Schedule

Tell your contacts what's happening

Southern Fishing News
1 day ago

Nominations open for the third annual C.A.S.T. for Kids B.A.S.S. Humanitarian Award BIRMINGHAM, Ala. — B.A.S.S. and the C.A.S.T. for Kids Foundation are accepting nominations for their annual humanitarian award recognizing the important work being done by many anglers to support fragile populations.
READ MORE - <https://wp.me/p6y5eW-4fp>

Post Presented By Southern Fishing News and sponsors:
[https://wp.me/p6y5eW-4fp](#)

Show More

STATUS

- Click to add
- Click to add
- Click to add
- Click to add
- Click to add

Favorite Group

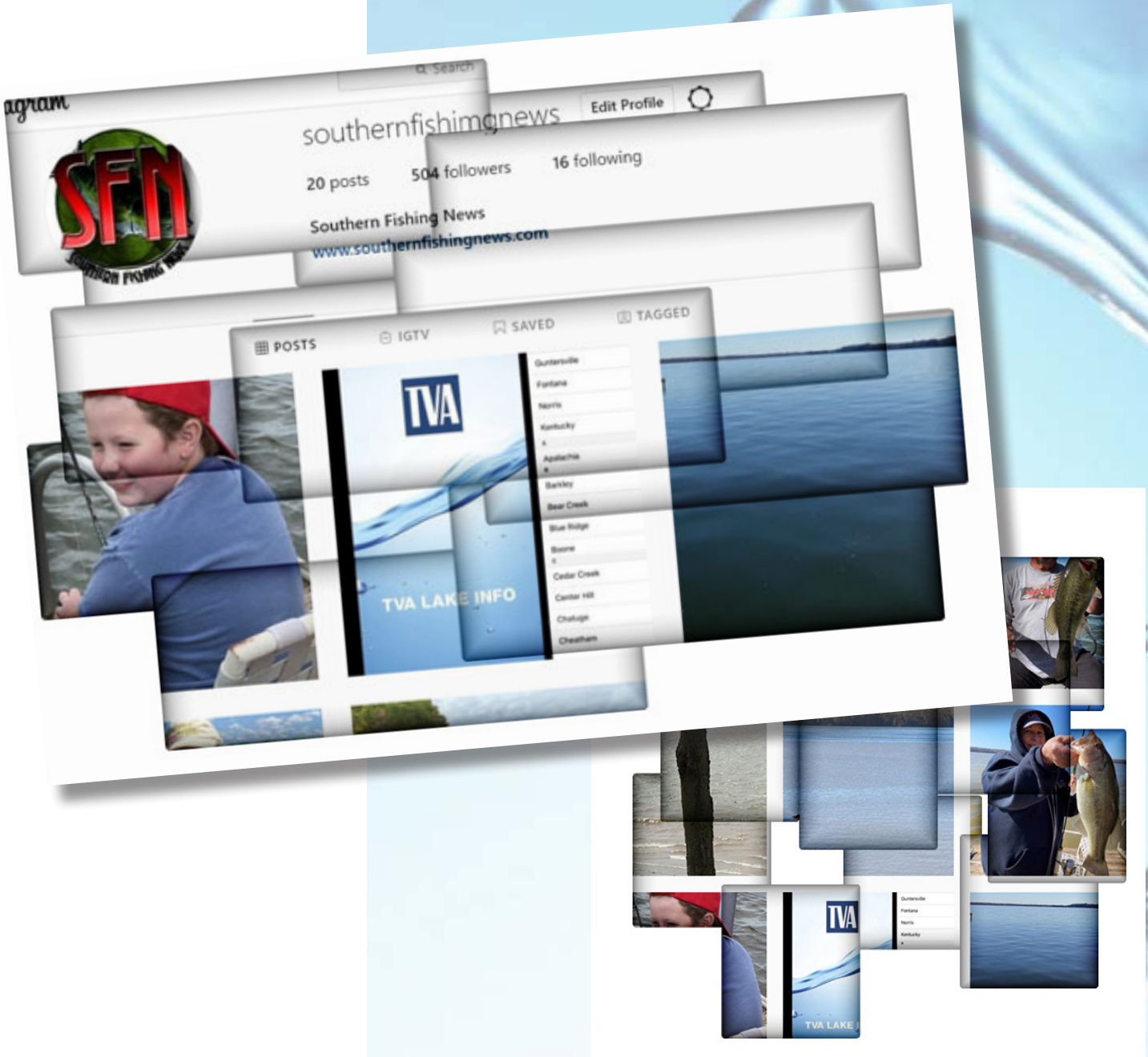
Select Favorite Group

SOUTHERN FISHING NEWS

Instagram

Our Instagram page features a wide variety of photos and videos and had **491 followers** and **6,108 views** 2023.

Look for on-the-water scenes, fishing and lake images. Viewers never know what is going to show-up on our Instagram page, or who.

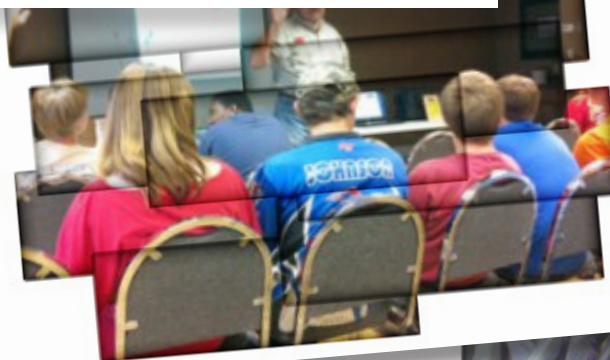
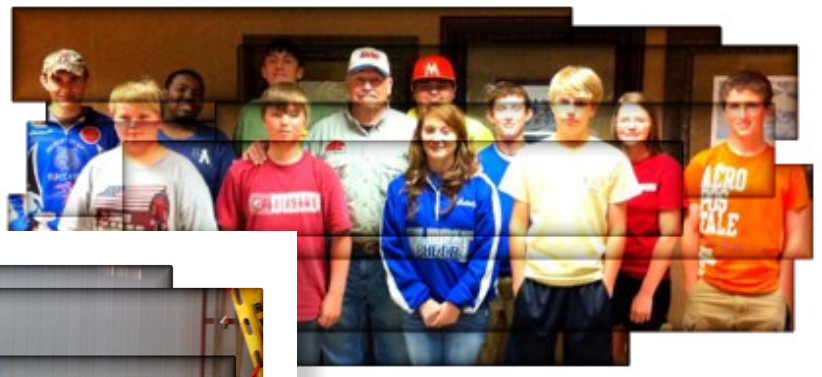
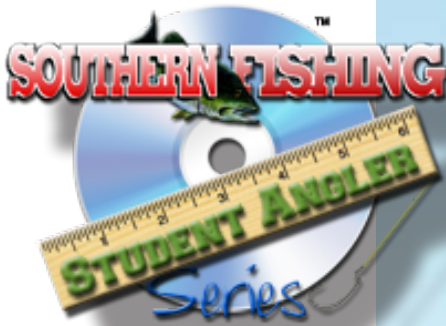


Student Angler Series

Our Southern Fishing News Student Angler Series is fishing classes presented free to high school bass clubs and other youth organizations. Sponsors logos are included in the supporting slide shows presented in the classes.

The classes are presented on different pages of our website. Please type "student" in the search line to see the listings of all these posts.

COVID-19 interrupted in-person presentations. So, Southern Fishing News now posts our Student Angler Series classes on our website for individuals and high school bass clubs to download and watch.



2024 Sponsorship Rates

PREMIUM SPONSORSHIP \$39.95/month (\$479.40 Annual) Just 1.31 Pennies A Day!

- Rate guaranteed forever with NO increase for continual renewal
- Linked Logo on ALL Southern Fishing News website pages
- Link on Southern Fishing News Website Links page
- Brand Name and Linked URL in sponsor list for social pages preview of Southern Fishing News web page posts
- Brand Logo included in Southern Fishing News applicable social page headers
- Rotating Display Ad posted on Southern Fishing News applicable social pages and Southern Fishing News website
- Sponsor display ad emailed to Southern Fishing News angler email list
- Brand logo displayed at bottom of Southern Fishing News official emails
- Initial sponsorship announcement on social pages and Southern Fishing News website
- Traffic-building emails to our bass angler database including sponsor's logos for story promotion
- Sponsor product/promotional videos posted on the Southern Fishing News YouTube channel as provided

STANDARD SPONSORSHIP \$24.95/month (\$299.40 Annual) Less Than One Penny A Day!

- Standard Sponsorship Rate guaranteed forever with NO increase for continual renewal
- Linked Logo on ALL Southern Fishing News website pages
- Link on Southern Fishing News Website Links page
- Brand Name and Linked URL included in sponsor list for social pages preview of Southern Fishing News web page posts.
- Initial sponsorship announcement
- Link on Southern Fishing News Website Links page

ECONOMY SPONSORSHIP \$14.95/month (\$179.40 Annual) Less Than One-half Penny A Day!

- Economy Sponsorship Rate guaranteed forever with NO increase for continual renewal
- Link on Southern Fishing News website Links page
- Brand Name and Linked URL included in sponsor list for social pages preview of Southern Fishing News web page posts.
- Initial sponsorship announcement on social pages and on Southern Fishing News website

LINKS PAGE LISTING ONLY \$9.95/month (\$119.40 Annual) Less Than One-Third Penny A Day!

- Company name listed
- Hyperlink to your website
- Company/product description
- Logo displayed



Custom Newsletters

Southern Fishing News publishes custom, digital publications. Our newsletters are backed-up with decades of experience in design, layout and production of all types of publications, print and digital.

Businesses have found newsletters to be a productive, economical marketing tool.

Newsletters are flexible and may be targeted to customers, employees, suppliers, investors or a combination of any of these audiences.

Advantages of a digital publication includes full color without any additional plate costs compared to full color print, save on postage by emailing copies, in-house printing of hard copies if desired, odd number of pages available, quick content changes and may be distributed on CDs as handouts at trade shows.

Newsletters may be posted to website as well.

All newsletters produced are custom and designed specifically for each client and may consist of any number of pages.

Every publication is designed and formatted, nameplate designed, approval edits by client, copy editing, content coordi-

nation with client and delivered to client as a digital PDF file. These services are included in the issue publication fee.

For more information email us at: publisher@southernfishingnews.com.



Local pro hits paydirt in EverStart tourney on Okeechobee

By FLW Outdoors Staff

Wayne Clifton, Goose Creek, 8 more than \$50,000 cash and a Yamaha-powered King of the EverStart Series Lake Okeechobee tourney January 12, 2002.



SliderLines

Finesse Fishing Begins Here

VOLUME 4, ISSUE 3, 2016



Charlie Brewer, Jr.

Gary Mason and I fished Kentucky Lake in June for some shell crackers (red ear). Fish were in 4 to 5 feet of water. The photo shows the results. We used 4 lb. line, a double life Slider ball head and a #4 live wire hook.

All we had to do was cast out, let the lug drop a foot or two and crank back to the boat.

We loaded 25 in one hour. Gary said one he caught might have been the biggest he ever caught... best day ever for big shell crackers!



Serious Swimbaits

Swimbaits were once a guarded secret of the pros. Not any more and Slider Lines has a few winners in this lure category.

Our 14" Shad, the 6" Shad and the 1" Double Action Grub. The Double Action "Grub" is actually a small swimbait.

Big these lures on Slider heads or our jig heads. Choose the size weight according to the retrieve technique you are going to use.

Some last anglers turn their nose up at swimbaits that small (1/4 and 1/2 inches). However, Chris Zaldain won the 2015 Toyota Bassmaster Angler of the Year with fishing a 1" swimbait on a 1/4 ounce light-head Slider finesse fishing tactic.

Zaldain won the 2015 Toyota Bassmaster Angler of the Year fishing a 1" swimbait...

These swimbaits are effective in areas where there is a lot of fishing pressure on 15# fish, cold water and when a high pressure weather system has settled.

In. Big balls just won't get it done under these conditions.

Clear water is best for these lures since bass use sight to



home in or them. You use the lure you want but, 1 lb. microfilament works just fine in open water. Some tournament pros use head with a long leader of fluorocarbon.

Some pros say to fish a swimbait slow and steady with no twitching, shaking or dead falls.

The late Dennis Foote spent a few minutes before launching his boat putting a little Super Glue on the head of the plastic to keep the lure from sliding down on the hook.

Visit <http://sliderfishing.com> to see all the available colors for these swimbaits as well as Slider heads and jig heads.





Join Our Team
of Quality Sponsors

Contact us at
publisher@southernfishingnews.com
and we'll get started!



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