

Advertise on

# MidCurrent®

Fly Fishing's Most Popular  
Media Channel

Ad Positions 2013

## Reach More Fly Fishers in 2013

- 7 Million-Plus Yearly Page Views - Highest Reach of All Fly Fishing Media
- Loyal Visitors, Most Respected Brand
- Influence Purchase Decisions
- Create Brand and Product Awareness

### MidCurrent Is Fly Fishing's Largest, Most-Measurable Media Channel

Before setting your media budget for 2013, ask yourself these questions:

- Are my ad dollars **totally trackable**?
- Can I start and stop my ad spending according to **changes in strategy, sales, and cash flow**?
- Is the media where I am placing my ad dollars **growing in audience, or shrinking**?
- Am I reaching customers across all channels - **Social Media, the Web, Email and Mobile**?

### Total Control Over Your Advertising Dollars

Start or stop your ad campaign in 24 hours. Change creative. Tweak your message. Watch performance on our secure ad-serving system.

- Campaign **Click-Thrus**
- **Geographic** and **Uniques** Filters
- Comparative Ad **Creative Performance** Measurement
- **Mix-and-Match** Campaigns: Email, Text, Display, Sponsorships & Social Media
- Create a **Custom Campaign**

### Lowest Cost + Highest Market Reach = Smart Advertising

Contact Glenn Pittard, Marketing Director, at 239.246.1376 (cell)  
or Marshall Cutchin, Publisher, at 970.232.9541 (cell: 970.481.4009) about MidCurrent Advertising

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## What Our Advertisers Say

“ Our page visits are great. People from MidCurrent are really exploring our site. ”

“ The bounce rate from MidCurrent traffic is 30% less than average. People are happy to be here. ”

“ More than half the traffic from MidCurrent has never seen our products before. ”

## Join These Top Brands Who Advertise on MidCurrent

Simms  
Redington  
Patagonia  
Trout Unlimited  
Abel Reels  
Monic Fly Lines  
Yellowstone Angler  
Jackson County Tourism

Hardy USA  
Sage  
G. Loomis  
RIO Fly Lines  
Howler Brothers  
Scott Fly Rods  
TrueFlies  
Creek Company

Morgan Stanley Smith Barney  
Orvis  
Tibor Reels  
St. Croix Rods  
El Pescador Lodge  
Outcast Sporting Gear  
Tenkara USA  
Sweetwater Travel

Call Glenn Pittard Today at

**239.246.1376**

**Glenn.Pittard@midcurrent.com**

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