



2016 MEDIA KIT

TELEVISION ♦ DIGITAL PRODUCTION
LIVE EVENTS ♦ ADVERTISING

5717 Northwest Parkway, Suite 104 - San Antonio, Texas 78249 - 210.697.8081
www.carecotv.com

ABOUT Us



CarecoTV has a long history of developing highly effective, industry-specific marketing programs for a diverse collection of clients ranging from small start ups to industry leaders. This history has cemented CarecoTV's reputation as an industry leader in providing our clients with a wider range of support.

CarecoTV offers support to our clients ranging from, but not limited to, advertising support on over a dozen television networks nationally and internationally, on-site support at live sporting events, product launches, television production, video support, website and digital deliverables, social media and much more.



MARKETING



CarecoTV has a deep understanding of the outdoors which enables us to help our clients promote their product effectively.

We do this with product videos, photo shoots, print projects, digital graphics, and the ability to light and capture our clients' products to create lifestyle examples of the product in use.



EXPANDED MARKETING ROLES:

- Product Videos for Trade Shows and Dealers
- Television Commercials
- Exclusive Social Media Videos
- Management of YouTube/Vimeo Channels
- Product Demos/Pro Tips while using Products
- Promotional Videos and Graphics
- Ads for Social Media
- Customized Website Ads and Banners
- Exclusive Social Media Graphics
- Print Ads for Magazines
- Banner and Flyer Designs
- Still Photo Shoots

OUR PROPERTIES



CarecoTV produces and supports numerous properties such as:

- Americana Outdoors[®] presented by Garmin[™]
- Yamaha's Whitetail Diaries[™]
- Cabela's Deer Gear TV[™]
- Cabela's Fisherman's Handbook[™]
- Fishing & Hunting Texas[®]
- Cabela's Collegiate Bass Fishing Series[™]
- Cabela's National Walleye Tour[™]
- IFA Redfish Tour[™] presented by Cabela's
- Texas Team Trail[™] presented by Cabela's
- AND MANY OTHERS!

CarecoTV can provide clients with advertising opportunities on all of the above programs, as well as other programs, using a variety of delivery platforms including:

- Commercial airings on a combination of networks
- In-show promotional exposure of products and services
- Product endorsement
- Social media marketing on platforms such as YouTube, Facebook, Instagram, and Twitter
- Exposure on numerous websites
- On-site event exposure at national and regional level events
- Live Streaming Services



PRODUCTION CLIENTS

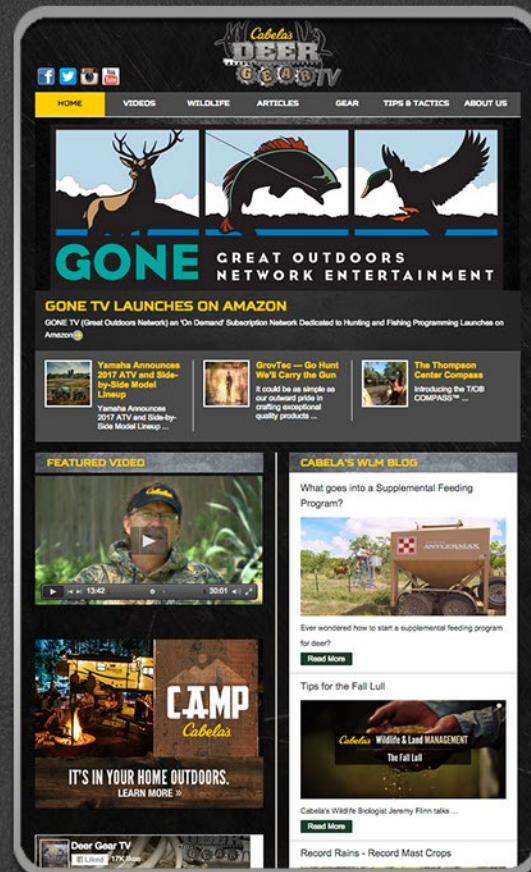


CarecoTV has provided production support to numerous television programs. A small sample of our clients is listed below:

- Hobie Outdoor Adventures
- Scott Martin Challenge
- Majesty Outdoors
- Federation Angler TV
- Downunder Horsemanship
- 50 Plus Prime
- Toyota Texas Bass Classic

Let CarecoTV's skilled producers and camera teams help you with all your in-field video production needs for your event or television program.

CarecoTV also provides a mix of services in our studio, such as post-production services that include editing, graphics, animation, website design, closed captioning, duplication, social media support, consulting, and video gear rentals.



AMERICANA OUTDOORS

Presented By
GARMIN



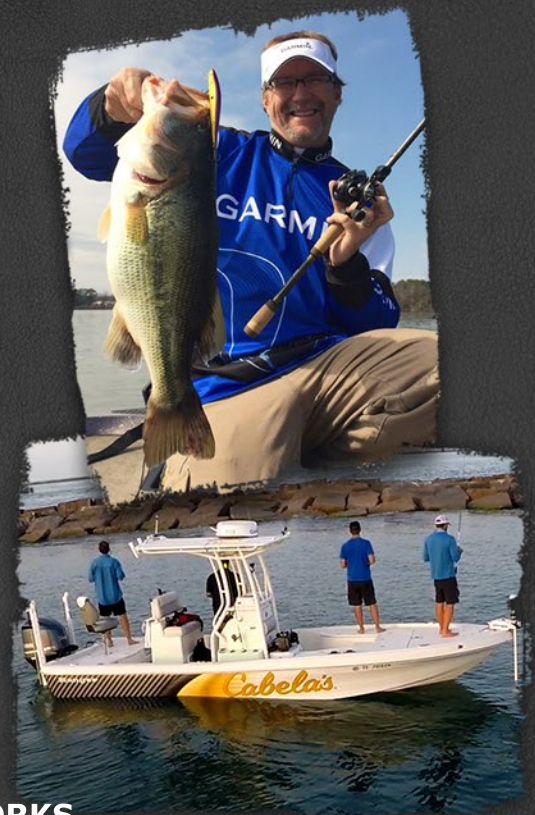
Americana Outdoors® is one of the longest running television programs on air. Available 52 weeks a year on numerous television networks, nationally and internationally, this program continues to be one of the most diverse and most watched on television today.

Featuring a large range of content, Americana Outdoors® showcases a variety of top destinations, conservation messages, the latest in products, and some of the nation's top anglers and hunters, while providing the viewing audience with both entertainment and education in every episode.

Every season, viewers have become accustomed to seeing coverage of exciting whitetail hunts, bugling elk, gobbling turkeys and wing shooting. Also viewers experience top level fishing events nationwide as well as being treated to fishing action featuring bass, redfish, walleye, tuna and more, all of which make up Americana Outdoors® presented by Garmin.

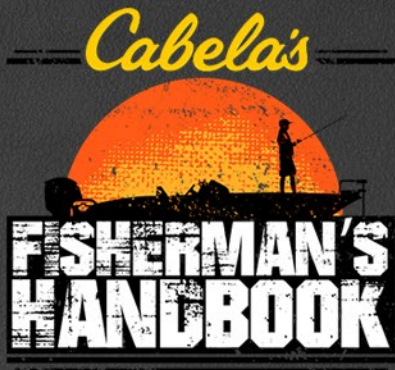
Americana Outdoors® offers a wide range of ways to provide content:

- Nationally televised on eleven networks
- Dedicated website covering fishing, hunting and other outdoor recreational activities
- Bi-Monthly e-Magazine highlighting outdoor industry news
- Social Media such as Facebook, Instagram, and Twitter
- 24/7 access on Digital Platforms such as Outdoor Action TV on Roku and GONE TV on Amazon
- Nationally-recognized pro staff as on-air talent



AIRS 1,250+ TIMES A YEAR ON THESE NETWORKS





Wade Middleton presents Cabela's Fisherman's Handbook™ and continues the tradition of showcasing top destinations while featuring educational fishing tips provided by touring pros, guides, and industry representatives. Nationally televised, this half-hour program delivers one of the largest audiences of any fishing program on the air today.

Each episode has Wade Middleton at various destinations fishing with the top pros in the industry, which results in action that educates and entertains. Promotional partners receive the greatest value possible as a result of their products and services reaching such a large number of viewers.



AIRS 370+ TIMES A YEAR ON THESE NETWORKS





Collegiate bass fishing is one of the fastest growing segments of fishing and outdoor recreation in the country, and the Association of Collegiate Anglers is leading the charge.

The Cabela's Collegiate Bass Fishing Series features several events including the oldest major college fishing event in the nation - The BoatUS Collegiate Bass Fishing Championship presented by Cabela's. This National Championship celebrated its 10th anniversary in 2015. In addition to the Championship, the Series also features three other major televised events including the Cabela's Collegiate Big Bass Bash presented by Berkley, the Collegiate Bass Fishing Open, and the Texas Big Fish Challenge.

The Cabela's Collegiate Bass Fishing Series is dedicated to providing collegiate bass fishing events nationwide. Started in 2005 the Series operates several major college fishing tournaments annually, manages the Cabela's School of the Year race, oversees the Association of Collegiate Anglers discount and contingency programs as well as assists colleges nationwide in the organization and operation of collegiate fishing programs.

The Association of Collegiate Anglers and the Cabela's Collegiate Bass Fishing Series provides a wide range of assets to help reach and grow college fishing while also supporting the sponsors and partners of the events. There is a dedicated television series seen annually on numerous networks. In addition, there is a website that provides a large portal for college anglers and fishing fans alike to keep up with collegiate fishing.

Additionally, on-site activation at the major televised events, including live streaming, as well as social media support, ensures this property has ample deliverables to provide the greatest possible exposure.

Auburn University
2016 Champions



AIRS 230+ TIMES A YEAR ON THESE NETWORKS

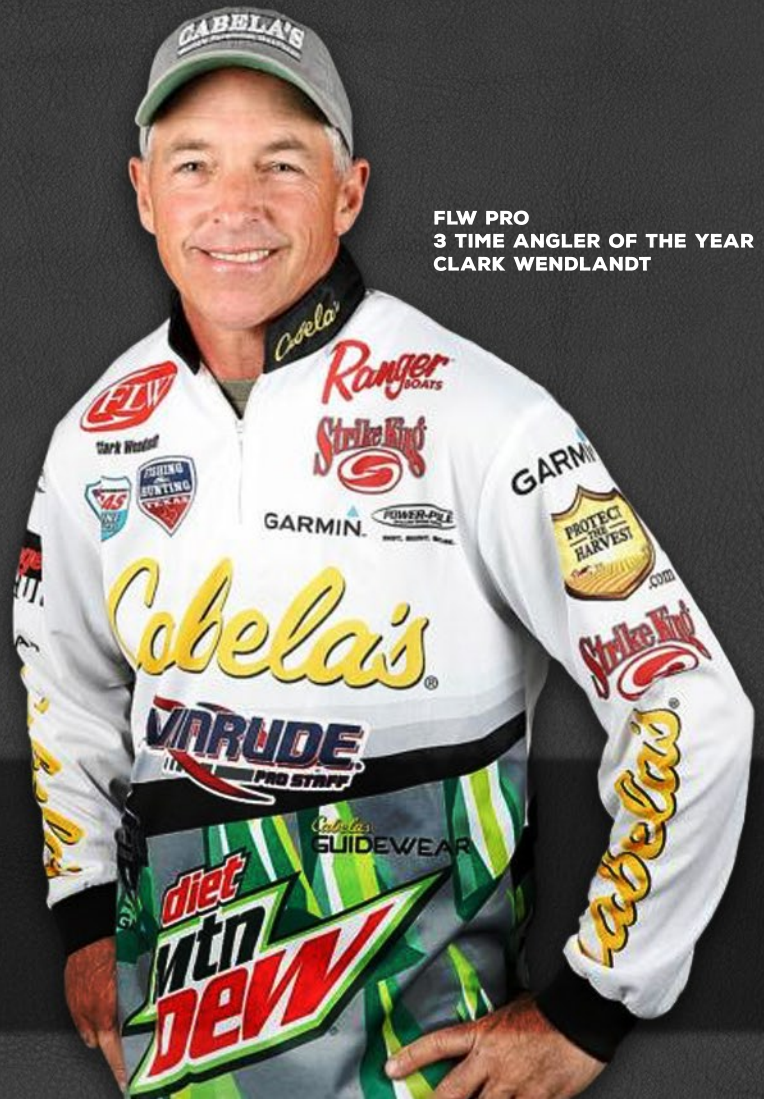




Fishing & Hunting Texas®, one of the oldest names in outdoors television, is back and better than ever.

Now, hosted by Clark Wendlandt, one of Texas' best known pro anglers and outdoorsmen, this program provides fascinating coverage on a variety of fishing and hunting trips across The Lone Star State.

Each week, you'll see Clark around Texas sharing insight on destinations, tactics, products and more from the field and on the water.



FLW PRO
3 TIME ANGLER OF THE YEAR
CLARK WENDLANDT

AIRS 140+ TIMES A YEAR ON THESE NETWORKS





WHITETAIL DIARIES



Yamaha's Whitetail Diaries™ brings viewers the best whitetail deer hunting stories from across the nation. Long noted as one of the highest-rated and most-watched deer hunting programs on air today, Yamaha's Whitetail Diaries™ highlights stories of North America's most sought-after game animal: The Whitetail Deer.

Every episode of the series incorporates product features, storytelling, insight about tactics, and conservation messages. Hosted by Wade Middleton this program is seen on a weekly basis regionally, nationally and internationally on as many as eleven networks.

Yamaha's Whitetail Diaries™ now entering its 9th season offers advertisers a wide range of ways to deliver their message to include numerous digital platforms as well as various social media assets all year long.



**AIRS 850+ TIMES A YEAR
ON THESE NETWORKS**

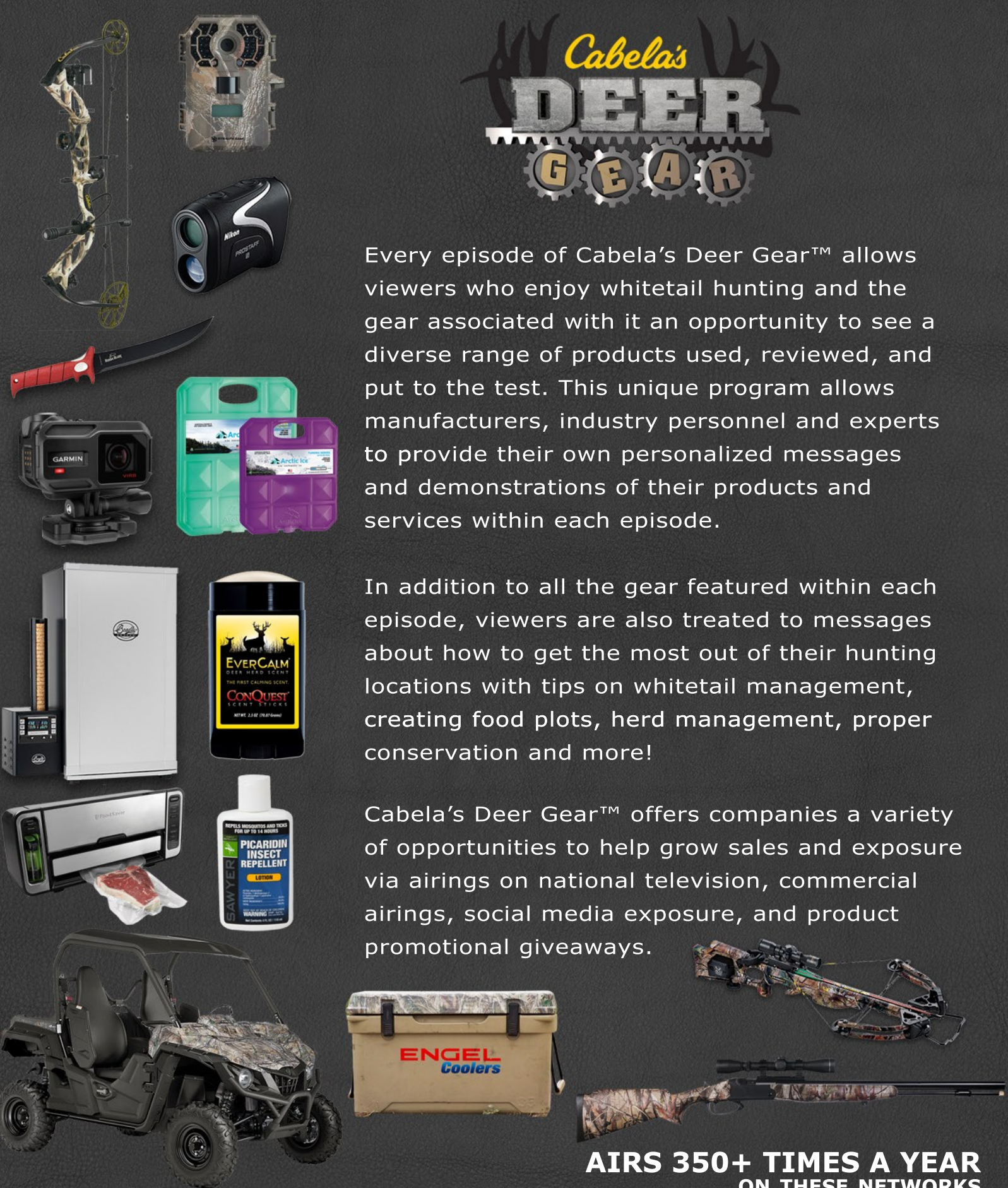


Cabela's DEER GEAR

Every episode of Cabela's Deer Gear™ allows viewers who enjoy whitetail hunting and the gear associated with it an opportunity to see a diverse range of products used, reviewed, and put to the test. This unique program allows manufacturers, industry personnel and experts to provide their own personalized messages and demonstrations of their products and services within each episode.

In addition to all the gear featured within each episode, viewers are also treated to messages about how to get the most out of their hunting locations with tips on whitetail management, creating food plots, herd management, proper conservation and more!

Cabela's Deer Gear™ offers companies a variety of opportunities to help grow sales and exposure via airings on national television, commercial airings, social media exposure, and product promotional giveaways.



**AIRS 350+ TIMES A YEAR
ON THESE NETWORKS**



DIGITAL ASSETS



The launch of Outdoor Action TV - a new dedicated hunting and fishing channel available via Roku - gives passionate outdoor enthusiasts a variety of recent programming at their fingertips, direct to their television, 24/7 and also available online at www.outdooractiontv.com.

This channel was built for the avid outdoorsmen and women who crave adventures, stories, tips, and tricks from the field and on the water! As the channel expands, new series and more content will be added continuously, making this the go to place for outdoor viewers to find desired content on demand.

- Hundreds of hours of outdoor programming available on demand 24/7
- TV series and webisodes all about the outdoors
- New shows and programming added each week
- Available to 13+ million households and growing
- Broadcast opportunities include airing your programming, with commercial content



NOW ON
Roku



watch on
amazon

The GONE TV network is the leading 'on demand' television network for people that love shows about hunting, fishing and the great outdoors! GONE TV is currently live as an 'add on' subscription service on Amazon Prime and will soon launch the GONE TV app a direct-to-consumer experience that will provide an 'on demand' network available anytime, anywhere on all mobile devices, computers and smart TVs.

The GONE TV network shows will also be available via AOL, Sony and other domestic and international distribution platforms. GONE TV is a partnership between Careco TV the leading outdoors TV production company, and TV4 Entertainment the leader in the creation of genre specific broadband TV networks.

WEBSITES & SOCIAL MEDIA



WEBSITES:

CarecoTV.com
AmericanaOutdoors.com
CollegiateBassChampionship.com
FishingandHuntingTexas.com
NationalWalleyeTour.com
TexasTeamTrail.com
IFATours.com
WhitetailDiaries.com
DeerGearTV.com
OutdoorActionTV.com

INSTAGRAM:

@Americana_Outdoors
@CollegiateBass
@Deer_Gear_TV
@FishingHuntingTexas
@FishermansHandbook
@Whitetail_Diaries
@Gonetvnet

TWITTER:

@Live_Americana
@CollegiateBass
@DeerGearTV
@FishHandbook
@TX_Fish_Hunt
@OutdoorActionTV
@Gonetvnet

FACEBOOK:

Facebook.com/AmericanaOutdoors
Facebook.com/FishermansHandbook
Facebook.com/CollegiateBassChampionship
Facebook.com/FishingHuntingTexas
Facebook.com/NationalWalleyeTour
Facebook.com/TexasTeamTrail
Facebook.com/IFARedfishTour
Facebook.com/WhitetailDiaries
Facebook.com/DeerGearTV
Facebook.com/OutdoorActionTV
Facebook.com/GONETV

YOUTUBE:

YouTube.com/CarecoTV
YouTube.com/AmericanaOutdoors1
YouTube.com/FishermansHandbook
YouTube.com/CollegeBassFishing
YouTube.com/FishingHuntingTexas
YouTube.com/NationalWalleyeTour
YouTube.com/TexasTeamTrail
YouTube.com/IFATours
YouTube.com/WhitetailDiaries
YouTube.com/DeerGearTV

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