



"Minnesota's Hardest Working Fishing Guide"

PO Box 627, Deer River, MN 56636 visit www.jeffsundin.com call or fax 218-246-2375

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Ongoing Promotional Activities - Timeline for April 1, 2013 thru March 31, 2014

Every Day – Website Updates - Morning Fishing Reports. Professionally written, original content for the internet provided in the form of daily fishing reports. Updated daily, typically before 8:00 AM . Follow Link >> http://www.jeffsundin.com/Minnesota_Fishing_Reports_and_Outdoor_Links.htm

Overall, website traffic generated over 28 Million image Hits and 839,865 pageviews during the most recent 12 month period: April 1, 2013 thru March 31, 2014. Website Statistics Summary Document Provided – Follow Link >> <http://www.jeffsundin.com/promo-images/webstats-summary-annual-current.pdf>

Facebook “Fishing Reports Minnesota” Page compliments the website by providing an outlet for daily updates that help drive traffic toward selected items from daily reports. Daily posts drive additional traffic to various internet locations. Follow Link >> <https://www.facebook.com/pages/Fishing-Reports-Minnesota/233379126750403>

Every Thursday - KAXE/KBXE Radio, Grand Rapids, Bemidji and Brainerd, MN - “The Early Bird Fishing Guide Segment airs at 6:20 AM to 6:35 AM – Follow Links >>

KAXE/KBXE Website Promo Page: <http://www.kaxe.org/programs/early-bird-fishing.aspx>
KAXE/KBXE Archived Programs: <http://www.kaxe.org/archives.aspx>

Every Day – Facebook Personal Page: Jeff Sundin Personal Friends Page: “Just to stay connected”. Follow Link >> <https://www.facebook.com/jeff.sundin.5>

Open Water Season: Every Day – Guided Fishing Trips: Average Trips Per Summer = 145 Full Day Trips. Follow Link >> <http://www.jeffsundin.com>

Winter Fishing Season – Reserved for promotional fishing, photo shoots, product video and television.

Midwest Outdoors Television: Late Ice Walleye with Jon Thelen & Jeff Sundin Follow Link >> <http://www.midwestoutdoors.com/tv/?showID=1156>

Fish Ed. Internet Television

Appearances as “Guest Host” on Fish Ed. “Internet Television” version have already been produced and have aired throughout the past 1-1/2 years. For sample programs, follow link >> <https://www.youtube.com/watch?v=Q79hnMQuzs8>

**** New for 2014 Fish Ed. Television Lindy Fishing Tackle** - Guest appearances with host Jon Thelen on television program. Television programs will appear on Fox Sports North beginning in October 2014. Sample videos released as they become available.

Product demonstration “How To” videos featuring a variety of products and fishing situations. Example >> How To Fish A Lindy Jig <https://www.youtube.com/watch?v=xA3qKVd5FB4>

Follow links to additional product demo videos >> <http://www.jeffsundin.com/fishing-articles-fish-reports-portal.html#FishingArticleSection> or <http://www.jeffsundin.com/sundin-promo-images.html>

Special Events/Highlights for 2013/2014

Seminars

Dakota Angler Ice Institute, Soux Falls SD December 2013
Cabelas Store – Rogers Store location, April 2014.
Nashwauk Home and Sport Show, Nashwauk, MN, April 2014

Sport and Travel Shows

St. Paul Ice Fishing Show – River Center, St. Paul, MN (3 days)
Northwest Sportshow – Minneapolis Convention Center (5 days)
Ray's Sport and Marine Boat Show – Grand Rapids Civic Center (3 days)

Television Appearances

Midwest Outdoors w/ Jon Thelen Mid Winter bluegills
Midwest Outdoors w/ Jon Thelen – Late Winter Walleyes lake of the Woods
Midwest Outdoors w/ Jon Thelen – Lindy Fishing Tackle (Air Date TBA) Summer Show

Videos – Ongoing production of “How To” and product demo videos. Follow link to sample videos:

<http://www.jeffsundin.com/sundin-promo-images.html>

Fishing Articles – In 2013/2014, print appearances included In-Fisherman, Midwest Outdoors, North American Fisherman, Minnesota Sportsman and a variety of internet venues. Several have scheduled additional articles to be run during late fall/early winter 2014. I will advise of copy dates during next report.

Authors included Matt Straw, Dan Johnson, Jeff Samsel, David Brown and Mike Pehanic.

Freshwater Fishing Hall Of Fame – Nominated on July 1, 2013 as a candidate for induction into the Freshwater Fishing hall of Fame, Hayward Wisconsin. Nomination is valid for up to 5 years and is currently under consideration.

Print Advertising – Follow links to copies of ongoing print advertising artwork.

<http://www.jeffsundin.com/promo-images/ebf-print-ad-30211.pdf>

<http://www.jeffsundin.com/promo-images/ebf-print-ad-030113.pdf>

Worth Mentioning:

- **Experienced developer of custom creative content for customer websites**
- **Accomplished photographer**
- **Accomplished Web Developer**
- **And .. All Around Good Guy**

If you need additional information or expanded information about any of these activities, please let me know and it will be provided ASAP.

Thank you very much for your continued support, I look forward to a long and happy relationship!



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