



Hiking with Shawn, LLC Advertisement & Sponsored Content Information Guide

Howdy,

Thank you for your interest in advertising, getting items reviewed, and/or sponsored content on Hiking with Shawn. We offer these opportunities on several of our enterprise products including:

- Our main website and blog – www.hikingwithshawn.com
- YouTube videos – www.youtube.com/c/hikingwithshawn
- Facebook content – www.facebook.com/hikingwithshawn
- Instagram content – www.instagram.com/hikingwithshawn
- Twitter content – www.twitter.com/hikingwithshawn
- TikTok content – www.tiktok.com/@hikingwithshawn
- Hiking with Shawn podcasting – www.hws.fm
- Hiking with Shawn guide service – www.hikingwithshawn.tours

We offer a wide range of availabilities in terms of advertising types on the properties above including:

- Text-based advertisements/Sponsored content (such as ads, sponsored blog posts, etc.)
- Visual-based advertisements/Sponsored content (such as banner ads, video ads, video sponsored by, video reviews, etc.)
- Social-based advertisement/Sponsored content (such as social media features where applicable on our social media properties)
- Audio-based advertisements/Sponsored content (such as commercials on our podcasts, etc.)

Advertising and Sponsored Content Terms

To be ethical in terms of business and moral to our audience, we have set the following terms and conditions for all parties wishing to purchase advertising/sponsored content from Hiking with Shawn:

1. All sponsored content will be labeled as sponsored content with no exceptions to this rule. Hiding the fact that sponsored content is sponsored is completely unethical and against most search engine standards of practice.
2. Misinformation, non-factual material, conspiracy, political, religious, and socially controversial content will not be advertised on Hiking with Shawn.
3. Payments will be made before sponsored content is applied using PayPal.com only. No rain checks will be made. All sales are final with no refunding available. USD only.
4. Advertisers may gain access to our analytics if they so wish to see the data.

Product Review Terms

If a product is sent to us for free with the expectation of a review, we will disclose that the product was sent to us for a review and give an honest review. If an affiliate link is provided, we will indicate that the link is an affiliate link and what we will receive for clicking on it. We will also provide an alternative link to the product that is not an affiliate link. This is standard to Google's procedures for algorithms updates. Please note that we will not work around these practices. We also do not pay first and be reimbursed later type of product reviews. You must send us the product to be reviewed at your expense. Sending us a product without our knowledge will not always result in a review, please consider asking before you send. Note that reviews will be completely honest. We don't practice "positive condition only" reviews through this brand or reviews that only talk about positive elements and leave out malfunctions and negative review items.

Acceptable Products to be Reviewed

We will accept the following products for reviewal:

- Hiking/camping/outdoor gear and products
- Hiking apparel/cycling apparel products
- Outdoor-related apps/software products
- Hydration/Food products geared for the outdoors
- Other related appropriate products will be considered

We will not accept the following products for reviewal:

- Hunting/fishing items (we don't so this on the brand)
- Alcoholic/Drug/Vitamin/CBD products
- Legal/Medical advice products
- Anything political or religious themed

- Non-outdoor related items

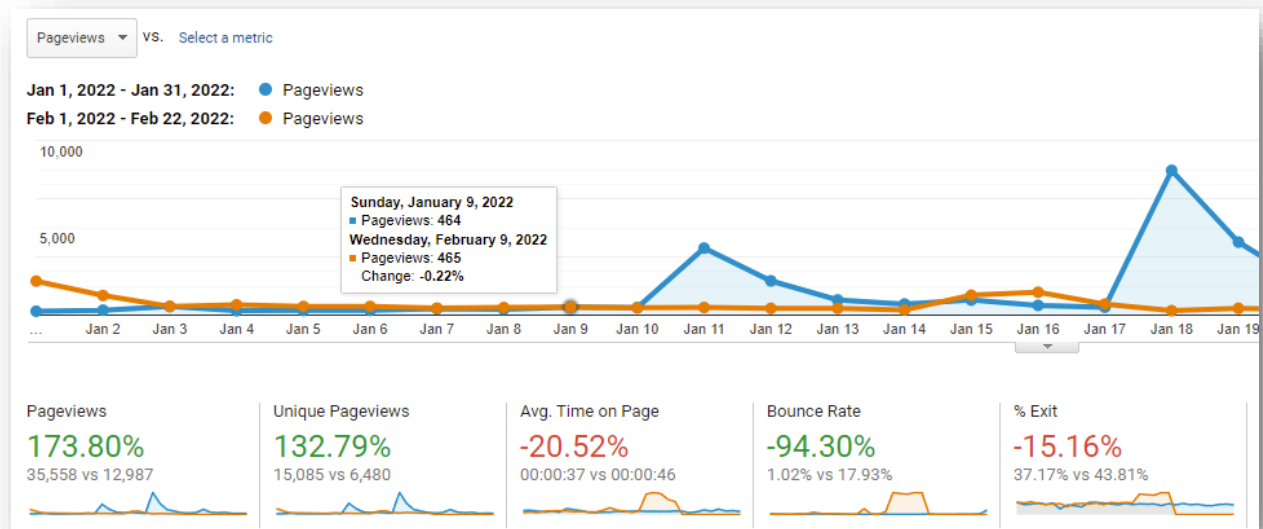
Public Land Advertising Policy

Please understand that in order to advertise or monetize products on Public Land (National Forest, State Land, Refuges, etc.), special-use permits are required by public land management agencies. These permits are expensive and may require liability insurance. If you must get reviews on public lands, you must cover the permit costs. However, Hiking with Shawn owns wooded property and therefore can conduct the reviews on private property where permits are not required therefore there will be no additional cost. We will not mislead an audience into thinking we're in the forest when we're actually on our private property.

We do not monetize videos where filming has been conducted on National Forest, National Refuge, or State-managed public lands.

Recent Analytics

Here is a screenshot of our recent analytics concerning the next section which is our current rates as of 2022.



Rates of Advertising/Sponsored Content/Products Reviews

The following rates apply to commercial content on Hiking with Shawn products:

- Sponsored blog posts written by YOU will cost \$75.00/ea.

- Sponsored blog posts written by US will cost \$100.00/ea.
- Banner advertisements on blog will cost \$50/mo.
- Social media/YouTube ad content will cost \$50/ea. If YOU create it.
- Social media/YouTube ad content will cost \$75/ea. If WE create it.
- Podcasting commercials (before show starts) are \$50/each show.
- Podcasting commercials (middle of show) are \$25/each show.
- Product reviews are free if product is provided for free and accepted for review.
Products reviews may occur on:
 - YouTube videos
 - Social media posts
 - Blog posts

** Bulk ordered discounts may be applied in some circumstances. Example, if you wish to advertise a banner for 12-months, we will likely give you a percentage discount.

Contact us for advertising

For interests in advertising, product reviews, or sponsored content on our website, please email us at shawn@hikingwithshawn.com for more information.

**Requests to disregard our terms on disclosing sponsorship will be rejected.