



**THE GUIDE TO GET
FOR THOSE WHO
GET OUTSIDE.**

AO **Arkansas
Outside.com**



GET THE GUIDED TOUR



**Connecting the most dedicated
outdoor enthusiasts in Arkansas.**

We don't just cover the outdoors. We live it.

In 2011, ArkansasOutside.com was born out of a simple reality: Arkansas needed a voice for its outdoor community. Founded by experienced marketing manager Joe Jacobs and adventure athlete Lisa Mullis, we built this platform on dirt, sweat, and genuine passion.

We aren't a generic travel brochure. We work closely with race directors, event organizers, and retailers because we are out there with them—riding the trails, running the races, and paddling the rivers.

Arkansas Outside is the go-to resource for locals who know where to go, and the trusted guide for visitors who want to experience the Natural State like a local.

Engaging Arkansas' Outdoor Community

Arkansas Outside connects with a dedicated audience of over 55,000+ outdoor enthusiasts across the most relevant digital channels. We don't just broadcast; we foster a community of people who "get it."

TOTAL MONTHLY REACH: ~55,000+Platform Followers / Subscribers

Who They Are

Facebook 32,000+	The Core Community.	Highly engaged locals sharing events, trail conditions, and photos.
Instagram 12,500+	The Visual Adventurers.	Younger, travel-ready users looking for inspiration and "Instagrammable" spots.
Twitter (X) 8,000+	The Real-Time Network.	Race updates, news, and quick interactions.
Threads 3,700+	The Early Adopters.	Tech-savvy users engaging in the newest conversation space.
LinkedIn 2,700+	The Professionals.	Industry leaders, tourism boards, and business owners.
Newsletter 1,600+	The Loyalists.	High-intent readers who want our curated picks in their inbox.
YouTube 200+	The Video Stars	Growing channel for video features and race recaps.

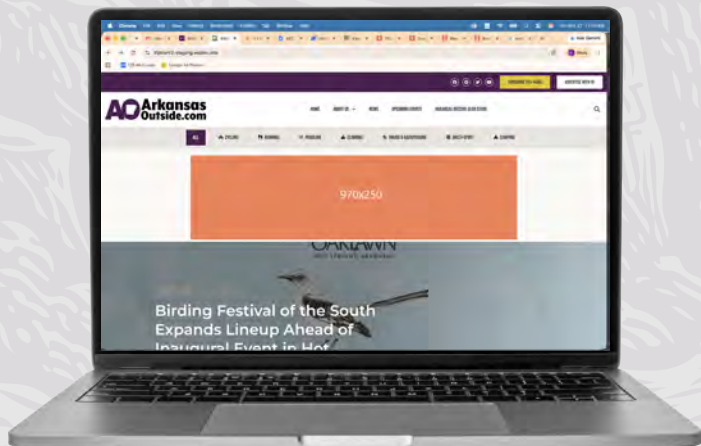


GET THE GREAT WIDE OPEN 36%
The AO Newsletter has a industry-leading open rate

GET THE GOOD STUFF

We offer tailored partnership opportunities designed to put your brand in front of Arkansas' most active consumers. Whether you need brand awareness, event registrations, or foot traffic, we have a vehicle to get you there.

WEBSITE BANNER ADS



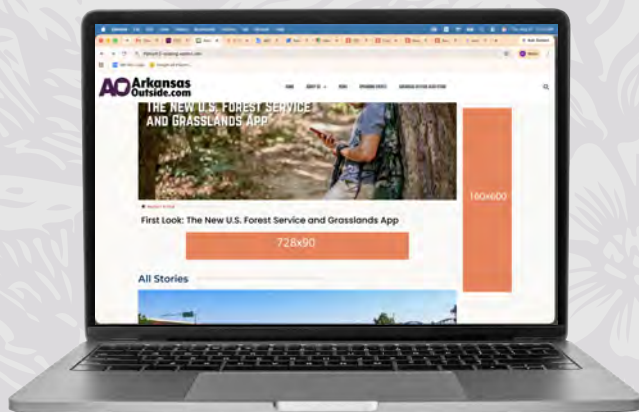
970x250- per month

Open rate: \$915.00

4X rate: \$825.00

8X rate: \$780.00

12X rate: \$685.00



728x90- per month

Open rate: \$615.00

4X rate: \$550.00

8X rate: \$515.00

12X rate: \$460.00

160X600- per month

Open rate: \$500.00

4X rate: \$450.00

8X rate: \$400.00

12X rate: \$360.00

Banner ads build awareness, but stories build trust. We collaborate with you to create authentic content that highlights your product, destination, or service while providing genuine value to our readers.

NATIVE STORYTELLING (Sponsored Content)

Your story, told in our voice, to an audience that trusts us.

The Native Package

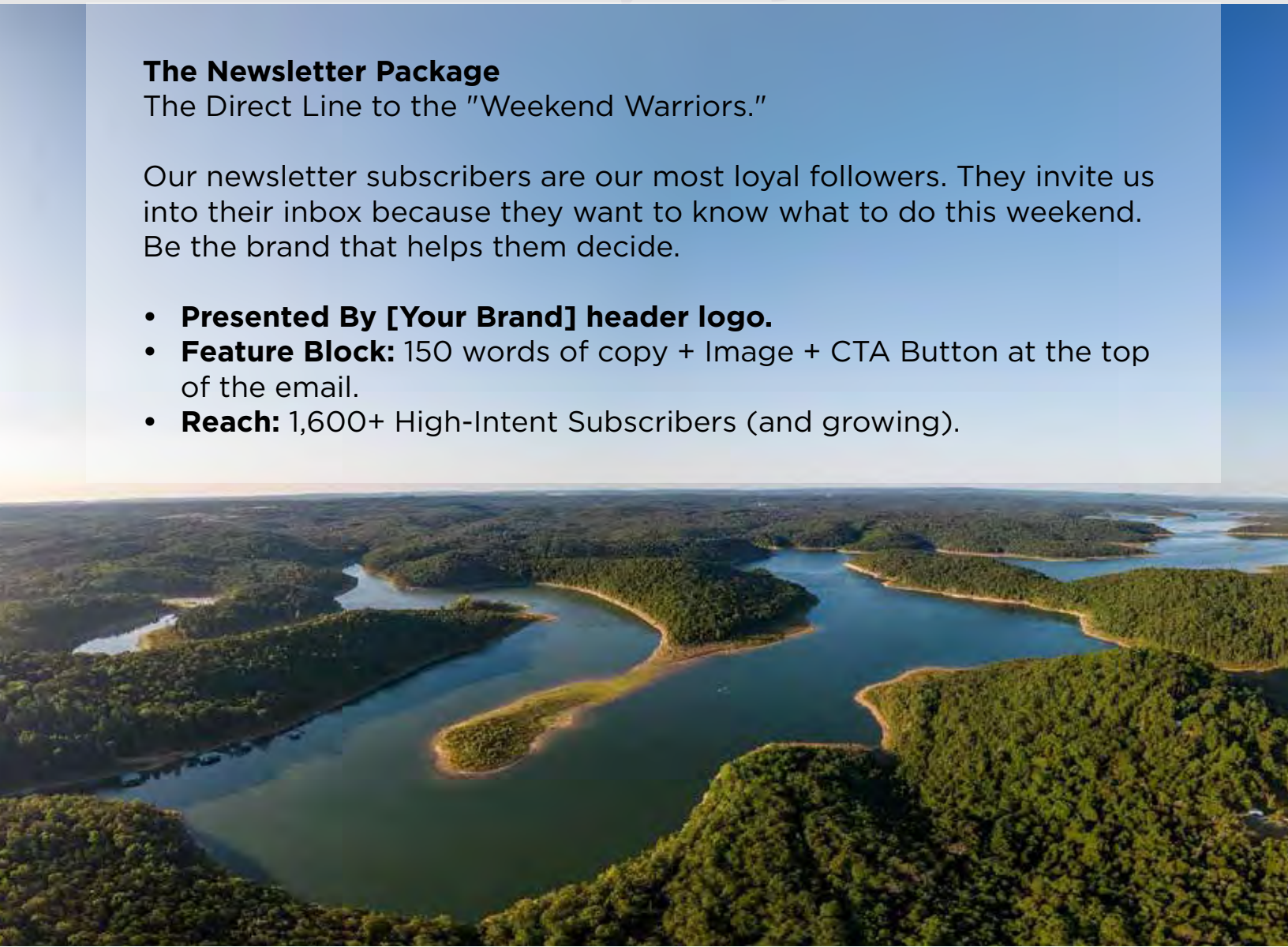
- A full-length, SEO-optimized article written by the Arkansas Outside team.
- Permanent hosting on the site (Evergreen content).
- Promotion across Facebook, Instagram, Twitter, and LinkedIn.
- Feature in the Weekly Newsletter.
- Perfect For: Destination Marketing (CVBs), Product Launches, Race Previews.

The Newsletter Package

The Direct Line to the "Weekend Warriors."

Our newsletter subscribers are our most loyal followers. They invite us into their inbox because they want to know what to do this weekend. Be the brand that helps them decide.

- **Presented By [Your Brand] header logo.**
- **Feature Block:** 150 words of copy + Image + CTA Button at the top of the email.
- **Reach:** 1,600+ High-Intent Subscribers (and growing).





GET STARTED

Arkansas Outside manages the most comprehensive outdoor event calendar in the state. If they are looking for a race, an event or the right thing to do, they are looking here.

Tier 1: The Standard (Free)

Basic listing in the calendar.

Tier 2: The Featured (Boosted)

Bold Listing in the calendar view.

Thumbnail Image to stand out among text listings.

1 Newsletter Mention in the "Upcoming Events" section.

Tier 3: The Headliner (Maximum Exposure)

Homepage Feature: "Featured Event" banner for 14 days prior to the event.

Dedicated Social Blast: We post about your event specifically (not just a list).

Dedicated Newsletter Feature: A standalone segment in the weekly email.

USE OUR CONTACT FORM ON [ARKANSASOUTSIDE.COM](https://arkansasoutside.com) TO INQUIRE ABOUT STORYTELLING CONTENT AND EVENT SPOTLIGHTS.



**GET
CONNECTED**



AO Arkansas
Outside.com