

BUILD AWARENESS

Support the Industry. Gain Exposure.



The Wild Bird Feeding Institute (WBFI) is an association dedicated to the progressive expansion of the backyard wild bird and backyard wildlife feeding industry. WBFI is excited to introduce new advertising opportunities available to WBFI Members to showcase their companies and support the industry.

Build-Your-Own Advertising Package! We're offering flexible advertising options, allowing you to create a customized package that best suits your company's needs. Choose from our selection of ad sizes and placements, and add the exclusive "Holiday Gift Guide" opportunity to reach consumers during the peak gift-giving season.



ADVERTISING PACKAGES

For those looking for a comprehensive advertising solution, we offer the following pre-set packages:

	CARDINAL \$500	HUMMINGBIRD \$1,500	CHICKADEE \$2,500	NUTHATCH \$5,000	FINCH \$2,000
Company logo placement on WBFI.org and PROJECT WILDBIRD website	✓ <i>featured year-round in footer</i>	✓ <i>featured year-round in footer</i>	✓ <i>featured year-round in footer</i>	✓ <i>featured year-round in header</i>	✓ <i>featured year-round in footer and WBFI Newsletters</i>
Dedicated social media post on all platforms	✓ <i>1 social media post</i>	✓ <i>4 social media posts</i>	✓ <i>6 social media posts</i>	✓ <i>6 social media posts</i>	✓ <i>4 social media posts</i>
Featured ad in WBFI Newsletter	✓ <i>1 quarter-page ad</i>	✓ <i>1 half-page ad</i>	✓ <i>1 full-page ad</i>	✓ <i>1 full-page ad</i>	✓ <i>1 full-page ad, 1 quarter-page ad in Holiday Gift Guide</i>
Company logo placement in WBFI newsletter			✓ <i>featured on 2 newsletter banners</i>	✓ <i>featured on 2 newsletter banners</i>	✓ <i>featured year-round on newsletter banners and website footer</i>
Company specific landing page on WBFI.org				✓ <i>company-specific content</i>	
Webinar opportunity (Zoom)				✓ <i>sponsored one-hour webinar</i>	

A LA CARTE ADVERTISING OPTIONS Digital Holiday Gift Guide

Feature your products in our "Holiday Gift Guide," which is sent to all subscribers and promoted across our social media platforms. This is a prime opportunity to reach consumers looking for the perfect gift for bird lovers.

Ad sizes and pricing:

Quarter-Page Ad: **\$500**
Half-Page Ad: **\$1,000**
Full-Page Ad: **\$2,000**

Digital Ads Gift Guide Deadline:

Oct. 28 - Nov. 7 - Request for member submissions



WBFI ANALYTICS 4Q2024



WEBSITE

Over 103K annual visits



E-NEWS

1,613 subscribers



SOCIAL MEDIA

5,193 followers

FACEBOOK | 28-day summary

Followers – 993
Post Reach – 3,444

INSTAGRAM | Year-to-date

Followers – 2,405
Impressions – 821 (30-day summary)

LINKEDIN | Previous 6 months

Followers – 452
Impressions – 2,802 (30-day summary)
Profile Visits – 62 visits per month

WEBSITE | Yearly average

Monthly Traffic – 2.7K views
Daily Traffic – average 129 views