

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.

The time has never been better for our membership to benefit from and contribute to WBFI's online presence. Since the launch of the Feed the Birds campaign, all platforms have reported significantly increased traffic. Four advertisement packages are offered, along with one exclusive offer. See more details below to decide which opportunity is the best fit for your company.



OUR ADVERTISING PLANS

	CARDINAL \$500	HUMMINGBIRD \$950	CHICKADEE \$1,750	NUTHATCH \$3,750	FINCH \$1,500
Company logo placed on home page WBFI.org and WBFI Feed the Birds Consumer landing page	✓ featured year-round in footer	✓ featured year-round in footer	✓ featured year-round in footer	✓ featured year-round in header	Digital Keyword Search Retargeting or Geofencing Campaign through Feathr. —OR— Sponsored one-hour webinar opportunity through GoToWebinar. Contact staff for more information.
Dedicated company-specific social media post on all platforms	✓ 1 static image social media post	✓ 1 video social media post/ 1 static post	✓ 4 social media posts - static or video	✓ 6 social media posts - static or video	
Company logo placement in WBFI newsletter to consumers and members		✓ featured in 6 newsletter footers	✓ featured in ALL newsletter footers	✓ featured in 2 newsletter banners	
Company logo placement in WBFI members-only area of WBFI.org			✓ featured year-round in footer	✓ featured year-round in footer	
Dedicated landing page on WBFI.org			✓ blog post about company	✓ company-specific page with URL	

YEAR-ROUND PARTNER OPTIONS



WEBSITE
167,319 annual visits



E-NEWS
1,890 subscribers



SOCIAL MEDIA
2,644 followers

HAVE OTHER IDEAS TO PROMOTE YOUR BUSINESS?

Interested in year-round option to support WBFI and get exposure with the wild bird feeding industry and consumers? Our staff is willing to create a packaged plan that fits your company that can include options such as:

- Video Promotion through Social Media
- Digital Advertisement to Key Stakeholders
- Annual Meeting Sponsorship
- ... and more!

Contact info@wbfi.org for more information and to get started!