



Direct electronic marketing to interested sportsman.
"Capturing the outdoor experience"

Free Monthly Publication for the Sportsman

Reach

In Every Issue:

Feature Articles
 Pro Hunting Tip
 Pro Target Tip
 Pro Tech Tip

Public Service Calendar
 Reader's Photos
 Product review/Coupon
 Archive link
 Profile

Circulation:..... 750 First issue
 Audience:..... Individuals, businesses
 all archery enthusiasts

Advertising

	1-6 Insertions	12 Insertions	Advertising Pixel Sizes:
Top Horizontal Banner with link to internet site	\$ 200	\$ 175	185 x 185 (approx 2 1/2" by 2 1/2")
Left Vertical banner with link to internet site	\$ 150	\$ 125	185 x 185 (approx 2 1/2" by 2 1/2")
Feature Article	\$ 200	plus expenses guaranteed 800 words	Feature article space
Coupon	\$ 300		Feature article space 370 x 185
Coupon	\$ 250		Invoke or open new browser window
Video Spotlight	\$ 300	plus film and editing costs	Call for details
Mid-month promotion	\$ 500		Full page ad

General Rate Policy

Rates are effective as of July 1, 2009. All business under current contracts will be protected for the duration of the contract.
 Advertisers not using the number of insertions on which their rates are based, within 12 months, shall be short rated for the difference in amount.

Cancellations

Cancellations not accepted after space reservation closing date.

Position Policy

The publisher guarantees no position request unless contracted for a premium rate and assumes no responsibility if position given differs from request.

Terms of Payment

Payment for advertising shall be due and payable at publisher's office: 3003 Oakleaf Drive, Shingle Springs, CA 95682
 Single insertion is payable in advance and multiple insertions payments due based on contract agreement.

Issue Dates 2009

8/1; 9/1; 10/1; 11/1; 12/1

2009 Feature Calendar

August	Close Date	Material Due Date	Issue Date
	7/15	7/24	8/1
September	Close Date	Material Due Date	Issue Date
	8/15	8/24	9/1
October	Close Date	Material Due Date	Issue Date
Christmas Wishlist-Product Features	Please note early due dates		
November	Close Date	Material Due Date	Issue Date
	Please note early due dates		
December	Close Date	Material Due Date	Issue Date
Photo contest winners			
January	Close Date	Material Due Date	Issue Date
Youth pictures			
February	Close Date	Material Due Date	Issue Date
March	Close Date	Material Due Date	Issue Date
April	Close Date	Material Due Date	Issue Date
May	Close Date	Material Due Date	Issue Date
June	Close Date	Material Due Date	Issue Date
July	Close Date	Material Due Date	Issue Date