

California Hog Hunter

Background: California Hog Hunter was started in June, 1998 as a quarterly newsletter catering just to hog hunters in California. A subscription is \$20 per year for four, 16-page issues. Single copies are \$.595.

Display Advertising Rates

All display advertising is black and white. We offer no classified advertising. These are the current rates as of January, 2006:

<u>Size</u>	<u>One Issue</u>	<u>Full Yr</u>
Full Page	\$750	\$2,500
1/2 Page	\$425	\$1,420
1/3 Page	\$315	\$1,050
1/6 Page	\$175	\$585
1/12 Page	\$95	\$320

AD DESIGN: We prefer to design advertising that fits in with our newsletter formats and suggest that advertisers submit their logos, product information, slogans, and photos, and allow us to create a specific add for our newsletters' readership. There is currently no charge for this service.

CIRCULATION: Paid circulation is currently 750 copies, and each issue has an average of 2 1/2 readers, and unlike most other publications, over 80 percent of our readers archive copies of *California Hog Hunter* for future reference.

VALUE: Each reader of *California Hog Hunter* has a very specific trait: Hog hunting is a passion. Advertising here allows makers of specialty products or California guides and outfitters to target this dedicated and focused audience. Do the math. If you could purchase our mailing list, which you can't, it would cost you more to print and send brochures to our 750 readers than we charge for a full page advertisement — one dollar (\$1) per paid issue. By decreasing the size of your ad and increasing the number of issues where your ad appears, you can reach readers for a little over a dime (\$.1067) per paid issue. Factor in that most of our issues are read by multiple hunters over a long period of time, and include that we do all ad design and production, and the value is three or four times greater.

BC CALIFORNIA BUCKS

Background: California Bucks was begun in October, 2004 as a quarterly newsletter catering just to deer hunters in California. A subscription is \$20 per year for four, 16-page issues. Single copies are \$5.95.

Display Advertising Rates

All display advertising is black and white. We offer no classified advertising. These are the current rates as of January, 2006:

<u>Size</u>	<u>One Issue</u>	<u>Full Yr</u>
Full Page	\$375	\$1,250
1/2 Page	\$212.50	\$710
1/3 Page	\$157.50	\$525
1/6 Page	\$87.50	\$292.50
1/12 Page	\$47.50	\$160

AD DESIGN: We prefer to design advertising that fits in with our newsletter formats and suggest that advertisers submit their logos, product information, slogans, and photos, and allow us to create a specific add for our newsletters' readership. There is currently no charge for this service.

CIRCULATION: Paid circulation is currently 375 copies, and each issue has an average of 2 1/2 readers, as with *California Hog Hunter* and unlike most other publications, over 80 percent of our readers archive copies of *California Bucks* for future reference.

VALUE: *California Bucks* readers are one thing — gonzo deer hunters. If you make a specialty deer hunting product or guide in California for deer, this is the most dedicated and focused audience you can reach. While our numbers are small now (we are brand new!), our rates are half of what we charge for *California Hog Hunter*, so all the math is the same for *Bucks* as for *Hog*. Add in the multiple readers and the fact that we do all ad design and production, and the value is even greater.

California Hog Hunter CALIFORNIA BUCKS

The Combination Deal

Display Advertising Rates

All display advertising is black and white. We offer no classified advertising. If we don't believe that you will see a business benefit for your advertisement in these two newsletters, we will try to talk you out of spending your money with us. If you make elk bugles, this probably isn't the place to advertise. If you guide for hogs in Arkansas, we don't want you to waste your money. If you make game feeders, which are illegal to hunt over in California, it's pretty obvious you should save your dough. But if we think your product or service will benefit from exposure to our readers, we'll welcome you aboard. These are the current rates as of January, 2006, for advertising in both *California Hog Hunter* and *California Bucks*:

<u>Size</u>	<u>One Issue/Both Pubs</u>	<u>Full Yr/Both Pubs</u>
Full Page	\$900	\$3,000
1/2 Page	\$531.25	\$1,775
1/3 Page	\$409.50	\$1,365
1/6 Page	\$236.25	\$789.75
1/12 Page	\$133	\$448

AD DESIGN: We will design your advertising for you. In fact, we prefer to create ads that fits in with our newsletter formats and cater to our readership. We suggest that advertisers submit their logos or artwork, product or guiding information, slogans, and photos, and allow us to create a specific add for our newsletters' readership. There is currently no charge for this service. And please note, that if you advertise in both publications, we will probably create specific ads for each newsletter, tailored to that audience.

CIRCULATION: Combined paid circulation for both newsletters is currently 1,125 copies, and we are kicking off a circulation drive to get more copies into specialty shooting and hunting retail stores and increase our mail circulation. We expect to see both newsletters with paid circulations of over 1,000 within two years. We are targeting the most dedicated hog and deer hunters in California by providing them solid information just for their sport. At the current rates, and assuming *only* one reader per issue **sold**, you will be paying from a high of 80 cents per reader (\$0.80, full page ad, both issues, one-time rate) to a low of a dime (\$0.0995 1/12th page ad, both issues, four-time rate). A bargain, considering our audience.

Advertising Sales Contact: Jim Matthews
(909) 887-3444 office
(909) 553-0408 cell

California Hog Hunter

Advertisement sizes: (Maximum dimensions)

Full Page	6 3/4s x 9 1/2
1/2 Page (Vertical)	3 x 9 1/2
1/2 Page (Horizontal)	6 1/8th x 4 5/8
1/3 Page	3 x 6 3/16ths
1/6 Page	3 x 3 1/16th
1/12 Page	3 x 1 1/2

CALIFORNIA BUCKS

Advertisement sizes (Maximum dimensions):

Full Page	Same as <i>Hog Hunter</i>
1/2 Page (Vertical)	3 3/8ths x 9 1/2
1/2 Page (Horizontal)	6 3/4s x 4 11/16ths
1/3 Page	2 5/32nds x 9 1/2
1/6 Page	2 5/32nds x 4 11/16ths
1/12 Page	2 5/32nds x 2 7/32nds

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