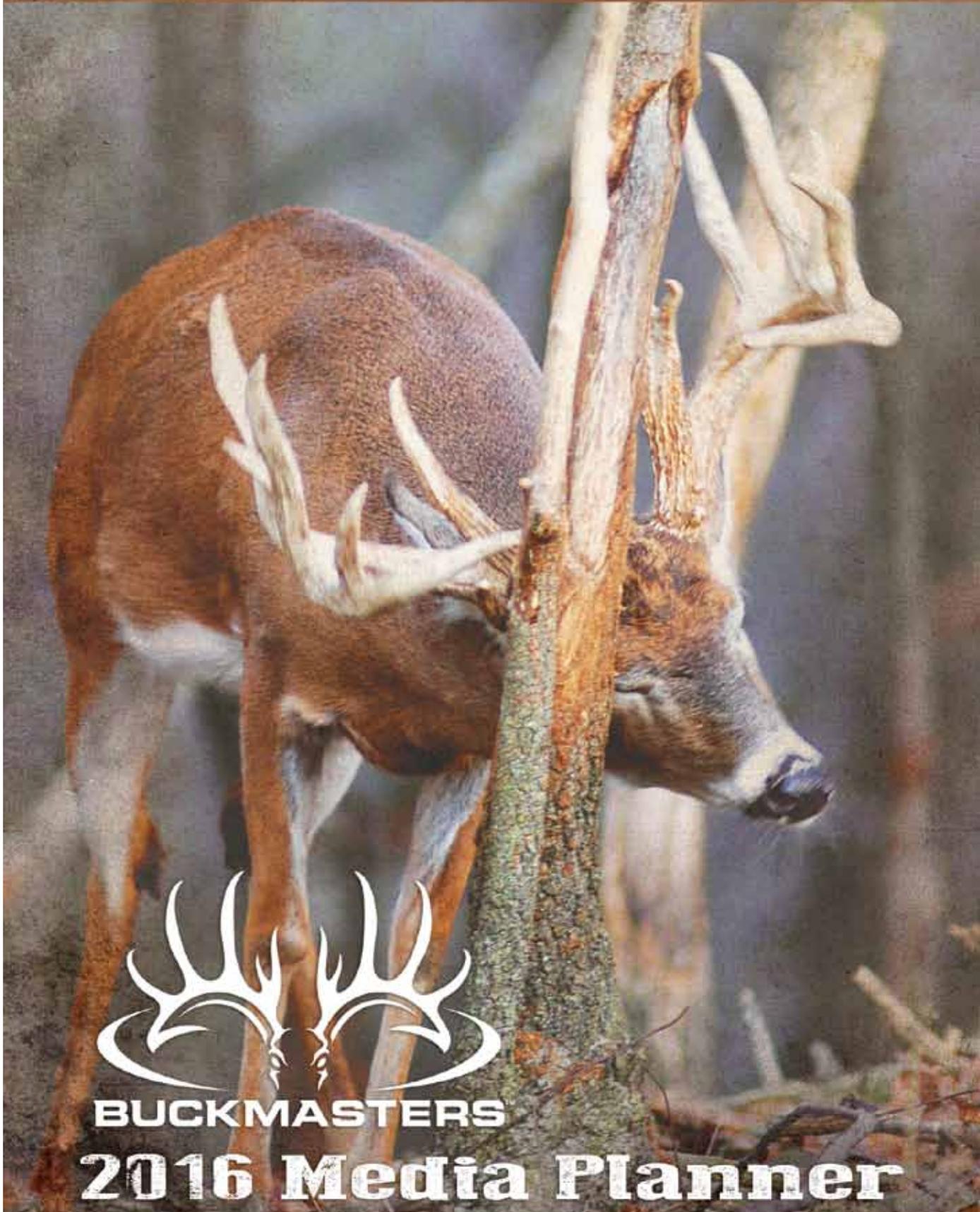


MORE THAN A MAGAZINE



BUCKMASTERS

2016 Media Planner

PUBLICATION • TELEVISION • INTERNET • EVENTS • COMMUNITY SERVICE & MORE



MISSION

Buckmasters is an organizational umbrella for the deer hunting populace of North America, designed to preserve ethical hunting and to promote intelligent, practical wildlife and habitat management and conservation for future generations. It is our mandate to inform, educate and entertain the hunting public, and in so doing, serve and satisfy our membership, advertisers and sponsors with excellence in all Buckmasters publications, video productions and public events. At the heart of Buckmasters stands our steadfast commitment to represent and promote a positive public image of ethical hunting and an awareness of the essential role of hunting as a necessary conservation tool, now and for the future.



MORE THAN A MAGAZINE

PUBLICATION • TELEVISION • INTERNET • EVENTS • COMMUNITY SERVICE & MORE

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ADVERTISING STAFF

Advertising Director • **Scott Maloch**

Office: 334.387.2655 • smaloch@buckmasters.com

Advertising & Media Coordinator • **Dawn Singleton**

Office: 334.387.2640 • dsingleton@buckmasters.com

Sponsorship & Expo Coordinator • **Donna Gross**

Office: 334-387-2619 • dgross@buckmasters.com





If you're trying to reach hunters, Buckmasters offers economical and effective one-stop shopping.

By utilizing our resources, you can reach more hunters throughout North America in more ways than with any other advertising buy.

Buckmasters, the nation's largest deer-hunting association, can put your advertising in front of more than 325,000 members and magazine subscribers, not to mention our numerous TV viewers and website visitors. In addition, it affiliates you with an association known for helping others.

BUCKMASTERS

WHITETAIL
MAGAZINE

North America's largest deer hunting publication provides a targeted audience for your product.



In 1987, when the first issue went to print, Buckmasters Whitetail Magazine was, as publications go, the new kid on the block. It was an upstart deer hunting magazine based on one man's dream to find a common thread among white-tailed deer hunters. More than 25 years later, Jackie Bushman and the Buckmasters staff have seen the dream become reality as hundreds of thousands of deer hunters subscribe to Buckmasters Whitetail Magazine as members of Buckmasters.

In six issues per year — July, August, September, October, November and Winter — Buckmasters Whitetail Magazine entertains and educates deer hunters with current strategies and technology from the most respected experts in the field. Article categories include how-to, member spotlight, deer biology, management, new product reports, great deer and more. Our field editors are household names in the deer-hunting industry: David Hart, P.J. Reilly and Bob Humphrey to name a few. Our regular contributors are among the most widely read in the hunting community, and our editorial staff the most experienced. In addition, we frequently publish deer hunting success stories written by our members and feature their photos in our popular Trophy Gallery.

All weapons categories are covered throughout the publishing season, with special emphasis on bowhunting in the July and August issues. Our Gear for Deer section spotlights our advertisers' and sponsors' latest and greatest products. When possible, our editors field-test products, and their reviews also appear in Gear for Deer.

As the leading deer hunting publication in North America, Buckmasters Whitetail Magazine seeks to promote hunting as an effective wildlife management tool while educating our readers with topics on all aspects of hunting white-tailed deer.

2016 Production Dates

Issue	closing dates**	Material Due	Subscriber Ship	In-Home
July	April 1	April 15	May 22	June 4
August	May 2	May 18	June 26	July 9
September	June 2	June 23	July 31	August 11
October	July 8	July 29	August 28	September 10
November	August 15	September 7	October 2	October 15
Winter**	September 26	October 11	November 6	November 17

**Closing dates for Rack and Buckmasters GunHunter Magazine are different. Please see individual schedules.*

***Winter issues will mail to all subscribers gained from late October 2016 through May 2017.*

Material not received by publisher's specified due date will forfeit agency discount.

All dates are tentative and subject to change without prior notice.



MEMBER SURVEY

Hunting Activities

Hunted in last 12 months.....	98%
Spend 20+ days hunting.....	65%
Hunting with rifle.....	78%
Hunting with shotgun.....	67%
Hunting with bow.....	63%
Hunting with muzzleloader.....	57%

Kinds of Hunting Past 12 Months

Deer.....	93%
Turkey.....	56%
Predators.....	44%
Hogs.....	18%
Bear.....	12%
Elk.....	8%

Income

\$100,000+.....	24%
\$75,000 to \$99,999.....	15%
\$50,000 to \$74,999.....	20%
Average.....	\$88,900

Age

< 35.....	15%
35 to 44.....	25%
45 to 54.....	25%
55-64.....	23%
Average Age.....	48

Education

Attended/Graduated College.....	46%
---------------------------------	-----

Other

Married.....	71%
Own Primary Residence.....	93%

ReaderProfile/Respondents

Male.....	96%
Female.....	4%

Totals may add to more than 100% due to multiple responses. More detailed survey information available upon request.

Readex Research
*October 2009



Membership Distribution by County



Hunter Survey/Targetshooting Survey

In the past month, please indicate which media source you have used the MOST to learn more about hunting or for hunting entertainment.

Newspaper.....	2.6%
Magazines.....	49.9%
Television.....	18.4%
Radio.....	0.6%
Web sites.....	26.9%
Other.....	1.6%
Total Responses:	3,004

Percent of Hunter Pursuing ...

Deer.....	82.9%	9,922,000
Small Game.....	37.4%.....	4,476,000
Turkey.....	28.3%.....	3,387,000
Upland Game Bird.....	27.8%.....	3,327,000
Waterfowl.....	12.8%.....	1,532,000
Dove.....	12.3%.....	1,472,000

Survey Figures from the National Shooting Sports Foundation



RATE CARD 30

Effective: January 1, 2016

BLACK & WHITE	1X	3X	6X
1 page	\$7194	\$6474	\$5396
2/3 page	\$5240	\$4715	\$3929
1/2 page	\$4237	\$3813	\$3178
1/3 page	\$3030	\$2727	\$2272
1/4 page	\$2262	\$2035	\$1696
1/6 page	\$1696	\$1527	\$1272
2 - COLOR	1X	3X	6X
1 page	\$8015	\$7214	\$6012
2/3 page	\$6012	\$5411	\$4509
1/2 page	\$5062	\$4555	\$3796
1/3 page	\$3750	\$3375	\$2812
1/4 page	\$2796	\$2516	\$2097
1/6 page	\$1899	\$1709	\$1424
4 - COLOR	1X	3X	6X
1 page	\$8956	\$8061	\$6717
2/3 page	\$7157	\$6442	\$5368
1/2 page	\$5909	\$5319	\$4431
1/3 page	\$4494	\$4045	\$3371
1/4 page	\$3328	\$2995	\$2496
1/6 page	\$2261	\$2035	\$1696
COVERS — Must run all six issues			
2nd			\$7114
3rd			\$6884
4th			\$7557

Insert specifications and pricing provided upon request.

COPY & CONTRACT REGULATIONS

Ad positioning is at the discretion of the publisher.
 Cancellations and changes are not accepted after the closing dates.
 Agencies are responsible for payment of all space offered by them.
 Advertiser/Agency is responsible for ad content and accuracy.
 Publisher reserves the right to approve/reject advertising.
 Rates subject to change upon publisher's notice.

Advertising Contacts

Buckmasters, 10350 Highway 80 East • Montgomery, Ala. 36117
 (334) 215-3337 • 1-800-240-3337 • www.buckmasters.com
 Office Hours 8 a.m. - 5 p.m., M-F, Central Time

Advertising Director • **Scott Maloch**
 ext 255 • smaloch@buckmasters.com

Advertising & Media Coordinator • **Dawn Singleton**
 ext 240 • dsingleton@buckmasters.com
(All Questions and Ad Materials)

Sponsorship & Expo Coordinator • **Donna Gross**
 ext 219 • dgross@buckmasters.com



Available Discounts

Place 12 ads, in one season, in any combination of our three publications, to receive our lowest rates.

Pre-Paid Discounts — Pay your entire 6-issue cost in full, prior to July 1, 2016, to receive a 10% discount on total 6-issue cost.

Agency Discount — 15% off the gross rate allowed to recognized advertising agencies on space, color and position, provided account is paid within 30 days of invoice date.

Discounts are not allowed on inserts and binding charges, or other production charges requested at publisher's cost.

Terms — Due and payable net 30 days in U.S. funds; 2% discount on net billing when paid within 10 days from date of issue.

It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed positioning is limited, at Buckmasters discretion, and requires an additional 10% over initial ad space cost. A signed insertion order must be received by the closing date of the issue in which you wish to advertise or your position request will be forfeited.

GEAR FOR DEER SPECIAL RATES

Buckmasters Whitetail Magazine brings you three bonus advertising sections, a power buy you don't want to miss. The **Gear for Deer Bow Special** will appear in the July 2016 issue — perfect timing for the archery season and new product releases. The **Gear for Deer Crossbow Special** will appear in the August 2016 issue — highlighting products for the fastest-growing segment of deer hunters. The **Gear for Deer Gun Special** will appear in the November 2016 issue — allowing you to target holiday buyers, showcase holiday specials and preview new products.



GFD Production Dates for 2016

	CLOSING DATES*	MATERAIL DUE	SUBSCRIBER SHIP	IN-HOME
Bow Special				
July Issue	April 1	April 15.....	May 22.....	June 4
Crossbow Special				
August Issue.....	May 2.....	May 18.....	June 26.....	July 9
Firearms Special				
November Issue.....	August 15.....	September 7.....	October 2.....	October 15

Material not received by publisher's specified due date will forfeit agency discount.

All dates are tentative and subject to change without prior notice.

2016 GFD Ad Costs*

SIZE	BLACK	4-COLOR
1 page	\$3400	\$4590
2/3 page	\$2267	\$3060
1/2 page	\$1700	\$2295
1/3 page	\$1133	\$1530
1/4 page	\$850	\$1148
1/6 page	\$597	\$765

*NET COSTS FOR GEAR FOR DEER SPECIALS

GEER FOR DEER ADVERTISING CAN BE COMBINED WITH DISPLAY ADVERTISING FOR MAXIMUM FREQUENCY DISCOUNTS.

Advertising Contacts

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 ext 240 • dsingleton@buckmasters.com
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 ext 219 • dgross@buckmasters.com



TROPHY TRIPS AD RATES

2016 Buckmasters Whitetail Magazine Trophy Trips

SIZE	First 3 Issues July/Aug/Sept	Last 3 Issues Oct/Nov/Winter	All 6 Issues July-Winter
1 Column Inch Dimensions • 1 ⁵ / ₈ " x 1"	\$528	\$528	\$1056
2 Column Inch Horizontal Dimensions • 3 ³ / ₈ " x 1" Vertical Dimensions • 1 ⁵ / ₈ " x 2 ¹ / ₁₆ "	\$1056	\$1056	\$2112
3 Column Inch Dimensions • 3 ³ / ₁₆ " x 1 ⁵ / ₈ "	\$1584	\$1584	\$3168
4 Column Inch Horizontal Dimensions • 3 ³ / ₈ " x 2 ¹ / ₁₆ " Vertical Dimensions • 1 ⁵ / ₈ " x 4 ³ / ₈ "	\$2112	\$2112	\$4224

- All ads are black and white.
- Print space must be purchase in 3-issue blocks.
- Choose July, August and September **OR** October, November and Winter. You may also purchase all six issues.
- Includes **Basic Listing** on *Buckmasters.com* Outfitter Page from order start date through April 2016. (See *Basic Listing information below.*)
- Send your print-ready ad material, or we can create one for you at no additional cost.

Trophy Trips Print Production Dates for 2016

	CLOSING DATES	MATERAIL DUE
July/Sept. Issues	April 1	April 15
Oct./Winter Issues	July 8	July 29

Material not received by publisher's specified due date will forfeit agency discount

All dates are tentative and subject to change without prior notice. See Production Schedule on page 4 for Ship/In Home Dates.

Total Coverage • Print & Premium Outfitter Listing

1 Column Inch Ad for Six Issues with Premium Web Listing	\$1300
2 Column Inch Ad for Six Issues with Premium Web Listing	\$2363
3 Column Inch Ad for Six Issues with Premium Web Listing	\$3418
4 Column Inch Ad for Six Issues with Premium Web Listing	\$4474

*Purchase a print ad in all six issues and receive a **50% discount** on the Premium Listing.*

To reserve space for Buckmasters Trophy Trips advertising, contact our advertising department at advertising@buckmasters.com. Space is limited and sold on a first-come, first-served basis. If you have advertised with us in the past, you will need to contact us to renew your order.

Please direct all print ad materials to:

Dawn Singleton
Advertising & Media Coordinator
800.240.3337 ext. 240,
dsingleton@buckmasters.com





ADVENTURES IN TROPHY HUNTING RACK

Rack showcases the biggest of the big bucks ... ones that didn't get away. Your ad should be here.



If you're looking to put your product in front of more discriminating and well-heeled hunters, look no further than *Rack*, which showcases the world's most impressive bucks. Our fans either travel the country to satiate their appetites for antler and adventure, or they dream of doing so. We are their road map.

Advertising in *Rack* puts your name in front of deer hunters. After all, it is **the official publication of Buckmasters Whitetail Trophy Records**. You'll also find other big game species inside the magazine.

Big buck aficionados so enjoyed *Rack's* premier issue back in 1996 that it sold out and is now a collector's item. Buoyed by its initial success, the magazine continued as an annual newsstand issue in 1997 and 1998.

The magazine grew in 1999 into a six-times-a-year, subscriber-based publication. Even without a newsstand presence, *Rack* has bedazzled media watchers by attracting thousands of subscribers hungry for something different — a source of entertainment and awe rather than a primer.

We've done it by presenting short, enjoyable tales of how these magnificent animals were harvested, spiced up with numerous color photos of breathtaking antlers. From February through December, our readers are introduced to the cream of the crop of whitetails and other North American game.

Rack shares some of its readership with *Buckmasters Whitetail Magazine*, but the majority are not Buckmasters members.

If you can find a more loyal and appreciative bunch of subscribers, we'd like their names. They obviously haven't seen *Rack*!

2016 Production Dates

Issue	closing dates*	Material Due	Subscriber Ship	In-Home
February	November 6	December 1	December 27	January 7
April	January 6	January 26	February 21	March 3
June	March 9	March 29	April 24	May 5
August	May 2	May 18	July 3	July 14
October	July 8	July 29	August 21	September 1
December	September 7	September 27	October 23	November 3

**Closing dates for Buckmasters Whitetail Magazine and Buckmaster GunHunter Magazine are different. Please see individual schedules.*

Material not received by publisher's specified due date will forfeit agency discount.

All dates are tentative and subject to change without prior notice.



RATE CARD 18

Effective: January 1, 2016

BLACK & WHITE	1X	3X	6X
1 page	\$1600	\$1440	\$1279
2/3 page	\$1158	\$1042	\$926
1/2 page	\$946	\$851	\$758
1/3 page	\$674	\$606	\$538
1/4 page	\$518	\$466	\$413
1/6 page	\$407	\$367	\$325
2 - COLOR	1X	3X	6X
1 page	\$1778	\$1600	\$1421
2/3 page	\$1333	\$1199	\$1067
1/2 page	\$1120	\$1009	\$891
1/3 page	\$830	\$748	\$665
1/4 page	\$532	\$479	\$425
1/6 page	\$509	\$458	\$382
4 - COLOR	1X	3X	6X
1 page	\$1932	\$1739	\$1546
2/3 page	\$1587	\$1428	\$1270
1/2 page	\$1324	\$1191	\$1058
1/3 page	\$998	\$898	\$798
1/4 page	\$641	\$577	\$512
1/6 page	\$636	\$572	\$477
COVERS — Must run all six issues			
2nd			\$7114
3rd			\$6884
4th			\$7557

Insert specifications and pricing provided upon request.

COPY & CONTRACT REGULATIONS

Ad positioning is at the discretion of the publisher.
 Cancellations and changes are not accepted after the closing dates.
 Agencies are responsible for payment of all space offered by them.
 Advertiser/Agency is responsible for ad content and accuracy.
 Publisher reserves the right to approve/reject advertising.
 Rates subject to change upon publisher's notice.

Advertising Contacts

Buckmasters, 10350 Highway 80 East • Montgomery, Ala. 36117
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 Office Hours 8 a.m. - 5 p.m., M-F, Central Time

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 ext 255 • smaloch@buckmasters.com

Advertising & Media Coordinator • **Dawn Singleton**
 ext 240 • dsingleton@buckmasters.com
(All Questions and Ad Materials)

Sponsorship & Expo Coordinator • **Donna Gross**
 ext 219 • dgross@buckmasters.com



Available Discounts

Place 12 ads, in one season, in any combination of our three publications, to receive our lowest rates.

Pre-Paid Discounts — Pay your entire 6-issue cost in full, prior to July 1, 2016, to receive a 10% discount on total 6-issue cost.

Agency Discount — 15% off the gross rate allowed to recognized advertising agencies on space, color and position, provided account is paid within 30 days of invoice date.

Discounts are not allowed on inserts and binding charges, or other production charges requested at publisher's cost.

Terms — Due and payable net 30 days in U.S. funds; 2% discount on net billing when paid within 10 days from date of issue.

It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed positioning is limited, at Buckmasters discretion, and requires an additional 10% over initial ad space cost. A signed insertion order must be received by the closing date of the issue in which you wish to advertise or your position request will be forfeited.

BUCKMASTERS GunHunterTM MAGAZINE

GunHunter is a straight shot to getting your product in front of thousands of dedicated gun hunting enthusiasts!



Buckmasters GunHunter Magazine has come a long way since it was launched in 2003. Aptly described as a shooting magazine for hunters, GunHunter has been exceptionally well received. It's an ideal advertising vehicle for makers of shooting-related products who are trying to reach the most avid consumers of those products.

Most subscribers are deer hunters who want to know about the latest innovations in guns, ammo and accessories. They also want to get the most out of the firearms they already own. Much of the publication's content focuses on the guns and ammo used for deer hunting. Readers, however, also hunt turkeys, waterfowl and upland birds, as well as other types of big game. GunHunter spotlights the equipment used in those sports — and the ways readers can use shooting products to take game more efficiently.

GunHunter writers are frequently the first to use and report on new and innovative rifles, shotguns, pistols, muzzleloaders and ammo, testing such products on hunts all over the world.

"We have a history at Buckmasters of listening to our readers, and they've told us they want to know more about the guns used for hunting," says Buckmasters founder and CEO Jackie Bushman. "GunHunter also helps readers in their search for the perfect firearms for big and small game, and assists them in their quest to know more about the mechanics of firearms, scopes, ballistics and a whole lot more."

Consumers spend almost \$2 billion annually on guns, plus an additional \$307 million on scopes, \$651.8 million on ammunition, and almost \$140 million on handloading equipment.

Published by Buckmasters Ltd., the world's largest association of deer hunters, GunHunter has a 6x frequency, with issues in March, May, July, September, October, and November.

2016 Production Dates

Issue	closing dates*	Material Due	Subscriber Ship	In-Home
March	December 3	January 5	January 24	February 4
May	February 10	March 8	March 27	April 7
July	April 1	April 15	May 29	June 9
September	June 2	June 23	July 24	August 4
October	July 8	July 29	September 4	September 15
November	August 15	September 7	October 9	October 20

**Closing dates for Buckmaster Whitetail Magazine and Rack are different. Please see individual schedules.*

Material not received by publisher's specified due date will forfeit agency discount.

All dates are tentative and subject to change without prior notice.



RATE CARD 13

Effective: January 1, 2016

BLACK & WHITE	1X	3X	6X
1 page	\$1391	\$1252	\$1112
2/3 page	\$1007	\$906	\$805
1/2 page	\$823	\$740	\$659
1/3 page	\$586	\$527	\$468
1/4 page	\$450	\$406	\$360
1/6 page	\$354	\$319	\$283
2 - COLOR	1X	3X	6X
1 page	\$1546	\$1391	\$1236
2/3 page	\$1159	\$1043	\$928
1/2 page	\$974	\$877	\$780
1/3 page	\$722	\$650	\$578
1/4 page	\$463	\$416	\$368
1/6 page	\$443	\$399	\$332
4 - COLOR	1X	3X	6X
1 page	\$1680	\$1512	\$1344
2/3 page	\$1380	\$1242	\$1104
1/2 page	\$1151	\$1036	\$920
1/3 page	\$868	\$781	\$694
1/4 page	\$557	\$501	\$444
1/6 page	\$554	\$499	\$388
COVERS — Must run all six issues			
2nd			\$7114
3rd			\$6884
4th			\$7557

Insert specifications and pricing provided upon request.

COPY & CONTRACT REGULATIONS

Ad positioning is at the discretion of the publisher.
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 ext 240 • dsingleton@buckmasters.com
(All Questions and Ad Materials)

Sponsorship & Expo Coordinator • **Donna Gross**
 ext 219 • dgross@buckmasters.com



Available Discounts

Place 12 ads, in one season, in any combination of our three publications, to receive our lowest rates.

Pre-Paid Discounts — Pay your entire 6-issue cost in full, prior to July 1, 2016, to receive a 10% discount on total 6-issue cost.

Agency Discount — 15% off the gross rate allowed to recognized advertising agencies on space, color and position, provided account is paid within 30 days of invoice date.

Discounts are not allowed on inserts and binding charges, or other production charges requested at publisher's cost.

Terms — Due and payable net 30 days in U.S. funds; 2% discount on net billing when paid within 10 days from date of issue.

It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed positioning is limited, at Buckmasters discretion, and requires an additional 10% over initial ad space cost. A signed insertion order must be received by the closing date of the issue in which you wish to advertise or your position request will be forfeited.

BUCKMASTERS PUBLICATIONS CREATIVE REQUIREMENTS

Ad sizes and specifications are consistent across all Buckmasters' printed media including
Buckmasters Whitetail Magazine, Rack, and Buckmasters GunHunter Magazine.



Ad Sizes & Margin Specifications

Magazine Trim Size: 7.75" x 10.5"

Page Size	Style	Width	Depth
Full Page	Trim Size*	7.75"	10.5"
	Bleed Size**	8"	10.75"
Full 2-Page Spread	Trim Size*	15.5"	10.5"
	Bleed Size**	15.75"	10.75"
2/3 Page Vertical	Standard Size	4.375"	9.625"
	Bleed Size**	5.125"	10.75"
1/2 Page Vertical	Standard Size	4.375"	7.25"
	Bleed Size**	5.125"	8.125"
1/2 Page Horizontal	Standard Size	6.75"	4.625"
	Bleed Size**	8"	5.5"
1/2 Page Horiz. Spread	Standard Size	14.5"	4.625"
	Bleed Size**	15.75"	5.5"
1/3 Page Vertical	Standard Size	2.125"	9.625"
	Bleed Size**	3"	10.75"
1/3 Page Square	Standard Size Only	4.375"	4.625"
1/4 Page Horizontal	Standard Size Only	4.375"	3.5"
1/6 Page Vertical	Standard Size Only	2.125"	4.625"
1/6 Page Horizontal	Standard Size Only	4.375"	2.125"

*Maintain .375" margin inside the trim on all ads.

**Maintain .5" margin inside the bleed size on bleed ads.

Digital File Requirements

Adobe PDF/X-1a compatible

CMYK (No SPOT colors)

No less than 300 ppi

Fonts must be embedded

Flatten transparencies

Color density no greater than 280%

Printer marks .125 outside bleed

It is the responsibility of the advertiser/agency to ensure correctness of all submissions. Corrections made by the publisher are subject to production charges. The publisher and printer hold no responsibility for improperly created ad materials.

Improperly executed PDF files may be returned, or converted to flat TIFF format.

File Submission

E-mail: dsingleton@buckmasters.com.

Questions

Dawn Singleton
Advertising & Media Coordinator
800.240.3337 ext. 240,
dsingleton@buckmasters.com

Insert specifications will be supplied upon request.

BUCKMASTERS DIGITAL MEDIA

Buckmasters' digital media reaches thousands of hunters every day. Hunters who are looking to your product to improve their chances of landing that monster buck!

Buckmasters.com

Buckmasters.com is your instant link to hunters across the country. Updated daily, with new content and classic articles from our three print publications, our website gives visitors a reason to return again and again. Your ad impressions will be viewed by thousands of outdoorsmen, and outdoorswomen, who regularly visit our popular site for an array of hunting-related topics, information and entertainment.



Opt-In eNewsletters

Each week Buckmasters delivers two email newsletters to our impressive email subscriber list. Your ad can be included to guarantee that your product is in the spotlight.



Big Buck 411 • Tuesdays

Our email subscribers look forward to weekly hunting adventure updates from the online blog of Rack editor Mike Handley.

Tip of the Week • Thursdays

Whitetail deer hunters are always looking for ways to improve their chances of getting that monster buck. Our Tip of the Week email feeds that need.



Dedicated Email

We utilize our email subscriber base to deliver information specific to your product. No editorial, no other ads, just the information and products you want to present.

Social Media       

Let us use our ever-growing presence on social media to promote your products and contests.

Direct all website ad materials and questions to:

Lakesia Williams, Online Traffic Coordinator
Phone: 800-240-3337 ext. 282
Email: lwilliams@buckmasters.com

DIGITAL ADVERTISING RATES OPPORTUNITIES AND GUIDELINES

* Rates and Specifications subject to change upon completion of pending updates to website.

Digital Media Rates

Banner Ads (Targeted)	\$15.00
Banner Ads (ROS)	\$10.00
Static Banner Ads	Price dependent upon page
Weekly eNewsletters	
Big Buck 411 (Tuesday) Position 1 (300x250)	\$1,500 - \$2,500
Position 2 (160x600)	\$1,200 - \$2,500
Tip of the Week (Thurs.) Position 1 (300x250)	\$1,500 - \$2,500
Dedicated E-Blast	\$7,000 - \$10,000
Page Sponsorship	Price dependent upon page
Outfitter Advertising	\$150/yr. when combined with additional print buy \$300/yr. digital only
Production of Custom Tips	Upon request
Product Demonstration Videos	Upon request
Social Media     	Upon request

All rates quoted are NET and are priced according to earned frequency. Custom ads available upon request.

Size and Specifications (Quick Reference)

Ad Type	Size	Maximum File Size	File Type
Leaderboard	728X90	30K max	HTML, Iframe,
	468x60	15 seconds max animation	GIF, javascript,
	250x50		Flash
Rectangle	300X250	30K max	HTML, Iframe,
	250x200	15 seconds max animation	GIF, javascript,
	210x185		Flash
Skyscraper	160x600	30K max	HTML, Iframe,
		15 seconds max animation	GIF, javascript,
			Flash
BB411 Pos. 1	300x250	30k Max - NO ANIMATION	GIF, JPG
BB411 Pos. 2	160X600	30k Max - NO ANIMATION	GIF, JPG
Tip of the Week	300x250	30k Max - NO ANIMATION	GIF, JPG
Video Pre Roll	15 seconds in length		.mov

Outfitter Page Listings

- Basic Listing \$250 for 12 Months**
 - Includes company name, website link, states hunted, species hunted, type of hunts offered. • Free with purchase of print space
 - No photos or logos. • Runs for 12 months from order start date.
- Premium Listing \$500 for 12 Months**
 - Includes company name, website link, states hunted, species hunted, type of hunts offered. • Includes company logo, company details, and up to 4 photos of your choice. • Runs for 12 months from order start date.
- Premium Listing with Print Purchase \$350 for 12 Months**
 - 30% discount on our Premium Listing when added to a print buy.

Editorial Spotlights

- Gear for Deer** — Combination of New Product release, Video and additional images
- Home Page Product Spotlight** — New Product spotlight featured on home page
- “PRG” Product Resource Guide** — Link listing of sponsors and advertisers
- Facebook and Social Media** — We encourage our advertisers and sponsors to share their company promotions through our social media outlets. **Note:** We recommend Facebook ads be 403 pixels wide by 400 pixels tall, at 72 DPI.

*Please see the Digital Media Specifications page for detailed information regarding submission requirements.

Custom ads and packages available upon request.

- Ad tags must be in-house a minimum of 7 business days prior to start of campaign in order to test for stability across all platforms
- Adhere to file size specs when submitting creative
- All creative is subject to approval by BUCKMASTERS
- No Cascading style sheets (CSS)
- Click-Through URLs must be submitted with creative
- Default creative (in GIF/JPEG) submitted with all Rich Media Files
- Do not use HTML, Body and Head tags within the code
- Images should be hosted locally whenever possible
- FORM tags should appear outside of TABLE tags
- Any interactivity should be user initiated unless otherwise approved by BUCKMASTERS
- For BB411 & Tip of the Week eNewsletter ads must be GIF or JPG

COPY & CONTRACT REGULATIONS

Ad positioning is at the discretion of the publisher. Agencies are responsible for payment of space offered by them.

Advertiser/Agency is responsible for ad content and accuracy. Publisher reserves the right to approve/reject advertising. Rates subject to change upon publisher's notice.

Direct all website ad materials and questions to:

Lakesia Williams, Online Traffic Coordinator
 Phone: 800-240-3337 ext. 282
 Email: lwilliams@buckmasters.com



DIGITAL MEDIA SPECIFICATIONS

* Specifications subject to change upon completion of pending updates to website.

Online Advertising Specifications

Standard Banners

File Formats:

- GIF (static or animated)
- Flash (see instructions below)
- JPG
- 3rd Party Tags (from approved vendors)

Requirements:

- Max GIF and JPG file size 30K or less
- Max Flash file size 50K or less
- Max looping: indefinite
- Audio must be user initiated
- For eNewsletter banners we only serve static GIF or JPG files.
- All digital advertising materials are due within 7 business days prior to campaign's start date.
- URLs and links should contain absolute references.

Rich Media

File Formats:

- Approved 3rd Party Rich Media
- Flash
- HTML

Approved Rich Media Vendors: Please contact Buckmasters Advertising Coordinator for list of approved vendors.

Flash Banners

Please note that Flash ads must conform to the IAB interactive ad specs and guidelines; including file size, animation, and content. In addition to the specific coding specs noted in the Buckmasters Online Advertising Specifications.

Click Thru with Flash

To track when a user clicks within a Flash, a ClickTag variable MUST be embedded in the .fla file. Please follow these instructions:

1. Add an invisible button to make entire banner clickable.
2. Attach the following object action to the button:


```
on (release) {
    getURL (_level0.clickTag, "_blank");
```

This will embed the ClickTag variable in the FLA file. This allows the click-through URL to be modified at anytime during the campaign, as opposed to hard-coding the click command in the .SWF file.

Target="_blank" is required in the "Basic Actions" to make sure the click thru opens a new window.

Note: The implementation is different for each version of Flash, please refer to Macromedia documentation for specific instructions and syntax for using ClickTag variable and the getURL action.

<http://www.macromedia.com/resources/richmedia/tracking/>

Direct all website ad materials and questions to:

Lakesia Williams, Online Traffic Coordinator
Phone: 800-240-3337 ext. 282
Email: lwilliams@buckmasters.com

Submitting Macromedia Flash Banners:

Please supply the following:

- Compiled .swf file – under 50K
- Back-up standard GIF/JPG image file for non-Rich Media
- Click-through URL

Note: To preview the background color of your .swf file on the server, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so despite the pre-set background color, the user will always see the background color of your file.

Dedicated Email Specifications

Preferred Formatting:

- Format: Single image .jpg (Include hot spots)
- Max pixel width: 700px
- Max file size: 130k
- Subject line length: 50 characters including spacing .
- No animation is allowed within eBlast.

Requirements:

- All materials (file, subject line, and list of internal email addresses you want to include in the blast) are due 10 working days prior to the scheduled email deployment date.
- Material received less than 10 working days in advance may result in the rescheduling of the email deployment date.
- You will be provided with a test sample of your email prior to deployment. Approval in writing (email) will need to be received no later than 48 hours prior to deployment. Failure to provide written approval may result in rescheduling the email.
- All URLs and links in the email should contain absolute references.

Note: If you have further questions regarding eNewsletter specifications, or would like to request sending in another format, please contact the Online Traffic Coordinator, Donna Miller at dmiller@buckmasters.com.

File Submission

- Email: files may be submitted via email to our Online Traffic Coordinator, dmiller@buckmasters.com.
- Electronic FTP Transfer: Ads may be submitted via Internet to our FTP site. Please notify our Advertising Coordinator when you have completed uploading your ads.

FTP Site Address: 107.7.33.72 or [ftp.buckmasters.com](ftp://ftp.buckmasters.com)

FTP Site URL: <ftp://107.7.33.72> or <ftp://ftp.buckmasters.com>

Username: upload

Password: M@15ab2

AD SIZES	Ad Type	Size
	Leaderboard	728x90, 468x60, 250x50
	Rectangle	300x250, 250x200, 210x185
	Skyscraper	160x600
	eNewsletter Banners	300x250, 160x600

BUCKMASTERS AMERICAN DEER FOUNDATION



Buckmasters is dedicated to aiding members of our outdoor community who are in need of assistance. Whether it's putting food on the table, making the sport of hunting accessible to a disabled hunter, or thanking our American military heroes for their service to our country, we encourage all of our member and advertisers to support these worthy programs.

BADF Life Hunts

BADF Life Hunts grants hunting wishes to critically ill and extremely disabled children and adults. In most circumstances, all of the expenses of the hunt are covered for these individuals.



Takin' Heroes huntin'

Buckmasters hosts qualified veterans on all-expense-paid hunts in various locations across the country, as well as provides any adaptive equipment to assist them in the outdoors. Our Buckmasters chapters are encouraged to identify returning veterans and pair them with local landowners who provide access to their hunting property for a day of fellowship as a way of saying thanks for their service to our country.

Disabled Services

Thousands of physically challenged hunters have experienced what had previously been distant dreams. BADF is committed to seeing that anyone — regardless of physical capabilities — can enjoy the outdoors.

Wildlife Conservation

Buckmasters is dedicated to research and education to help preserve and protect our natural resources and wildlife. Buckmasters is committed to lead by example in being good stewards of those resources and wildlife for future generations.



Buckmasters Disabled Services Director David Sullivan poses with Jackie Bushman and participants in the 2015 BADF Life Hunt Classic.

Find out how your company can join with BADF in promoting the principles of conservation, compassion and community while keeping the great tradition of hunting alive.

Contact: Beth Gregory • P.O. Box 244022 • Montgomery, AL 36124
1-800-240-3337 ext. 233 • E-mail: bgregory@buckmasters.com

