

TeamCTO **S**portsmen's **J**ournal

Highlights

- ▶ A new quarterly beginning November 2007, with estimated readership of 46,800-72,000 per issue. Distributed through the mail and local grassroots circulation.
- ▶ We rise above the crowd with top quality design and content based on the classic sporting journals from the golden era of outdoors publications—including original hand-painted covers on each issue.
- ▶ The official Journal of Cross Trail Outfitters—Youth Hunting and Fishing Club. We are a non-profit Christian organization that is Building Men, Preserving our Heritage and Sharing our Faith.[™] We have a network of local units across Texas anchored by full-time staff and an army of committed volunteers. Our readers are red-blooded, die-hard sportsmen and women who hold the highest values and standards.
- ▶ The Journal is the primary tool used by our organization for marketing and outreach. Our success depends upon producing the highest quality Journal possible, and getting it into the hands of committed sportsmen and women. This is not just another magazine — it is the lifeblood of a vibrant and fast-growing organization — and you can climb aboard!
- ▶ Economical ads for both regional and local sponsors.

www.TeamCTO.org or 1-866-KID HUNT

TeamCTO Sportsmen's Journal

*Opportunities for
Local Advertisers*

Local Club Booster Sponsorship

Promote your business to local Sportsmen while showing your support for youth in the outdoors!



Every issue of TeamCTO Sportsmen's Journal features a full page of content from each local Cross Trail Outfitters unit in Texas, along with a page of advertising for our Local Club Boosters. This is a great opportunity to promote your business while also helping your local CTO club *Build Men, Preserve our Heritage and Share our Faith.*[™]

As a Local Club Booster, you will demonstrate that your business is active in giving back to the community while supporting the local youth and the future of our sporting heritage. You will also be exposing your business to our large readership base across Texas.

In addition to an ad in the Journal, there are many great benefits for our Local Club Boosters, including *invitations to participate in local club events, links from your local club website, and a display box and copies of the Journal to distribute to your customers* — not to mention the *patronage and word-of-mouth referrals from grateful club members and families!*

- ▶ **RATES** as low as \$62 per month, with **Free Graphic Design** available! (Ask for details.)
- ▶ **AD SIZE** is bigger than a business card. (1/8 page — 3 7/8" X 2 1/8")

<i>QUARTERLY RATES</i>	<i>ONE ISSUE AT A TIME</i>		<i>ANNUAL CONTRACT</i>	
<u>Number of spots taken</u>	<u>B/W</u>	<u>COLOR</u>	<u>B/W</u>	<u>COLOR</u>
Single	\$199	\$211	\$187	\$196.50
Double size	\$385	\$410	\$361	\$379
Super size (4X)	\$749	\$786	\$710	\$745
All of 'em (8X)	\$1465	\$1538	\$1400	\$1470

Rates good Fall 2007-Fall 2008. For monthly equivalent, divide quarterly rate by 3.

To sign up, contact your local club leadership today!
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TeamCTO Sportsmen's Journal

*Special Discount Offer
for Charter Sponsors*

Sign up to advertise in the Fall 2007 TeamCTO Sportsmen's Journal and get:

- Single Issue Full Color advertising at our lowest published rate (annual black and white rate). This is a savings of up to 12% off our already low rates.

— Plus —

- **FREE GRAPHIC DESIGN!** (*Up to \$75 value!*)

Up to one full hour of professional graphic design service provided by Verso Media Group, for design of ad to run in TeamCTO Sportsmen's Journal.

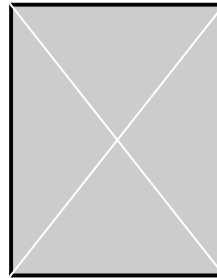
***Available for all new advertisers with any size ad,
including Local Club Booster Sponsorships!***

TeamCTO Sportsmen's Journal

Regional Display Ad Rates

Full Page

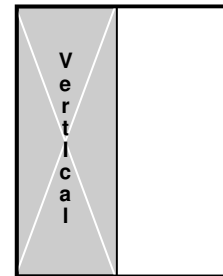
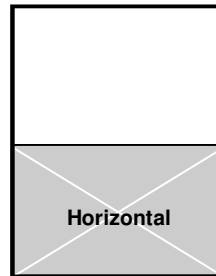
Singe Issue: \$1,125
Annual (per issue): \$1,050



We offer page rate discounts for multi-page spreads. Contact your sales rep for details.

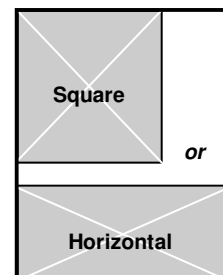
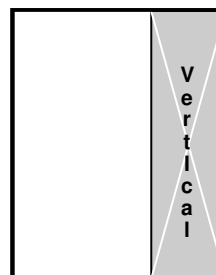
One Half Page

Singe Issue: \$750
Annual (per issue): \$675



One Third Page

Singe Issue: \$600
Annual (per issue): \$525



*All rates for black and white, for color add \$100.
Please see Mechanical Requirements for details re: specific sizes, margins, bleeds, etc.*

Premium Placement available, priced upon request. Includes Inside Front, Page 3, Inside Back and Back Cover. Full page, full color only.

We do not offer agency discounts.

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