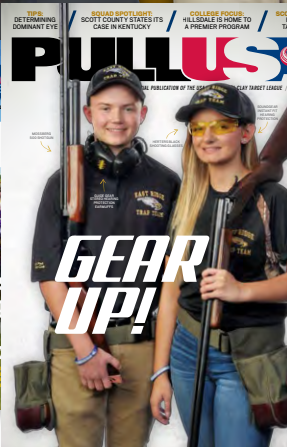


MEDIA GUIDE

2018-19



★ ★ ★
**LARGEST YOUTH CLAY TARGET PUBLICATION
IN THE WORLD**



THE OFFICIAL PUBLICATION OF THE USA HIGH SCHOOL CLAY TARGET LEAGUE

Captivating the Clay Target Community

PullUSA is the official publication of the USA High School Clay Target League, the fastest-growing high school sport in the nation. This quarterly magazine is direct-mailed and digitally delivered to up to 60,000 readers—student athletes, coaches, gun clubs, volunteers and school administrators—throughout more than 25 states.

PullUSA tells the compelling stories of these student athletes (grades 6-12), coaches and volunteers. The magazine will cover human interest features, lifestyle stories, tips, product reviews, college prep and more from the world of clay target shooting sports.

Our readers don't just shoot clay targets—they hunt, fish, camp, and excel in the classroom. This is the most efficient and effective vehicle to reach these avid outdoor families.

Target your market on all fronts with print, online and email content and distribution.

Take your best shot—*PullUSA*!



About Us

The USA High School Clay Target League is a 501(c)(3) non-profit corporation and the independent provider of shooting sports as an extracurricular co-ed and adaptive activity to high schools for students in grades six through twelve who have their League-approved firearms safety certification.



ADVERTISING RATES

3

Circulation

Average circulation up to 28,000-plus U.S. clay target households, schools and gun clubs, representing participants of USA High School Clay Target League.

Readers

2.33 PEOPLE in each recipient household read each issue of *PullUSA Magazine*.*

Terms

Terms are net 30 days. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.



Bonus Offer!

Purchase 4x full page ad receives **50% DISCOUNT** 4x rate of 5th ad!

Size	Dimension	Open	4x
Back Cover	8 1/4" x 10 7/8"	\$3,500	SOLD
Inside Front Cover	8 1/4" x 10 7/8"	\$3,000	SOLD
Inside Back Cover	8 1/4" x 10 7/8"	\$2,500	\$2,250
Spread (2-page)	16 1/2" x 10 7/8"	\$3,750	\$3,375
Full Page	8 1/4" x 10 7/8"	\$2,000	\$1,800
2/3 Page Vertical	4 3/4" x 9 7/8"	\$1,500	\$1,350
1/2 Page Vertical	3 1/2" x 9 7/8"	\$1,250	\$1,125
1/2 Page Horizontal	7 1/4" x 4 7/8"	\$1,250	\$1,125
1/3 Page Vertical	2 1/4" x 9 7/8"	\$750	\$675
1/4 Page Vertical	3 1/2" x 4 7/8"	\$600	\$540
1/4 Page Horizontal	7 1/4" x 2 3/8"	\$600	\$540

Page Size:

Trim: 8 1/4" x 10 7/8"
 Safety: 7 3/4" x 10 3/8"
 Bleed: 8 1/2" x 11 1/8"

Bleeds accepted on full page ads only.

Paper:

Cover - 80# Gloss
 Text - 60# Gloss

Color - 4-c Process

Print:

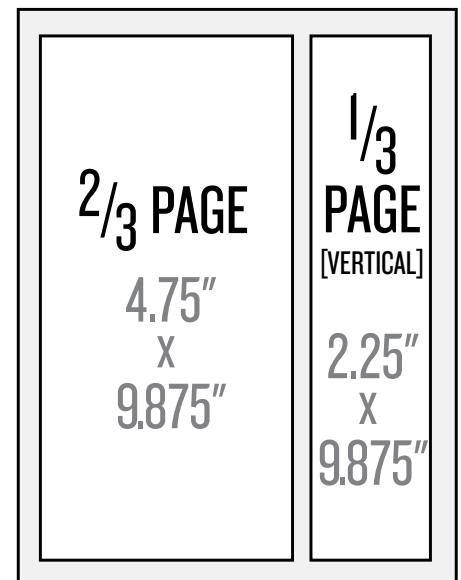
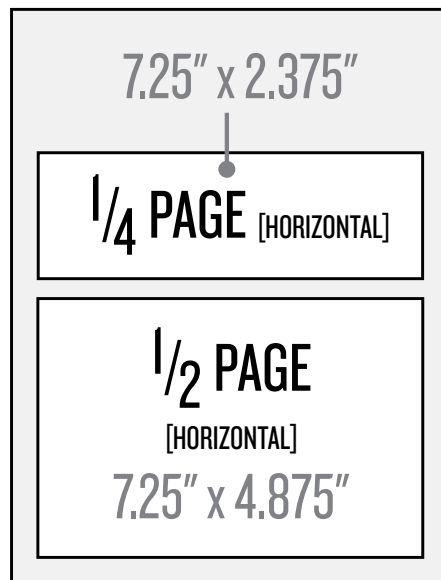
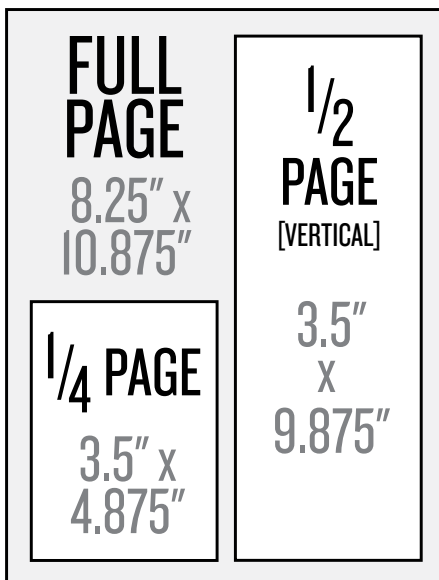
Cover & Text:
 Web Heatset

Bindery:

Saddle-stitched

*Based on 2017 student athlete registration survey.

Ad Sizes



Digital Specs

Touchpoint Media prefers to receive ads in **Hi-res PDF format**. Adobe InDesign, Adobe Illustrator EPS (w/outlined fonts), or Adobe Photoshop (TIF/EPS) formats are also accepted. Submit ads on CD or you can FTP the files. Be sure to include all appropriate artwork and typefaces if necessary. Ensure all embedded images are in CMYK format. We cannot be responsible for RGB color print production.

Ad Submission

Ads can be e-mailed to info@touchpointmedia.com.

If they are too large to email, they can be sent to our Air Dropper account. In your web browser enter: <http://airdropper.com/touchpointmedia>. When prompted please enter the passphrase below:

- Passphrase: upload612

Air Dropper will then allow you to upload to the Ads folder. You will be notified when upload is complete and Touchpoint Media will be notified that a file has arrived.

Ad Creation

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.



TO ADVERTISE
Call today, or see page 10
for a list of contacts.



PH: (952) 994-2427
www.pullusamagazine.com

Advertising Deadlines

Issue Date	Space	Material	Mail
Fall 2018	09/21/18	09/24/18	11/03/18
Winter 2019	12/7/18	01/03/19	02/18/19
Spring 2019	03/25/19	03/29/19	05/11/19
Summer 2019	07/01/19	07/03/19	08/13/19
Fall 2019	09/16/19	09/20/19	11/02/19

Editorial Calendar

Issue Date	Highlights, Themes & Special Issues*
Winter 2019:	Product Showcase
Spring 2019:	Shooting Skills
Summer 2019:	Season Roundup
Fall 2019:	College

*Subject to change



PullUSAMagazine.com

Home Page

- 1. Premium Leaderboard ad**
728 x 90 pixels | \$800/quarter
- 2. Standard Leaderboard ad**
728 x 90 pixels | \$500/quarter
- 3. Sidebar ad**
300 x 100 pixels | \$300/quarter

All Banner Ads rotate in order randomly with page refresh and are located throughout the site in addition to the home page.

Select content from each issue available on the PullUSA website!



Digital Edition

Over 30,000 participants—student athletes, coaches, gun clubs, volunteers and school administrators—of the USA High School Clay Target League who receive the printed magazine at their homes four times each year also have the opportunity to read the publication in an interactive digital format.

The digital edition engages clay target shooters, coaches and families like never before, and provides additional exposure and value for PullUSA advertisers.

➔ Each issue is e-mailed to every USA High School Clay Target League participant!



Call for rates on inserting your brochure or collateral piece. We offer a one-stop shop for full service design, digital photography, production and printing services.



DELIVER YOUR MESSAGE, AND MAIL YOUR INSERT FOR LESS THAN YOU COULD YOURSELF!

Your printed piece inserted into the magazine into the specialized market of your choice!

Cost: _____

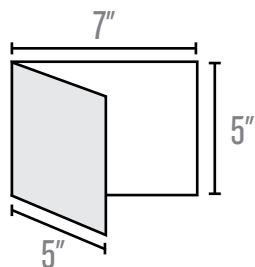
10 CENTS an issue!
FLAT RATE FEE
 (Does not include printing cost)

1. Save money on printing and shipping by having us print and ship your brochure. Please call your sales representative today for details.
2. If you decide to print your own brochure, please contact your sales representative for specification quantity, delivery deadlines and the address to ship to.

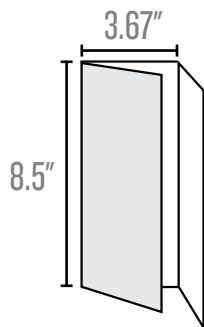
Insert Sizes

SELECT FROM ANY OF THESE OPTIONS:
 (Limit of 8 pages or less)

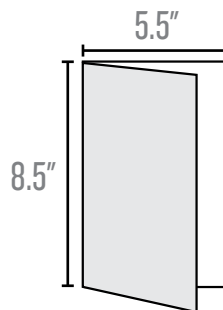
12" X 5" SMALL FLAP



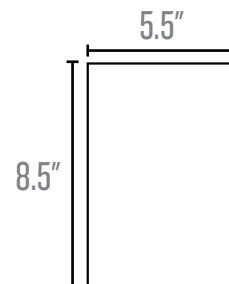
8.5" X 11" TRI-FOLD

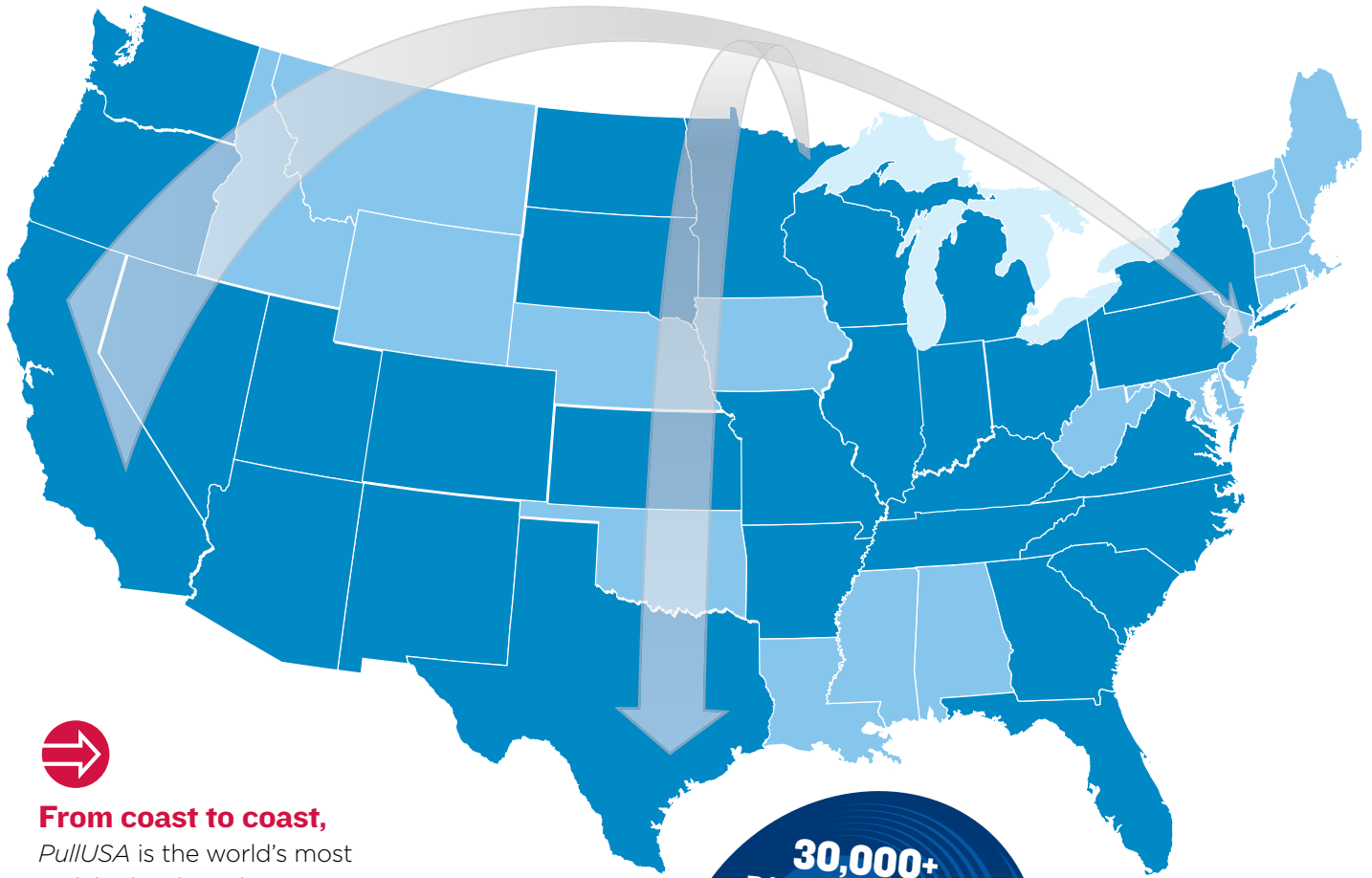


8.5" X 11" BI-FOLD



HALF PAGE





From coast to coast,

PullUSA is the world's most widely distributed YOUTH clay target magazine.

30,000+
PARTICIPANTS—
STUDENT ATHLETES,
COACHES, GUN
CLUBS, SCHOOL
ADMINISTRATORS
AND MORE!





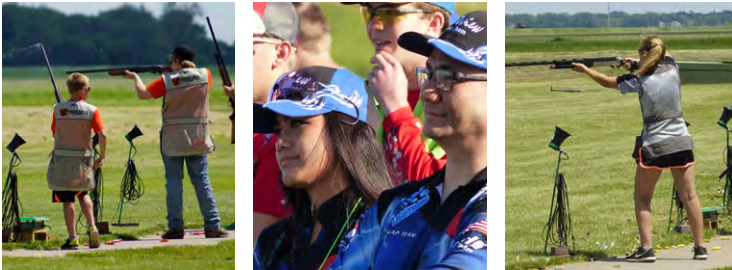
Household Profile



- 61%** HAVE MORE THAN \$75,000 household income
- 90%** OWN PRIMARY RESIDENCE
- 70%** HAVE 3 OR MORE people in the household
- 65%** COLLEGE GRADUATES



USA HIGH SCHOOL CLAY TARGET LEAGUE IS THE **LARGEST** YOUTH CLAY TARGET PROGRAM IN THE COUNTRY!



77%

of student athletes purchased a hunting license last year

20%

of student athletes are female

76%

of athletes enjoy fishing as another preferred leisurely activity

80%

of families own a dog

\$11

million estimated team expenditures to participate in the League

60%

of families own recreational vehicles as another preferred leisurely activity

57%

of League participants are first-time clay target shooters

**Data compiled by USA High School Clay Target League 2018 Student Athlete Registration Survey*

1 OUT OF EVERY 2 FAMILIES IS EXPECTED TO PURCHASE A FIREARM IN 2018

LEAGUE YOUTH WILL SPEND OVER \$2 BILLION DOLLARS ON HUNTING, FISHING AND SHOOTING SPORTS IN THEIR LIFETIME.

(Based on data from the U.S. Fish and Wildlife Service and U.S. Census Bureau)



www.usaclaytarget.com
 Main Office: 1408 Northland Drive, Suite 104, Mendota Heights, MN, 55120
 PH: (952) 994-2427 • E-MAIL: info@usaclaytarget.com

To advertise, please contact:

Fundraising and Event Manager
 Josh Kroells
 (952) 994-2427
 jkroells@usaclaytarget.com

Vice President
 John Nelson
 (612) 490-1388
 jnelson@usaclaytarget.com

PUBLISHING PARTNER



Touchpoint Media
 505 N. Hwy. 169, Ste. 100
 Minneapolis, MN 55441
 (800) 597-5656
 www.touchpointmedia.com

Additional Opportunities

Annual Sponsorship

Support the USA High School Clay Target League with our comprehensive package that includes nationwide or state-specific event sponsorship!



Event Sponsor

Sponsor packages and exhibitor space available for USA High School Clay Target League events!



Special Opportunities

Get your brand in the hands of thousands of shooting sports enthusiasts with our web and mobile applications!

Aim Higher

COLLEGE SHOOTING TEAMS OFFER AN OPPORTUNITY TO GROW AND DIVERSIFY YOUR SKILLS

TRAP SHOOTING IS A LIFETIME SPORT which offers a unique opportunity for students to grow and diversify their skills. College shooting teams offer an opportunity to grow and diversify your skills. College shooting teams offer an opportunity to grow and diversify your skills.

California State University Fresno

FRESNO STATE

Located near the Sierra Nevada, California State University Fresno is one of 212 colleges in the California State University system, one of the largest higher education systems in the world. A leading provider of quality learning, CSU Fresno is proudly ranked in the top 10 among the national offering. Without scholarship opportunities and a commitment to an increasingly diverse and multicultural campus, the university offers a wide range of programs and services to its students. The university is a member of the National Association of State Universities and Colleges of California, the National Association of State Universities and Colleges of California, the National Association of State Universities and Colleges of California, the National Association of State Universities and Colleges of California.

WILEY X SABER ADVANCED SHOOTING GLASSES

Wiley X Saber Advanced Shooting Glasses are the most advanced in the world. They are designed to protect your eyes from high-velocity projectiles and provide clear vision. They are also designed to be comfortable and easy to wear. They are available in a variety of colors and styles. They are also available in a variety of sizes. They are also available in a variety of colors and styles. They are also available in a variety of sizes.

Full Loaded

Everything you need to start the 2018 shooting season strong

SHAMROCK LEATHERS SHELL BAG

Shamrock Leathers is a family-owned and operated business that has been in the leather business for over 40 years. We are proud to offer a wide range of leather goods, including handbags, wallets, and more. Our leather is sourced from the finest animals and is of the highest quality. We use traditional craftsmanship to create our products, and we are committed to customer service. We are also committed to sustainability and ethical sourcing. We are also committed to sustainability and ethical sourcing.

BERETTA A400

Beretta A400 is a semi-automatic shotgun. It is known for its reliability and accuracy. It is a popular choice among trap and skeet shooters. It is also a popular choice among law enforcement and military personnel. It is also a popular choice among law enforcement and military personnel.

WILEY X SABER ADVANCED SHOOTING GLASSES

Wiley X Saber Advanced Shooting Glasses are the most advanced in the world. They are designed to protect your eyes from high-velocity projectiles and provide clear vision. They are also designed to be comfortable and easy to wear. They are available in a variety of colors and styles. They are also available in a variety of sizes.

GEAR UP!

Start the year with the best gear. Shotguns, shell catchers, eyewear, ear protection, trap machines, cleaning equipment... and more!

STAL WADZINGER

WILEY X SABER ADVANCED SHOOTING GLASSES

GUNNING FOR GOLD

THREE-TIME OLYMPIC TRAP SHOOTER COREY COGDELL IS STILL AIMING FOR THE TOP OF THE PODIUM

BY JAKE WEYER AND ANDREW TRI

Corey Cogdell is a three-time Olympic trap shooter. He has won gold medals in the 2000, 2004, and 2008 Olympics. He is also a world champion and a multiple-time national champion. He is also a three-time Olympic trap shooter. He has won gold medals in the 2000, 2004, and 2008 Olympics. He is also a world champion and a multiple-time national champion.

THE LEAD ON THE LINE

ZIJUN ZHANG
ACADEMY OF HOLY ANGELS - RICHFIELD, MN

AGE 18
FUN FACTS MISSOURI'S "TOP" SHOT; 2017 USA High School Clay Target Champion; 2017 USA High School Clay Target Champion; 2017 USA High School Clay Target Champion.

PullUSA: What other activities are you in?
Zhang: Right now I'm in theater and on the swim team. I'm also in the knowledge bowl and play some piano, and I'm part of the Campus Ministry Team.

PullUSA: How did your first time go?
Zhang: My first time was with my coach's daughter's shotgun. It was an over-and-under Beretta. I couldn't even pull the trigger because I was kind of afraid and my hands were shaking. To me, it was very big and powerful and I was nervous. I shot on it that first time.

PullUSA: What did your family in China say when they heard you were shooting?
Zhang: My first time was with my coach's daughter's shotgun. It was an over-and-under Beretta. I couldn't even pull the trigger because I was kind of afraid and my hands were shaking. To me, it was very big and powerful and I was nervous. I shot on it that first time.

THE FIELD COACH KELVIE'S CORNER

"SHOT" SIZE MATTERS!

WHICH SHOT SIZE FITS YOUR EQUIPMENT AND PERSONAL SHOOTING STYLE?
BY JASON KELVIE Illustrations by TOM RICHMOND

TIPS

WHICH SHOT SIZE FITS YOUR EQUIPMENT AND PERSONAL SHOOTING STYLE?

The debate over which shot size to use for 16-yard trap has been a staple of conversations around gun clubs for years. Everyone from Olympians to All-Americans to the casual shooters at your local club have debated whether 7.5 shot is better than 8, or 8.5, or 9 shot, or vice-versa. All shooters want to get it 'right,' but trying to figure it out can be daunting. Is there really only one size that fits all?

WHAT IS 'SHOT'?

'Shot' refers to the pellets in a shotgun shell. Various types of shotguns shells can have different sizes of shot. The smaller the shot size number—7.5, 8, or 9—the larger the diameter of each pellet in the shell. Because of the difference in shot diameter, shotgun shells with a smaller shot size will have fewer pellets in the shell. A shotgun shell with 8 shot will have more pellets than a shell with 7.5 shot.

Did you just realize that you have more chances to hit the target with 8 shot because it has more pellets? Be careful! It's not quite that simple.

CHOOSING YOUR SIZE

There's no question that either 7.5 or 8 shot will work for 16-yard trap.

THE PATTERNING BOARD

I love the patterning board and so should you. It is one of the most effective tools to use to learn how your various brands of ammunition, shot sizes and chokes affect how your shotgun shoots.

When determining your shot size, you should let the pattern determine what size is best for you. Don't be shy about trying multiple shot sizes as well as various manufactured shells. Chokes can also play a role in determining which shot size you should use, but keep it simple and use the choke you've already settled on during prior patterning sessions.

Once you find a shot size and shell manufacturer you like, highly recommend you stick with it. Consistency is the key to breaking more targets!

THE FIELD SCORING TABLE

BREAKING DOWN CLAYS

A CLOSER LOOK AT CLAY TARGETS

DO YOU KNOW YOUR CLAY?

ALL SIZES AND COLORS

With so many different types of clay target shooting sports, there are many different sizes of targets. The smallest target—called a 100—is only 60mm wide. That's just a bit larger than two quarters placed end to end. The clay targets used for the longer are 100mm across, and they weigh 100 grams.

WHEN CLAY ISNT CLAY

Did you know that clay targets aren't really made of clay? A standard clay target is actually a mix of pitch—athletic black petroleum resin—and limestone or chalk.

THE BEST THINGS IN LIFE...

Some might say that the best part of clay target shooting is the friendships you make on the line, or the honor you feel as you represent your school each league night. But for some of us, the truth is that the best thing about clay target shooting is blasting those bright orange targets right out of the sky.