

# MEDIA GUIDE

2016-17



**PULL USA**

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 more than 20,000 participants—student athletes, coaches, gun clubs, volunteers and school administrators—throughout 17 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.

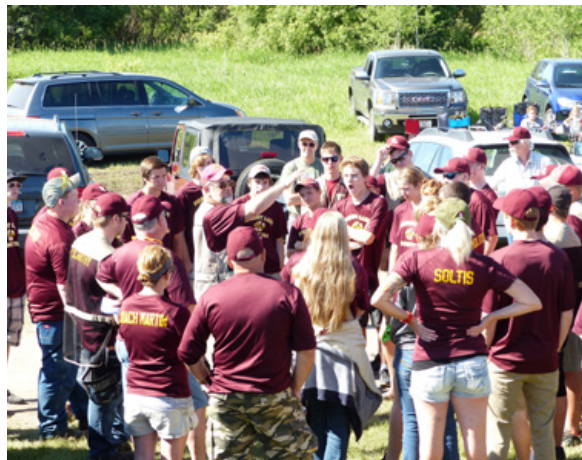
Target your market on all fronts with print, online and email content and distribution.

**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 activity to high schools for students in grades six through twelve who have their firearms safety certification.



# ADVERTISING RATES

## Circulation

Average circulation of 20,000-plus U.S. clay target households, schools and gun clubs, representing participants of USA High School Clay Target League.

## 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.

Size	Dimension	Open	4x
Back Cover	8 1/4" x 10 7/8"	\$3,500	\$3,150
Inside Front Cover	8 1/4" x 10 7/8"	\$3,000	\$2,700
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	\$3,750
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



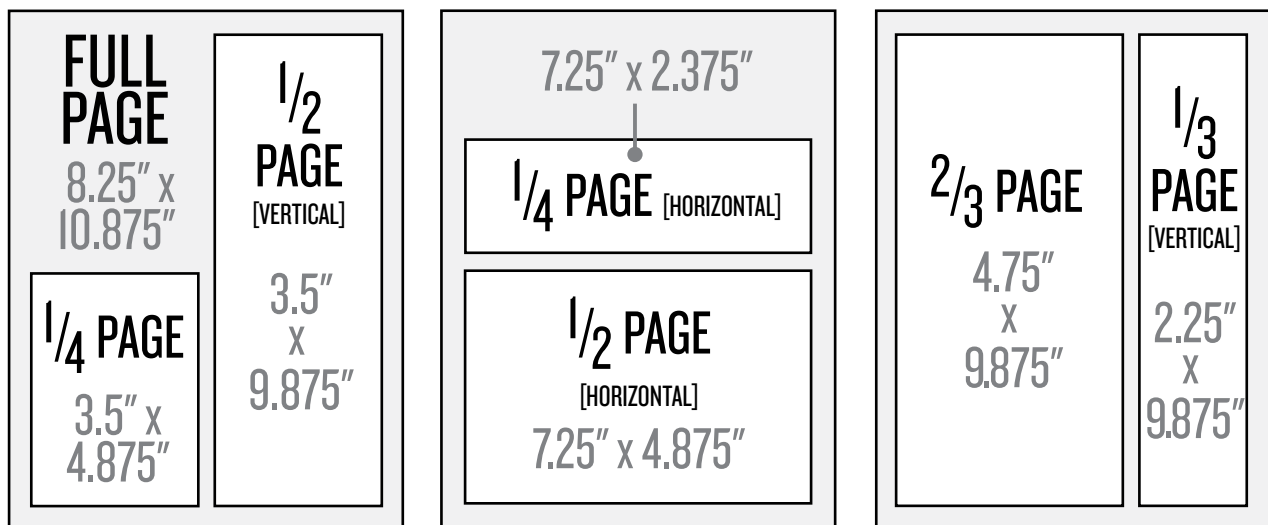
**2017 Bonus Offer:**  
4x full page or larger commitment receives **FREE** website ad.

**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

## 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](mailto: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 11  
for a list of contacts.



PH: (952) 994-2427  
[www.pullusamagazine.com](http://www.pullusamagazine.com)

## Advertising Deadlines

Issue Date	Space	Material	Mail
Winter 2017	12/07/16	12/15/16	01/15/17
Spring 2017	02/07/17	02/15/17	03/22/17
Summer 2017	04/18/17	04/28/17	05/28/17
Fall 2017	08/23/17	08/29/17	09/29/17

\*Subject to change

## Editorial Calendar

Issue Date	Highlights, Themes & Special Issues*
Winter 2017:	Product Showcase
Spring 2017:	Shooting Skills
Summer 2017:	Season Roundup
Fall 2017:	College



## 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.

### Social Media



- Facebook**  
Promotion of contests, deals, magazine events, etc.  
Facebook.com/PullUSA

**PULLUSA**  
The Official Magazine of the USA High School Clay Target League

FEATURES SECTIONS ISSUE ARCHIVE PHOTO GALLERY STORY TIPS Q SUBSCRIBE

**How the Clay Target League is Sweeping the Nation**  
Student athletes, coaches and founder Jim Sable gather at the Trap Shooting Championship...

**SAVE UP TO 50% FATHER'S DAY SALE** SHOP NOW

**LEAGUE ROUNDUP**  
**Five New States Joining the League in 2017**  
High schools in Texas, Utah, Ohio, Arizona and Nevada are gearing up for their inaugural season of high school trapshooting.

**SHOOTING TIPS**  
**Find the Ideal Gun Fit**  
In order for your gun to shoot where you are looking, you need to make sure you have a correct gun fit. Find out how to find YOUR ideal gun fit.

**ASK COACH K**  
**What's the Best Ammunition to use for Trapshooting?**  
Hear what our resident expert has to say about the difference in ammunition, including velocity, accuracy and cost.

**ATHLETE SPOTLIGHT**  
**Lauren Schmidt - Academy of Holy Angels, Richfield MN**  
Lauren Schmidt, a 10th-grader at the Academy of Holy Angels in Richfield, is involved with theater productions and the social justice club.

**SQUAD SPOTLIGHT**  
**Classic School of Wichita, Kansas Kicks Off With a Bang**  
Over 30 student athletes kicked off the Spring 2016 season of the Kansas State High School Clay Target League.

**PRODUCT REVIEW**  
**WildEar Master Series Hearing Protection**  
What makes this custom-fit hearing protection option stand out from the rest? Hear what are experts have to say about this product.

**WALKER'S #PROTECTITORLOSEIT**

**SUBSCRIBE TODAY!**  
4 Issues for only \$20!  
SUBSCRIBE NOW

**RAZOR**  
**Cabela's OUTDOOR FUND**  
**Alexandria MOTORS**  
**REEDS**  
**Cabela's**  
Adventure awaits in Alexandria, MN  
ExploreAlex.com

Select content from each issue available on the PullUSA website!

More than 20,000 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.

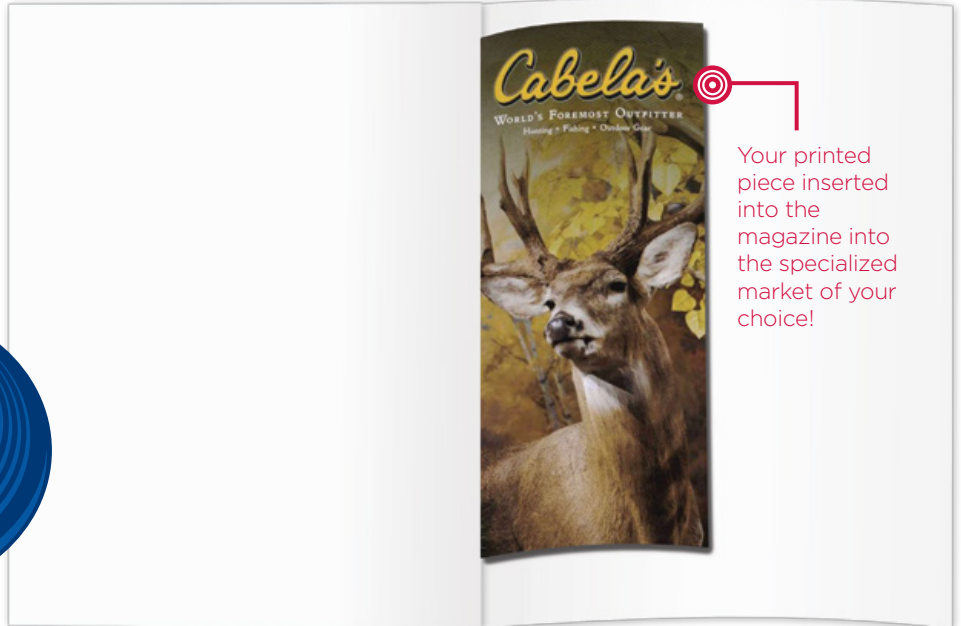
The digital edition engages clay target shooters, coaches and families like never before, and provides additional exposure and value for PullUSA advertisers.



➔ 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.



## Cost:

**\$250**  
Per Thousand Brochures  
(Or \$0.25 Per Piece)

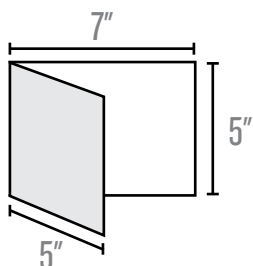
### 20,000 Piece Minimum Requirement

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 specifications, delivery deadlines and the address to ship to.

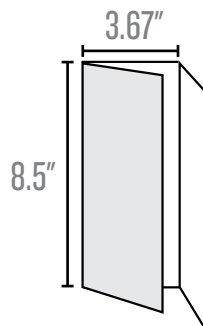
## Insert Sizes

### SELECT FROM ANY OF THESE OPTIONS:

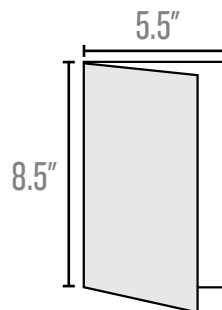
#### 12" X 5" SMALL FLAP



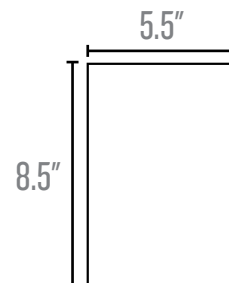
#### 8.5" X 11" TRI-FOLD

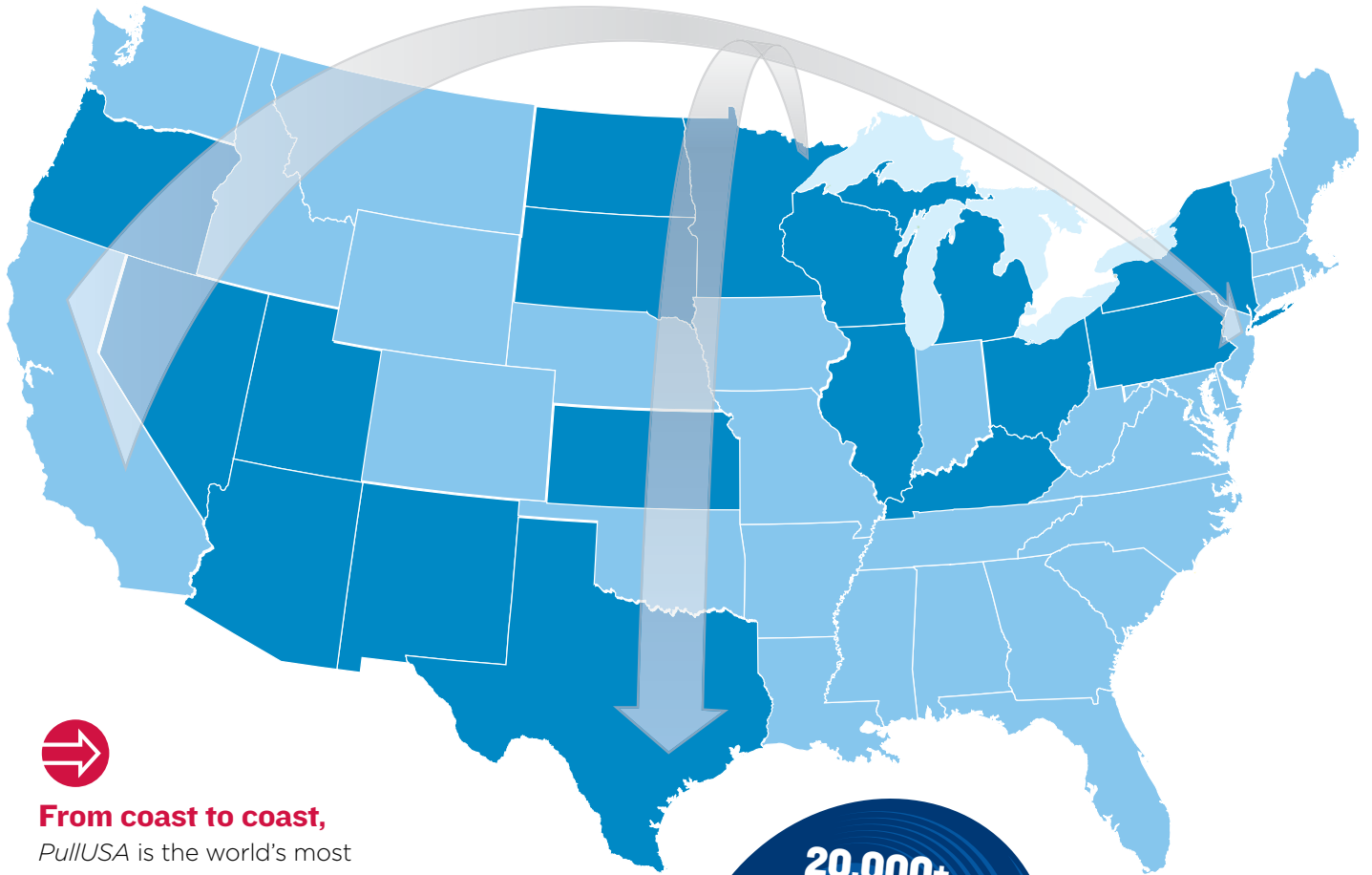


#### 8.5" X 11" BI-FOLD



#### HALF PAGE





**From coast to coast,**

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

**20,000+**  
PARTICIPANTS—  
STUDENT ATHLETES,  
COACHES, GUN  
CLUBS, SCHOOL  
ADMINISTRATORS  
AND MORE!







### Household Profile



- 40%** 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 TRAPSHOOTING PROGRAM IN THE COUNTRY!



**8,200**  
SHOTGUNS  
EXPECTED TO BE  
PURCHASED BY  
LEAGUE FAMILIES  
IN 2016

**88%**

of student athletes  
have hunted in the  
past two years

**20%**

of student athletes are  
female

**81%**

of athletes enjoy  
fishing as another  
preferred leisurely  
activity

**78%**

of families own a dog

**\$6.6**

million estimated  
team expenditures  
to participate in the  
League

**64%**

of families own  
recreational vehicles  
as another preferred  
leisurely activity

**55%**

of League participants  
are first-time clay  
target shooters

\*Data compiled by USA High School Clay Target League 2016  
Student Athlete Registration Survey

**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](http://www.usaclaytarget.com)

Main Office: 1408 Northland Drive, Suite 104, Mendota Heights, MN, 55120

PH: (952) 994-2427 • E-MAIL: [info@usaclaytarget.com](mailto:info@usaclaytarget.com)

 **To advertise,  
please contact:**

**Fundraising and Event Manager**

Josh Kroells  
(952) 994-2427  
[jkroells@usaclaytarget.com](mailto:jkroells@usaclaytarget.com)

**Vice President**

John Nelson  
(612) 490-1388  
[jnelson@usaclaytarget.com](mailto:jnelson@usaclaytarget.com)



**PUBLISHING PARTNER**



Touchpoint Media  
505 N. Hwy. 169, Ste. 100  
Minneapolis, MN 55441  
(800) 597-5656  
[www.touchpointmedia.com](http://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 platinum 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!