

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.

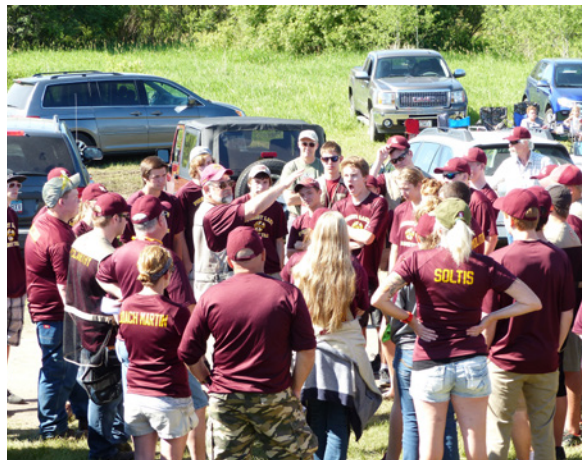
Target your market on all fronts with print, online and email content and distribution.

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.

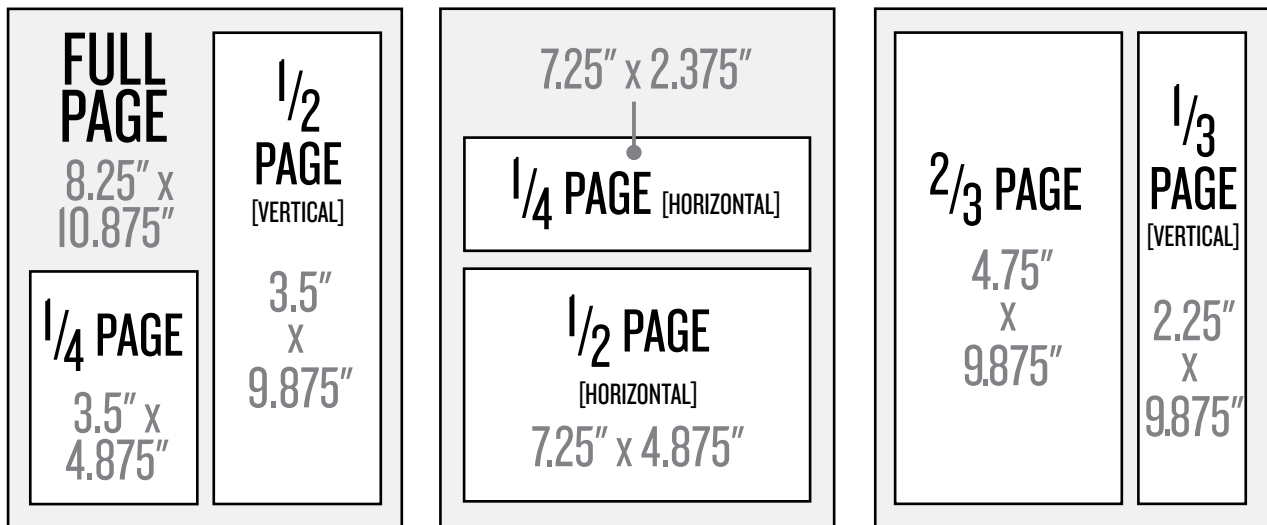
Paper:
Cover - 80# Gloss
Text - 60# Gloss

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.

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

Advertising Deadlines

Issue Date	Space	Material	Mail
Winter 2017	12/07/16	12/15/16	01/23/17
Spring 2017	02/20/17	02/24/17	04/03/17
Summer 2017	04/24/17	04/28/17	06/05/17
Fall 2017	08/28/17	09/01/17	10/10/17

*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 our experts have to say about this product.

SUBSCRIBE TODAY!
4 issues for only \$20!
SUBSCRIBE NOW

WALKER'S RAZOR

Cabela's OUTDOOR FUND

Alexandria MOTORS

REEDS

Cabela's
Adventure awaits in Alexandria, MN
ExploreAlex.com

WALKER'S #PROTECTITORLOSEIT

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.

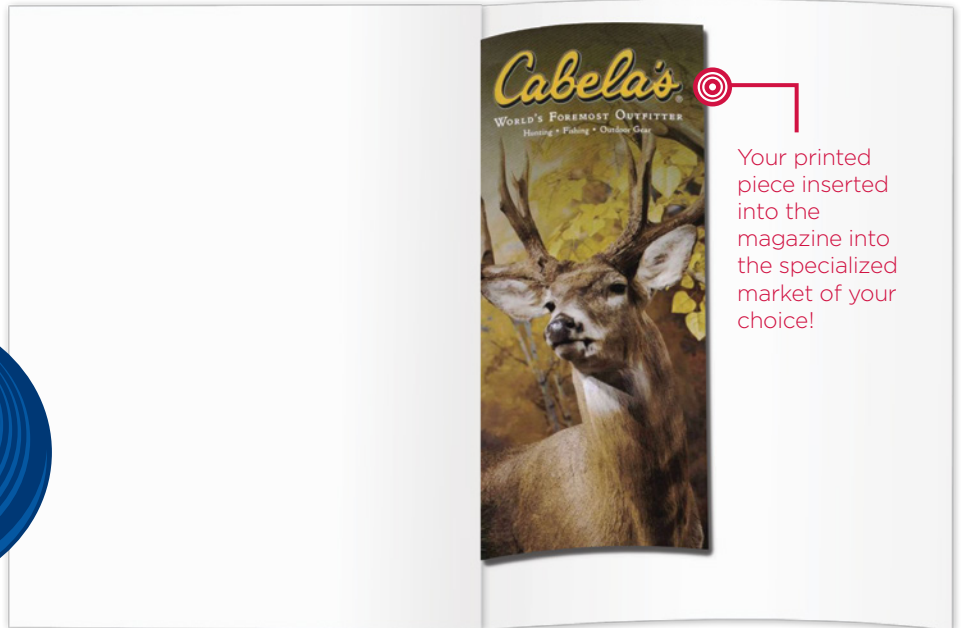
The digital edition engages clay target shooters, coaches and families like never before, and provides additional exposure and value for PullUSA advertisers.



➔ 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)

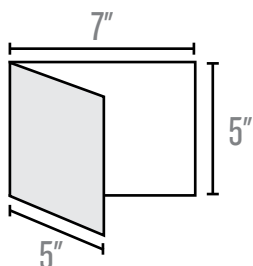
20,000 Piece Minimum Requirement

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.

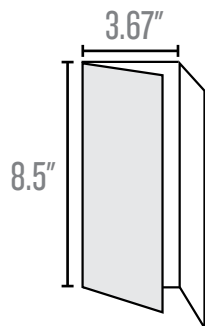
Insert Sizes

SELECT FROM ANY OF THESE OPTIONS:

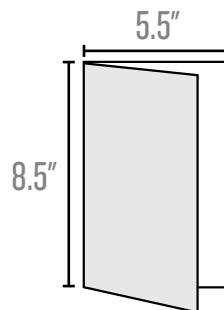
12" X 5" SMALL FLAP



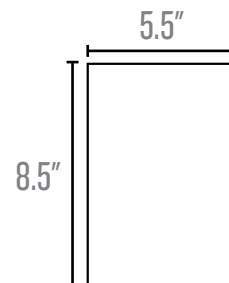
8.5" X 11" TRI-FOLD

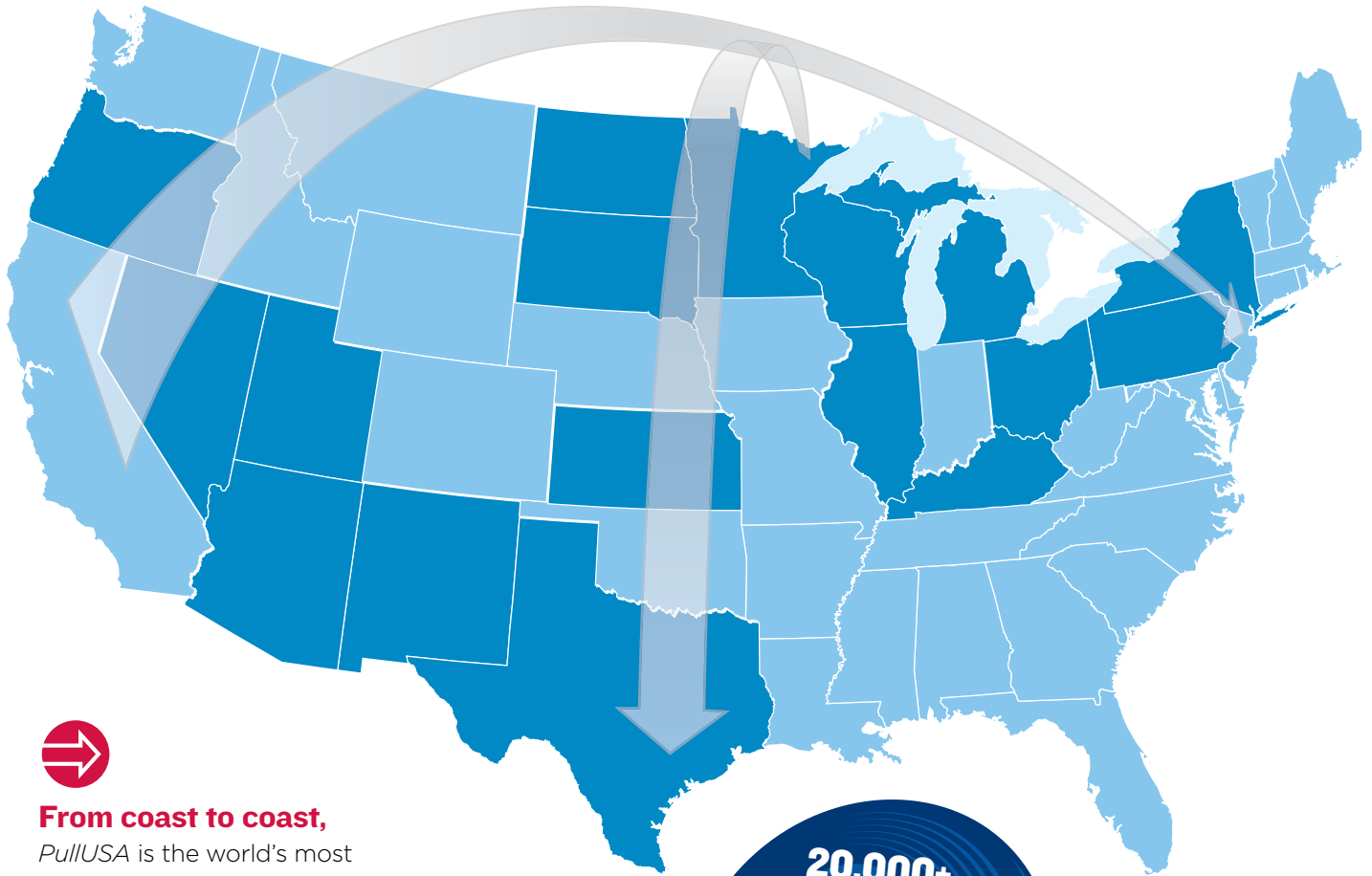


8.5" X 11" BI-FOLD



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

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

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PUBLISHING PARTNER



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(800) 597-5656
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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!