

2009 WEBSITE ADVERTISING

Reaching the right people is what successful advertising is all about.

In archery, the right people are the ones who are most enthusiastic about their sport and their equipment. They are the ones who buy new gear...and they are the ones who read *Bowhunt America* and *Inside Archery* magazines.

A new opportunity to reach those buyers is now available.

For the first time ever, you can lock up advertising space on the colorful website of Zebra Publishing, the publishers of *Bowhunt America*, *Inside Archery* and the official *ATA Show Guide*.

Two types of effective advertising are available: Button Links and Text Links.

Button Link • Your company logo is colorfully and prominently displayed on the Zebra website. When viewers click on your logo button, they are immediately linked to your own website.

Text Link • Your company name with two lines of text (maximum of 45 letters; spaces count as letters) could be listed here. You might say, for example, "Click Here for a Free Broadhead." When viewers click on your Text Link button, they are immediately linked to your own website.

See the enclosed information sheet for complete details and prices.
Call today to lock up your links on the Zebra Publishing website.

The screenshot shows the Zebra Publishing Inc. website. The main content area features a grid of magazine covers including *Inside Archery*, *Bowhunt America*, *Whitetail Special*, and *2006 Archery Phone Book*. Below the grid is a search bar and navigation links for 'Our Story' and 'Contact Us'. A sidebar on the right lists 'SPONSORED LINKS' with logos for Solocal, Hoyt, Bowtech, Carbon, and IBS. A 'TEXT LINK' is also visible at the bottom of the sidebar.

Limited Space Available

- Accepted formats: JPEG, GIF, animated GIF, Flash
- Prime Position refers to the top position on the right-hand menu bar
- All positions, are on a first-come, first-serve basis
- All ads posted/removed on the first day of the month
- Prepayment required 30 days in advance
- For Text Links you need your company name with two lines of text (maximum of 45 letters, spaces count as letters)
- All ads link back to advertiser website
- Button ads will rotate randomly with up to 3 advertisers at any one time



Advertising Terms and Conditions, effective 09/01/08, apply in accordance with *Inside Archery* Rate Card No. 12, *Bowhunt America* Rate Card No. 7, and *ATA Show Guide* Rate Card No. 9. Rate Cards effective with 2009 issues. See our website at www.zebrapub.com for details.

FOR MORE INFORMATION, PLEASE CALL TOLL-FREE: 877-499-9988 OR VISIT OUR WEBSITE

www.zebrapub.com ▼ info@zebrapub.com ▼ Phone: (719) 495-9999 ▼ Fax: (719) 495-8899
2960 N. Academy Boulevard, Suite 101 ▼ Colorado Springs, CO 80917

WEBSITE ADVERTISING RATES & SPECIFICATIONS

Effective 9/01/08

Reaching the right people is what successful advertising is all about. For the first time ever, you can lock up advertising space on the popular, joint website of *Bowhunt America*, *Inside Archery* and the official *ATA Show Guide*. Two types of advertising are available: Button Ads and Text Links. Don't miss this opportunity. Limited space available.

DISPLAY	1 YEAR	6 MONTHS	3 MONTHS	SIZE
Prime Button Ad	\$376 (\$31/mo.)	\$250 (\$41/mo.)	\$190 (\$63/mo.)	120 x 60 pixels
Button Ad	\$240 (\$20/mo.)	\$126 (\$21/mo.)	\$75 (\$25/mo.)	120 x 60 pixels
Text Link	\$96 (\$8/mo.)	\$60 (\$10/mo.)	\$36 (\$12/mo.)	Text line



YES! I want to advertise and take advantage of this offer for Website Advertising. Please schedule my ad.

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AD TYPE

PRIME BUTTON AD

BUTTON AD

TEXT LINK

OF MONTHS

COST

_____	_____
_____	_____
_____	_____

WEBSITE ADVERTISING MUST BE PREPAID. CREDIT CARDS ACCEPTED.

Company Name: _____ Title: _____

Your Name: _____ Phone: _____

Authorizing Signature: _____ Date: _____

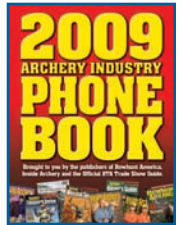
Credit Card (Circle One)   No. _____ Exp. Date _____

By signing this form, I agree to Zebra Publishing Advertising Terms and Conditions, effective 09/01/2008, available at www.zebrapub.com, with which I am familiar and which shall automatically become part of this agreement. I understand that I will be billed at a rate of \$100.00 per hour for additional production work required for preparation and/or modification for artwork I supply that is not in compliance with Zebra Publishing Advertising Specifications, effective 09/01/2008, available at www.zebrapub.com. I agree to Zebra Publishing Advertising Terms and Conditions which include, but are not limited to, the following: upon approved credit, invoices are due 30 days from date of invoice. I agree to pay the late payment fees which will be assessed as follows: finance charge on outstanding account balance over 30 days will be the greater of \$30.00 per month or 1.5% per month. I agree to payment allocation as follows: payments will initially be applied to oldest unpaid invoices, including finance charges, prior to applying payments to new or current invoices.

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Zebra Publishing Inc.

BOWHUNT AMERICA

Inside Archery

ATA SHOW GUIDE