

ONLINE MARKETING OPPORTUNITIES AS **BIG** AS THE GREAT OUTDOORS!



GRAND VIEW
OUTDOORS
THE PREMIER OUTDOOR PORTAL

Marketing Guide 2009

THE WEB SITE

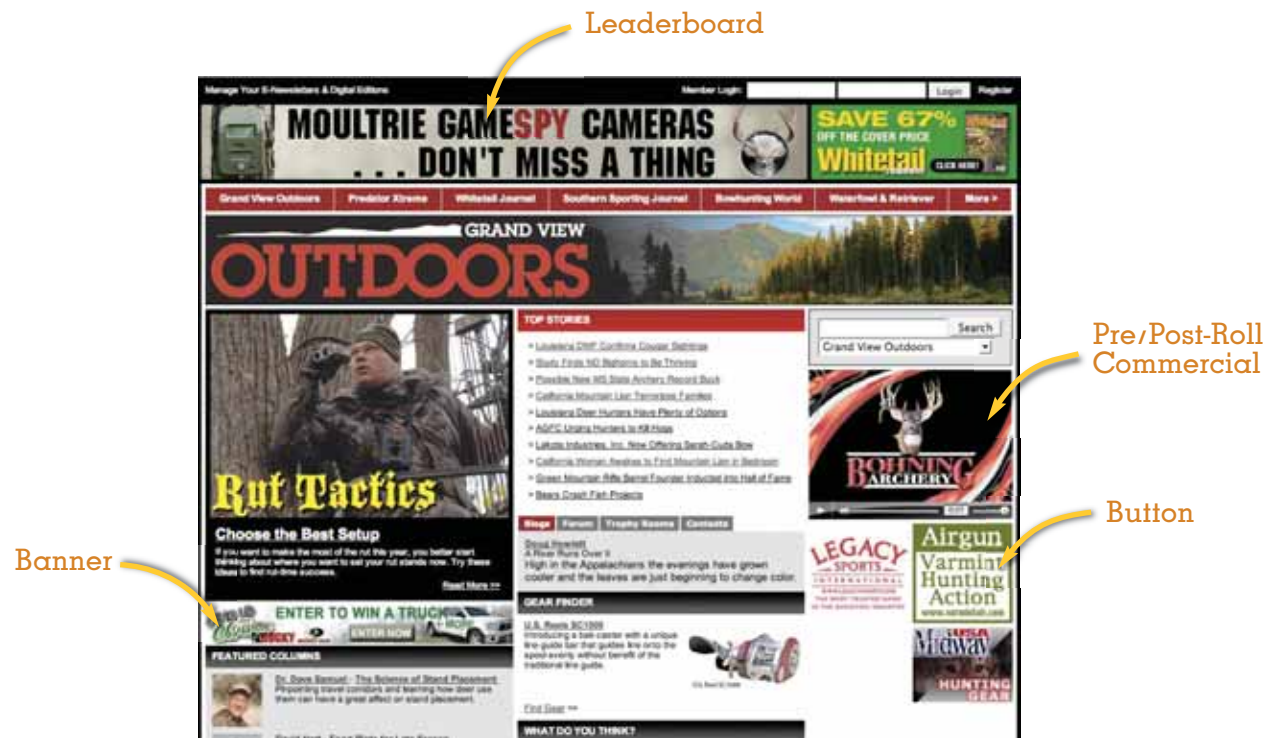
GrandViewOutdoors.com is the premier online destination for hunters, anglers and recreational shooters across North America. The site offers the most up-to-date, comprehensive information designed to entertain the sporting enthusiast, as well as help them improve their success in the field or on the water. It is a dynamic complement to Grand View Outdoors' publications, which capture and reflect the tradition and excitement of the American sporting experience, and delivers a deeper enjoyment of this experience through interactive content and the sharing of ideas among a vibrant online community.

Through an array of Web sites and various online promotional opportunities, *GrandViewOutdoors.com* provides inside access to today's dedicated hunting and fishing enthusiasts — the industry's most active segment of our thriving outdoor marketplace.

With content that reaches far beyond our magazine pages, the Grand View Outdoors family of Web sites offer advertisers a specialized experience, using feature-rich online marketing tools such as e-promotions, contests, consumer surveys, a wide selection of ad units and video services.

Featured Sites

- ▶ Grand View Outdoors
- ▶ Black's Wing & Clay-Waterfowl
- ▶ Blackpowder Guns & Hunting
- ▶ Bowhunting World
- ▶ Cabela's Outfitter Journal
- ▶ Hunt Club Digest
- ▶ Predator Xtreme
- ▶ Southern Sporting Journal
- ▶ Waterfowl & Retriever
- ▶ Whitetail Journal



FOR MORE INFORMATION

Please contact Grand View Outdoors at websales@grandviewmedia.com or consult with your online advertising sales representative. You may also receive this marketing guide in digital form by visiting www.outdoormediakit.com. Here, you will also be able to receive advertising information on Grand View Outdoors' print publications.

AD UNITS & RATES

Ad units are calculated by cost per thousand impressions (CPM) unless otherwise noted. A minimum purchase of 10,000 ad impressions is required.

Ad Units

Leaderboard	728x90	\$35
Banner	370x47	\$20
Button	120x90	\$15
Text Links	16 words	\$1.50

Rich Media

Pre/Post-Roll Commercial	\$250 / Month
Expandable Leader	\$60
Floating Units (Peel)	\$45

Extra Units*

Blog Sponsorship	\$5,000 / Year
Gear Finder Listing	\$250 / Year
Outfitter Spotlight	\$200 / Year

IMPORTANT: Ad units using JavaScript are permitted but do not follow the same site-based ad traffic monitoring system as regular ad units. The creation of ad units using JavaScript, Flash and gif-based animation are the responsibility of the advertising partner with the exception of floating ad units.

* Please consult your online advertising representative for specific details on these advertising units.

CREATIVE GUIDELINES

Creative guidelines follow most IAB (Interactive Advertising Bureau) standards.

Ad Units

Unit	Dimensions*	Format	Max Initial Fileweight	Max Animation Length
Leaderboard	728x90	jpeg, gif, Flash	40k	15 seconds
Banner	370x47	jpeg, gif, Flash	30k	15 seconds
Button	120x90	jpeg, gif, Flash	20k	15 seconds

Text Links: 16 words — Includes title, description and Web site address.

* All dimensions are in pixels.

Rich Media

Pre/Post-Roll Commercial

Insertions Point	Placed pre-roll or post-roll
Maximum Ad Display Duration	15 seconds
Control	User-initiated on click
Video File Specifications	<ol style="list-style-type: none"> 1) Bit rates: Greater than 2Mbps 2) Resolution*: 640x480 preferred 3) Color depth: 32-bit 4) Key frames: Every 1 second 5) Frame rate: At least 15 frames per second 6) Recommended codecs: MPEG2, WMV, H.264/AAC
Aspect Ratio	4:3 (standard screen) or 16:9 (wide screen) Publisher may scale submission to fit player

Expandable Leaderboard

Format	User-initiated expandable advertisement
Max Initial Load File Size	Landing spot: Max height of 2X the initial ad size
Polite Download	40k
Flash Specifics	80k
Audio Initiation	18 frames per second
Max Animation Length	User-initiated on click
Controls	15 seconds

Web site Labeling

- 1) Control = "Close X"
 - 2) Font = 16 point
 - 3) Location = On edge of original
 - 4) Feature = Enable mouse-off retraction
- Label = "Advertisement"
Font = 16 point

Floating Units (Peel)

Please consult Grand View Outdoors for guidelines involving peel advertisements. Detailed instructions, including design templates, are available upon request.

* All dimensions are in pixels.

E-MARKETING



E-Newsletters

We now deliver even more information from your favorite online sources to the inbox of our die-hard hunting and fishing readers in these must-have e-newsletters. Every month, we share the sport's latest breaking news, need-to-know hunting tips and tactics, the hottest new product offerings and highlights from various Grand View Outdoors Web sites.

E-Blasts

With our e-mail blast options, you'll quickly discover that you can easily create affordable yet professional e-mail advertising campaigns that help you better connect your product end-users and customers — our magazine readers and Web site viewers.

AD UNITS & RATES

Ad units are calculated by a per-mailing ad unit insertion. Please consult your online advertising sales representative for circulation and frequency information.

E-Newsletter Ad Units

Banner	468x60	\$500
Text Links	16 words	\$50

E-Blast Ad Units

Banner	600 max width Height determinate on max file size	\$1,000
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IMPORTANT: E-newsletter banner ad units using JavaScript are permitted. HTML-based e-blasts are also permitted. The creation of these ad units are the responsibility of the advertising partner.

CREATIVE GUIDELINES

Creative guidelines follow most IAB (Interactive Advertising Bureau) standards.

Ad Units

Unit	Dimensions*	Format	Max Fileweight	Animation Length
E-News Banner	468x60	jpeg or gif	40k	15 seconds
E-Blast Banner	600 max width Height determinate on max file size	jpeg or gif	200k	Animation not preferred

* All dimensions are in pixels.

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