

## **2010 ADVERTISING OVERVIEW**

The Baker-Media family of websites is open to limited Banner Advertising placements. We presently offer three banner options to our customers, all of which utilize standardized IAB banner sizes. This diversity assures that even those with small advertising budgets can afford to market their products to our visitors. For as little as \$0.59 per day you can position your company in front of thousands of potential customers looking for products or services just like yours.

A comparable sized black and white add placed a printed periodical with a similar distribution rate would cost you three to four times as much. For the money there is simply no other advertising medium as cost effective as the internet, and no other medium will provide anywhere near the same amount of traffic to your website.

As an additional bonus to our advertisers, we can provide you with a dedicated board on our forum to announce new products or sale items. These boards are only offered if requested, and one of your representatives will be responsible for creating any posts within.

**NOTE: Starting January 1, 2010 all dedicated sponsor boards will be Read Only. What this means is that only your representative (who will be the moderator of your board) will be permitted to make new posts or post replies.** This change is being implemented to prevent our regular members from discussing topics not related to your products or services. Members will still be able to Email or Private Message your representative with any questions they have concerning your products.

We average over 600,000 page loads and 50,000 unique visitors per month. Our large (468x60) banners average over 125,000 impressions per month, while our small banners (website and forum combined in tandem) average over 100,000 impressions per month.

To help you track the success of your advertising campaign we have employed a third-party ad management utility which tracks the total number of impressions and the click-through rate for your banners. Reports will automatically be sent to you on a monthly basis. Specific statistical information pertaining to your campaign(s) will never be published or released to any outside party.

**TO PLACE AN AD contact Jim Baker at (419) 517-6527  
or send an email to  
[Webmaster@Baker-Media.com](mailto:Webmaster@Baker-Media.com)**

## ADVERTISING OPTIONS

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### Small Forum Banner – 234x60

This banner will be displayed in rotation on the forum homepage and the Sponsors page. Our current forum layout allows for up to six (6) instances of this banner size and each instance will be limited to a maximum of five (5) banners.

**Price:** \$60.00/quarter or \$216.00/year

**Estimated Impressions:** 25,000/month

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### Small Website Banner – 125x125

This banner will be displayed in rotation on the website homepage. Our current homepage layout allows for up to six (6) instances of this banner size and each instance will be limited to a maximum of five (5) banners.

**Price:** \$60/quarter or \$216/year

**Estimated Impressions:** 15,000/month

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### Large Banner - 468x60

This banner will be displayed in rotation on all forum and website pages, as well as the dedicated Sponsors page. Our current homepage layout allows for two (2) instances of this banner size and each instance will be limited to a maximum of ten (10) banners.

**Price:** \$160/quarter or \$576/year

**Estimated Impressions:** 100,000/month

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## DISCOUNTS

Advertisers can qualify for a 10% discount by paying for their ad campaign on an annual basis. Combine this with our 10% multi-banner discount to get up to 20% off the standard quarterly rate.

### Discount Rates

Ad Type	Size (pixels)	Per Quarter	Annual Rate	Multiple Discount*
Small Forum Banner	234x60	\$60.00	\$216.00	\$192.00
Small Website Banner	125x125	\$60.00	\$216.00	\$192.00
Large Banner	468x60	\$160.00	\$576.00	\$512.00
<b>Discount Rate</b>		<b>0%</b>	<b>10%</b>	<b>10%</b>

\* Only applies to campaigns in which multiple banners are purchased to run simultaneously.

## **WEIGHTING**

Advertisers can increase the weight of their rotating banner for 50% of the standard cost. Doubling your weight will greatly increase the banner's number of impressions compared to those banners at the standard weight. **Note: Weighting is only available for annual purchases and Annual and Multi-Banner discounts do not apply.**

<b>Weighting Prices</b>			
<b>Ad Type</b>	<b>Double Weight</b>	<b>Triple Weight</b>	<b>Quadruple Weight</b>
Small Banners	\$108.00	\$216.00	\$324.00
Large Banner	\$288.00	\$576.00	\$864.00

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## **PAYMENT METHOD**

- We accept payment in the form of a check and U.S. Postal Service money order.
- No international checks or money orders will be accepted.
- Payment must be received prior to the launch date indicated on your agreement.
- No refunds will be issued after the official launch date of your advertising campaign unless we (the publisher) are unable to meet the terms of service for the date range specified within the agreement. In such an instance the client will be reimbursed for all prepaid services minus the expended quantity of service(s).

Checks and Money Orders should be made payable to **Baker-Media** and mailed to the following address:

**Baker-Media**  
**805 N. Canal St.**  
**Delphos, OH 45833**

## **ARTWORK REQUIREMENT**

All art work should be emailed as an attachment to **Editor@SavageShooters.com**. We can display GIF, JPEG and PNG files. Files should have a resolution of no more than 150 dpi.

If you do not have artwork we can create a static (non-animated) GIF or JPEG banner for you. We charge a flat fee of \$25 for static banners, or we can design an animated GIF at a rate of \$25/hour.

## **NEW CAMPAIGNS**

New campaigns will start on the first day of the month following receipt of payment. For example, if you purchase advertising space and we receive your payment on December 3rd, your Banner will start running on January 1st.

## **CAMPAIGN RENEWALS**

A renewal notice will be sent to you 30 days prior to the expiration of your current campaign. This notice will include a new contract to be signed, dated and mailed in with your payment to renew your current campaign. If you would like to make any changes to your campaign, simply contact us and we will send you a new contract reflecting those changes.

## **SITE PROFILE**

SavageShooters.com is the leading resource for information pertaining to Savage & Stevens firearms on the Internet. We feature new, quality content every other month covering a wide array of topics, including technical tips from well respected Savage gunsmiths. Our close relationship with Savage Sports Corporation, Inc. also allows us to bring our readers the latest developments and news pertaining to Savage firearms.

Our 400+ pages of content cover a wide variety of topics covering all aspects of Savage ownership. Our editorial mix runs the full gamut, including but not limited to: Competition Shooting, Gunsmithing, Historical, Hunting, Reloading and much more! If its hunting or shooting related and involves a Savage firearm, you will find it at SavageShooters.com!

## **SITE TRAFFIC**

SavageShooters.com has delivered over 14 million page views since launching in September of 2002. Our readers include many custom gunsmiths, professional hunters, and various persons from within the outdoor sporting industry. Our readership has retained a 30% growth rate over the last three years and shows no sign of slowing down as Savage firearms continue to rise in popularity among shooters.

We average 19 new registered members per day. Each month we see over 50,000 unique visitors, more than 400,000 page loads and nearly 4.3 million hits. Our reviews of the latest models from Savage Arms often receive over 25,000 unique visitors in the first week.

## **VISITOR PROFILE**

SavageShooters.com site visitors are active, sophisticated gun enthusiasts. Our audience is composed of serious shooters who seek the best firearm accessories and reloading products money can buy. Over 75% of our users reload their own ammo and shoot multiple calibers. 23% of readers surveyed shoot competitively and 67% regularly hunt. A large number of Message Board readers are in the process of building custom guns and are actively looking for gunsmiths and aftermarket parts.

**77.1%** of our visitors plan to purchase an aftermarket barrel within the next year.

**77.4%** of our visitors spend over \$250 annually on reloading components.

**65.7%** of our visitors spend \$200 or more on Hunting Gear & Accessories annually.

**85.2%** of our visitors plan to purchase an aftermarket stock within the next year.

**46.9%** of our visitors spend \$250 or more on reloading equipment annually.