

TCHA WEEKLY SHOT

REACH
2,200

CONCEALED CARRY INSTRUCTORS AND ADVOCATES

EACH WEEK
MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The message contains images if you don't see images, click here to view.
[Click here to advertise in this news brief.](#)

A

WINGMASTER SUPERIOR HANDGUN AMMUNITION PERFORMANCE AND INNOVATION

Home About Join AFFTA Bylaws Conference Contact Us

B

TCHA WEEKLY SHOT

Master of Concealment
 The Largest Selection of Concealment Holsters, Clothing and Items Available Online

C

Handgun Parts

1011 AUTO U-NOTCH REAR SIGHT

100% Satisfaction Guarantee

SHOP ONLINE

Smith & Wesson

GLOBAL LEADER IN SAFETY SECURITY PROTECTION AND SPORT

C1

FIREARMS & HANDGUNS

SECURITY SOLUTIONS

D

RUGER *Now All Holsters!*
 THE RUGER SR40: CENTERFIRE PISTOL.

D1

Judge turns back challenge to gun-receipt law

Rep. Walsh to UN: No gun control treaties

Harry Reid attempting to ram through another anti-gun judge

E

Product Showcase

Kangaroo Carry	Don Hume	Midway USA
The Micro II is made of 100 percent unbleached, natural cotton, which allows a person to wear it to their body, eliminating the need for a sweater, vest or jacket. This is a revolutionary breakthrough especially in the zone where temperatures exceed 100 degrees during the summer months. More Info	H721 G.T. (Open Top) is a great concealment holster. Features a bodyholster to provide control between weapon and the user. Rides high & close to the body. Fits both up to 1 3/4". More Info	Seller & Bullet Ammunition Semi Ruger 115 Grain Full Metal Jacket Box of 50. This ammunition is new production, non-corrosive, in boxer configuration, and is available in bulk. More Info

F

'Fast and Furious' whistleblowers struggle 6 months after testifying against ATF program

Wisconsin's 'Castle Doctrine' to be signed by Governor Walker Dec. 7

Just announced: Kahr CM40

Featured Companies

	Heckler & Koch Heckler & Koch USA is the American distributor of a wide range of technologically advanced small arms for defense, law enforcement, and sporting use. More		Federal Premium Ammunition In 1996, Federal pioneered the self-defense category. Today, we've continued the tradition. Our newest load was designed for the popular Taurus Judge. More
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G

Suit over Postal Service gun ban proceeds

TCHA Weekly Shot
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 Contribute news

Recent issues
 Dec. 6, 2011

This edition of the TCHA Weekly Shot was sent to #Email#. To unsubscribe, click here. Did someone forward this edition to you? [Subscribe here](#) - It's free!

MULTI TRIFLES
 7701 Lee Collins Rd., Ste. 800, Irving, TX 75038

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to gun enthusiasts within the firearms industry (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$2250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1250

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

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Featured Company Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

TCHA WEEKLY SHOT, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO CONCEALED HANDGUN INSTRUCTORS, CHL
HOLDERS AND OTHER INDUSTRY PROFESSIONALS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of instructors, licensees, law enforcement, range owners, legislators and gun enthusiasts within the firearms industry, TCHA Weekly Shot keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

TCHA WEEKLY SHOT
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN TCHA WEEKLY SHOT:



CREDIBLE SOURCE

For 15 years, our members have turned to the association as the informational authority of the industry. Advertising in TCHA Weekly Shot solidifies your place among weekly information provided to TCHA members.



TARGETED DISTRIBUTION

Advertising in TCHA Weekly Shot allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to TCHA Weekly Shot have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, TCHA Weekly Shot ensures your ad will be seen weekly by our 2,200 subscribers.



AFFORDABLE

Advertising in TCHA Weekly Shot is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of TCHA Weekly Shot has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in TCHA Weekly Shot.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.