

MOUNTAIN MINUTES

REACH

4,600

HUNTING ENTHUSIASTS

EVERY WEEK

MEDIA KIT



MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

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

B/1 SKYSCRAPER/HALF SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

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

E CALLOUT TEXT AD

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

F TRADITIONAL TEXT AD

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

The screenshot shows a website layout with several advertising spots:

- A (Leaderboard):** A banner at the top for Hornady, with the text "Accounts Daily Dependable" and a phone number "1-800-338-3320".
- B (Skyscraper):** A vertical sidebar ad for "SHE" (Safariland) with the text "What's New?" and "Safariland".
- C (Banner):** A banner for "ONCE SHIKAR ALWAYS SHIKAR!" with the "Safariland" logo.
- C1 (Banner):** A banner for "Midway" with the text "Midway" and "Midway".
- B1 (Skyscraper):** A vertical sidebar ad for "REST OF THE WEST" with the text "REST OF THE WEST".
- E (Callout Text Ad):** A callout ad for "Best Guns Bought & Sold" with the text "Best Guns Bought & Sold" and "Collections of any size purchased".
- F (Traditional Text Ad):** A text ad for "Circle E Ranch" with the text "Circle E Ranch" and "We specialize in quality exotic game".
- D (Product Showcase):** A product showcase for "Kershaw Storm II Knife" and "Cabela's Pro 150 Slicer" with images and descriptions.

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 the 4,600 Hunting Enthusiasts (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$1750/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$2000/\$1000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$1250

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Callout Text Ad
\$1000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

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



Traditional Text Ad
\$500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

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

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

MOUNTAIN MINUTES, POWERED BY MULTBRIEFS, PROVIDES BUSINESS NEWS AND INFORMATION TO SPORTING AND HUNTING ENTHUSIASTS NATIONWIDE.

Mountain Minutes 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 hunters, Mountain Minutes keeps them informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

MOUNTAIN MINUTES
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN MOUNTAIN MINUTES:



CREDIBLE SOURCE

For over 36 years, our members have turned to the association as the informational authority of the industry. Advertising in Mountain Minutes solidifies your place among weekly information provided to WSF members.



TARGETED DISTRIBUTION

Advertising in Mountain Minutes 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 Mountain Minutes 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, Mountain Minutes ensures your ad will be seen every week by our 4,600 subscribers.



AFFORDABLE

Advertising in Mountain Minutes 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 Mountain Minutes 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 Mountain Minutes.



TRACK CAMPAIGN EFFECTIVENESS

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