

DSC WEEKLY UPDATE

REACH

5,000

HUNTING ENTHUSIASTS

EVERY WEEK


MEDIA KIT




Mobile version RSS Subscribe Unsubscribe Safari Marketplace Search

Join or Renew Membership Events Education Convention Our Foundation News and Publications Aug. 2, 2011

A






**Texas early migratory seasons set for dove, teal and Canada geese**

Odessa American Online Share

The U.S. Fish and Wildlife Service SRC has approved the 2011-2012 Texas early migratory game bird seasons, including a 70-day season and 15-bird daily bag statewide for dove, a 16-day early season for teal and Canada geese. Texas dove season in the North and Central Dove Zones will run from Thursday, Sept. 1 through Sunday, Oct. 23 and reopen Friday, Dec. 23 through Sunday, Jan. 8, with a 15-bird daily bag and not more than two white-tipped doves. [MORE](#)

C



**Hunting's greatest threats**

American Hunter Share

It's no secret that the hunting lifestyle faces daily attacks from many sides. But which fronts are the most effective at impeding or even ending the pursuit and management of game animals? While some threats are old battles that have raged for decades, others might surprise and even provoke you. [MORE](#)

E

**Buckbrush Outfitters**

Bighorn Sheep, Elk, Bison, Whittail and Mule deer hunts on a 1000 acre estate in Western Saskatchewan. Hunts start at \$3500 for Elk and Whittail!

Contact Rod Hunter at (780) 853-7720 (cell) or hunter@telusplanet.net [MORE](#)

**Take precautions when out hunting**

Denton Record Chronicle Share

Texas is a big state with extensive unpopulated regions that are home to many wildlife species, most of which are game for recreational hunting. Hunters in Texas spend more than 25 million days hunting and contribute more than \$1 billion a year to the state's economy. Ninety-five percent of hunters in Texas are residents of the state, and with so many Texans participating in the sport of hunting, firearm safety is very important. [MORE](#)

**Eberhart on hunting**

The Hunting Sun Share

Enjoying our great outdoors by hunting and/or fishing can mean many things to many people. For some it is; a form of relaxation by escaping from the hectic outside world, a way of viewing nature and the animals in its interactions, a means to food, a way to impress others in order to satisfy egos, and for still others it is a vital component of their fabric of existence. For John Eberhart it is a combination of all and as long as he has his health, it is a necessary part of his life. [MORE](#)

G

**CURRENT PROMOTIONS**

**The Non-Typical Ranch**  
Anything BUT your Typical Hunting Ranch


**Plainsgame Hunts: Namibia and South Africa**  
Sponsor: CAPE TO CAIRO SAFARI

**Win a small game dream hunt with Travis T-Bone Turner**

Ammo Land Share

The Outdoor Channel and Gamo Outdoor USA are co-sponsoring a chance for one lucky winner to receive a "Dream Hunt" of a lifetime with The Bone Collector's Travis "T-Bone" Turner. The "Dream Hunt" sweepstakes officially begins on Aug. 1, and includes a two-day small game hunt using Gamo Adult Airguns and accessories. The hunt will take place in Travis' hometown of LaGrange, Ga., one hour outside of Atlanta. [MORE](#)

C1



**Win a Ruger M77 Hawkeye**

Ammo Land Share

During the month of August, visit [www.NRAhuntersrights.org](http://www.NRAhuntersrights.org) for a chance to win a Ruger M77 Hawkeye—embellished with the NRA logo in 24k gold. Marrying function with classic style, this Ruger M77 Hawkeye in 7mm-08 Rem. incorporates a 22-inch, high-luster blued barrel; four-round magazine; and upgraded American black walnut stock. Each stock comes with a checkered cut grip and wrap-around checkered fore-end. Other features include integral scope mounts, a three-position safety and the LC6 ("light-crisp") trigger. Overall weight is just seven pounds; length is 42 inches. [MORE](#)


**PRODUCT SHOWCASES**

**Rocky Mountain Elk Ranch**

**Birdina Outfitters**

**Trash Rack Outfitters**

D



**It's YOUR TURN** to get that trophy bull!

Join us for the hunt of a lifetime in the beautiful mountains of SE Idaho. **SATISFACTION GUARANTEED** or you go and take your complete refund!!! Call today for a FREE DVD 208-351-7301

198 is a top producer of Boone & Crockett bucks located along the west shore of Lake Manitoba. Large expansions of woods with inlaying swamps create safe havens for mature whitetail. Does heads scoring over 200 have been found in the past. Stands placed between bedding and feeding areas along with funnels, and scrape and rub lines are set. Areas accessible only by quad and secret routes keep locals away. [MORE](#)

We have one of the largest Aoudad herds in Texas! 30+ Rams are common with 40+ Rams spotted. We are confident we have a world record Aoudad on the Ranch. We have large amounts of Rio Grande Turkey, Feral Hogs and Wild Bear. Our Deer average 120"-140" with a 150" buck not uncommon and an occasional 160"-170".

Visit us online at [www.birdina.com](http://www.birdina.com), or call **830-313-1020** to schedule your hunt now!

**DSC Weekly Update**

Colby Horne, Vice President of Publishing, 469.420.2601 Download media kit  
Brent Mangum, Content Editor, 469.420.2662 Contribute news

This edition of the DSC Weekly Update was sent to #Email#. To unsubscribe, click here. Did someone forward this edition to you? Subscribe here -- it's free!

Presented by **MULTI HUNTERS**  
7701 Lee Collins Ridge, Ste. 800, Irving, TX 75063

B

# 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 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.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

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 5,000 hunting enthusiasts (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

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  
 laboris nisi. [More](#)

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



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](#)

Callout Text Ad  
**\$2500**

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



Lorem ipsum  
 dolor sit  
 amet  
 Lorem ipsum  
 dolor sit amet,  
 consectetur

Traditional Text Ad  
**\$1500**

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



Lorem ipsum dolor sit amet  
 Lorem ipsum dolor sit amet.

Current Promotion  
**\$2250**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

**COLBY HORTON**  
VICE PRESIDENT OF PUBLISHING  
469.420.2601  
chorton@multibriefs.com

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

THE DSC WEEKLY UPDATE, POWERED BY  
MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS  
AND INFORMATION TO LEADING ENTHUSIASTS IN  
THE HUNTING AND SPORTING MARKETPLACE.

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 hunting enthusiasts, the DSC Weekly Update keeps subscribers informed of topics that impact the sporting industry. Subscribers are decision-makers with purchasing power—the top-tier wildlife sports participants in the market.

DSC WEEKLY UPDATE  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN DSC WEEKLY UPDATE:



## CREDIBLE SOURCE

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in DSC Weekly Update solidifies your place among weekly information provided to DSC members.



## TARGETED DISTRIBUTION

Advertising in DSC Weekly Update 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 DSC Weekly Update 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, DSC Weekly Update ensures your ad will be seen every week by our 5,000 subscribers.



## AFFORDABLE

Advertising in DSC Weekly Update 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 DSC Weekly Update 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 DSC Weekly Update.



## TRACK CAMPAIGN EFFECTIVENESS

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