

TARGET TALK

REACH

15,000

SHOOTING SPORTS ENTHUSIASTS

EVERY WEEK

MEDIA KIT



A

C

D

C1

E

B

F

# 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.

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

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NSA Quick Links > Home Membership Information Regional Information World Shoot Instructors Sept 13, 2011  
NSCA Quick Links > Home Membership Information Regional Information National Championship Instructors




**NSCA News**

**2011 World Skeet Concurrent Events & Awards**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
All concurrent events and awards are offered in the Mini-Worlds, Champion of Champions and in the World Shoot. **There is a limit of four concurrent per shooter.** Entry fee is \$5 per shooter, per event; however, there is not concurrent entry fee for Rookie. **Books shooters are those who have not shot registered targets prior to Nov. 1, 2010.** Shooters who wish to declare up to Group One for All-American points may do so at the time of registration. We are also offering an additional optional concurrent purse for \$10 per shooter, per event. **You must play the medal event in order to be eligible for the optional purse.** If you declare up to Group One for All American Points and wish to play the optional purse, you will be placed in Group One for the optional purse.





**2011 U.S. Open Championship**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
Congratulations to HOA Champion L.P. Glambrene and to Ian Hurlbert, Kurt Grates, Nick Boerboon, and Larry Seward on their wins at the U.S. Open in Waco, Texas. Brian Bierwagen of Winterhaven, Florida was the winner of the Kolar Custom Grade 30" MAX Skeet Shotgun raffle. Thanks to the Texas Skeet Shooters Association for hosting the event with Waco Skeet & Trap. The 2012 U.S. Open will be held at Forest City Gun Club in Savannah, GA, Sept. 6-9.

**NSCA News**

**Congratulations to Brian Hughes, Zone 5 Champion**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
Brian Hughes won the Zone 5 Championship held at [Flint Oak Shooting Resort](#) this weekend. Brian shot an outstanding 196/200 to win by eight targets. [Click here](#) to view scores.

**Congratulations to Kevin De Michiel, Zone 4 Champion**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
Kevin De Michiel won the Zone 4 Championship held at [Cherokee Rose Sporting Resort](#) this weekend. Kevin De Michiel and Brandon Powell both shot 189/200 and Kevin won the final shoot-off with a perfect 10/10 on the Cherokee Rose Challenge. [Click here](#) to view scores.

**PRODUCT SHOWCASES**

**Dean's Office Machines**  
Dean's Office Machines has been invited by Eban University to demonstrate their "Green Initiative" in the office equipment and printing industry. Dean's has been a leader in introducing low energy star compliant equipment and eco-friendly product lines. [More info](#)

**Starbucks Coffee Company**  
It's the same rich and creamy Caramel Macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a little macchiato is steamed milk marked with a little espresso, while a cafe macchiato is espresso marked with a little milk. [More info](#)

**Internet Explorer 8 Upgrade**  
Upgrade to Internet Explorer 8 for safer, more secure browsing. You get built-in security features, faster page load times, and integrated Bing Search and MSN for all the information you need in one convenient place. [More info](#)

**NSCA Ranges and Tournament Listings**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
The October 2011 issue of Sporting Clays Magazine did not include Upcoming Tournaments with the Club Listings. This error has been reviewed and fixed for the upcoming November Issue. You may [click here](#) to view all NSCA Clubs and NSCA Tournaments to be held Sept. 1 - Oct. 31. You may also use the [Shot Search Function](#) on the NSCA website to find a shoot in your state or zone.

**Zone 3 Championship this weekend!**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
Remember - You must shoot your Zone Championship to make the All-Zone Team. [Click here](#) to view the 2011 All-Zone Points Race.  
• Zone 3 - [Full N. Date](#), Sept. 16-18

**Zone 2 Championship was cancelled last weekend due to flooding and heavy rainfall. Blue Ridge Sportsmen's Club will announce the rescheduled date tomorrow after their board meeting tonight. The dates for the Zone 2 will be available next week in Target Talk.**

**Pivot3 Transforms How to Invest in Storage.**  
Pivot3 was founded in 2003 on the idea that a revolutionary scale-out architecture would deliver large-scale, high-bandwidth storage using off-the-shelf hardware components combined with specialized software. [More info](#)

**NSCA at EPIC Outdoor Game Fair**  
NSCA share | Facebook | Twitter | LinkedIn | RSS  
The EPIC Outdoor Game Fair is just a few days away, but you still have time to purchase advance tickets to join NSCA in introducing many new shooters to sporting clays. Scheduled for September 23-25 in Atlanta, the Game Fair will feature shooting, archery (including sporting arrows), fishing, canine events, live concerts, and much more. NSCA Certified Instructors will be on hand to make sure new shooters get the kind of introduction to shotgunning that will hopefully launch them on a lifetime of shooting. Read more about the Game Fair on the [NSCA blog](#).

**NSA-NSCA Target Talk**  
Colby Horton, Vice President of Publishing, 468.420.2601 Download media kit  
Rebecca Benham, Content Editor, 468.420.2619 Contribute news  
This edition of NSA-NSCA Target Talk was sent to 60,000+ shooters. To unsubscribe, [click here](#). Did someone forward this edition to you? [Click here](#) to subscribe - it's free!

Recent Issues  
Sept. 6, 2011  
Aug. 26, 2011  
Aug. 23, 2011  
Aug. 16, 2011

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7701 Las Colinas Ridge, Ste. 600, Irving, TX 75063

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 15,000 shooting sports enthusiasts (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
 Lorem ipsum dolor  
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 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  
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 aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$1000**

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,  
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 sed do eiusmod  
 tempor incidi-  
 unt ut labore et.  
 [More](#)

Traditional Text Ad  
**\$500**

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

TARGET TALK, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO  
SHOOTING SPORTS ENTHUSIASTS NATIONWIDE.

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 sporting enthusiasts, Target Talk keeps professionals 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.

TARGET TALK  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN TARGET TALK:



## CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in Target Talk solidifies your place among weekly information provided to NSSA & NSCA members.



## TARGETED DISTRIBUTION

Advertising in Target Talk 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 Target Talk 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, Target Talk ensures your ad will be every week by our 15,000 subscribers.



## AFFORDABLE

Advertising in Target Talk 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 Target Talk 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 Target Talk.



## TRACK CAMPAIGN EFFECTIVENESS

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