

The TSRA Weekly NewsBrief

REACH

19,000

TEXANS WHO OWN, ENJOY & USE FIREARMS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

**A** **HOMEOWNER'S INSURANCE** **SD9 & SD40**

**TSRA Weekly NewsBrief**

**B** **10 tips for a safe spring turkey hunt**  
 National Wild Turkey Federation  
 As wild turkey hunting season approaches in many states, and hunters begin to hit the woods, the National Wild Turkey Federation has the safety of turkey hunters in mind. Safety is a key element when you're in the woods mimicking the sounds of wild turkeys. A safe turkey hunter is much like a safe driver — you must be observant-minded. **MORE**

**C** **2011 SCTP Program advantages**  
 Scholastic Clay Target Program  
 There are many great things happening with SCTP. Following are some of the reasons your shooting program should be affiliated with the Scholastic Clay Target Program. Most of these benefits are only available with the SCTP program. **MORE**

**D** **Briley Sub-Gauge teams announced**  
 National Sporting Clays Association  
 Sub-gauge shooters arguably have the most difficult challenge in sporting clays, and NSCA, along with sponsor Briley, recognizes those shooters who excel at shooting 20 gauge, 28 gauge, and .410 bore by naming annual Sub-Gauge teams. **MORE**

**E** **Court rules in favor of Ducks Unlimited's efforts to protect hunting on public lands**  
 Ducks Unlimited  
 Ducks Unlimited and waterfowl hunters across the nation are celebrating a federal district court ruling that supports the opening of waterfowl hunting on a number of public lands. The ruling from the Northern Federal Court District of Ohio will help ensure that our country's waterfowl hunting heritage will be protected. **MORE**

**F** **Instructional strategies for better sporting**  
 Sporting Clays  
 Every week chat room dedicated to sporting clays features periodic ongoing discussions between those who shoot this game largely for social reasons and those who shoot primarily for competitive goals. The fact is that both reasons are equally valid for participating in this great game, and sporting clays attracts shooters with diverse and individualistic shotgunning passions. **MORE**

**G** **Texas takes silver in final rifle events**  
 USA Shooting  
 Connor Davis (Shelbyville, Ky.), a junior at Shelby County High School, is the new Men's 30m Rifle Three Position National Junior Olympic Shooting Championships gold medalist. Davis shot for 2329 points and 95.8 in the final for 2428.8 total points. The silver medalist is Sam Muegge (Boling, Texas), a freshman at Jacksonville State University, who finished with 2422 points (2122.4/300). **MORE**

**C1** **Product Showcase**  
**A-Bolt Composite Stalker**  
**A-Ball Composite Stalker**  
**RECEIVER** - Steel. Matte blued finish. Cast bedded, lined and tapped for scope mounts.  
**BARREL** - Matte blued. Free floating. Hand chambered.  
**ACTION** - Non-action, drop bolt lift. Non-rotating ball sleeve. Adjustable trigger. Detachable base magazine. Hinged floorplate. Top-tens safety.  
**aTrex® H**  
 Perfect for outdoor enthusiasts on a budget, aTrex H comes with a high-visibility cork receiver that locks into a ballistic spring quickly and maintains accuracy—even in the toughest conditions. Add just like the popular aTrex, this little yellow receiver combines an intuitive interface and a rugged exterior into a lightweight handheld that fits in the palm of your hand.  
**Oakley S1 H Frame**  
 The H Frame Arroy includes two shades of pure Polycarbonate. The gray lens controls reflection and transmission, while the clear lens provides optical armor for snail and low light shooting. POLARIZED lenses generally maintain razor sharp clarity to keep your focus on the bullock and a low profile appearance won't fragment your field of view.

**E** **Near mint Volcanic carbine sells for \$120,000**  
 Guns & Ammo  
 A near-mint Volcanic repeating carbine sold for a phenomenal \$120,000, plus 10 percent buyer's fee, at the Oct. 28 Little John's Auction Service sale in Anaheim, Calif. The .41-caliber carbine was complete with its original wood-grain carbide-lined box and stamped with the company's new Haven address and the Feb. 14, 1854, patent date. **MORE**

**F** **Featured Companies**  
**Scent-A-Way™ Aerosol Spray**  
 Scent-A-Way™ Advanced Formula Aerosol Spray combines four key elements to help prevent and control odor: molecular conversion, oxidizing, bonding and neutralizing. **MORE**  
**TRAP MAX 1'S**  
 The recover and ferret iron bar CAC mount from a cast bar of 4140 chrome-moly steel that affords maximum strength to withstand a lifetime of use. **MORE**

**G** **Texas 4-H Roundup**  
 Texas Agrilife Extension Service  
 Texas 4-H Roundup is held annually in College Station on the campus of Texas A&M University. Texas 4-H Roundup is a qualifying and invitational event for youth between the ages of 11 and 18 that have successfully placed in a qualifying event at the district level or signed up to compete in an invitational event at the state level. County and district Roundups are open to all ages of 4-H members from 9 to 18. **MORE**

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## 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 FEATURED COMPANY 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.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 19,000 subscribers (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000**

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**

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Lorem ipsum dolor  
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veniam, quis nostrud  
exercitation ullamco  
laboreis 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](#)

Featured Company Ad  
**\$2250**

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



Lorem ipsum  
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Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eius-  
mod tempor  
incididunt

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**

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THE TSRA WEEKLY NEWSBRIEF,  
POWERED BY MULTIBRIEFS, PROVIDES  
PROVIDES WEEKLY NEWS AND  
INFORMATION TO MEMBERS OF THE  
TEXAS STATE RIFLE ASSOCIATION.

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 delivered to the inboxes of members of the premier firearms association in Texas, TSRA Weekly Association 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.

TSRA WEEKLY NEWSBRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN TSRA WEEKLY NEWSBRIEF:



## CREDIBLE SOURCE

For over 90 years, our members have turned to the association as the informational authority of the industry. Advertising in TSRA Weekly NewsBrief, solidifies your place among weekly information provided to TSRA members.



## TARGETED DISTRIBUTION

Advertising in TSRA Weekly NewsBrief 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 TSRA Weekly NewsBrief 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, TSRA Weekly NewsBrief ensures your ad will be seen weekly by our 19,000 subscribers.



## AFFORDABLE

Advertising in TSRA Weekly NewsBrief 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 TSRA Weekly NewsBrief 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 TSRA Weekly NewsBrief.



## TRACK CAMPAIGN EFFECTIVENESS

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