

ArrowTrade holds the line on rates... while adding an on-line version

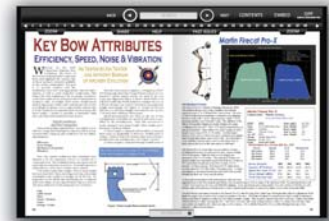
Here at ArrowTrade, we recognize how challenging it can be to keep growing your business when economic conditions change. That's why we're leaving our net advertising rates unchanged for 2009.

ArrowTrade has always had the lowest published ad rates in its field. Those rates are made even more attractive by our sales agreement with the two leading bowhunting publications. You can count ads in this business publication, Petersen's Bowhunting and Bowhunter towards a higher frequency and lower rates for all three. See the enclosed combination rate card or talk to your advertising representative for more details.

Our bi-monthly publishing schedule is easy on your budget. It helps us plan and produce thick issues where your ads are surrounded by quality editorial, not by other advertising. No wonder retailers often tell us this is the only business magazine they read from cover to cover.



When technology has been proven to help us produce a better publication, we've been quick to employ it. That held true with our move several years ago to eliminate film and go "computer to plate." It was evident again two years ago when ArrowTrade switched to a finer screen for higher resolution printing and adopted a soft-proofing system to reduce errors.



Effective with the July 2008 issue, we began offering a full digital version on the web.

Now we're leading the way again, by offering a full digital version of ArrowTrade that's remarkably true to our print publication. Powered by Digital Publisher Pro, ArrowTrade's on-line edition includes every page, every photo, every ad. You're able to zoom in and pan around with your mouse, go through the publication page by page, or flip to the section you want with quick links and thumbnails. If your ad lists your website address, we automatically build the link into our digital edition so interested retailers can quickly open a window to your site.

Our subscriber base and a growing on-line audience can access ArrowTrade while the print version is in the mail. They can get it while traveling and they can easily access our growing library of back issues to review equipment, tuning or coaching articles. Check it out at www.arrowtrademag.com. With this new on-line companion we're adding value to your advertising buy, while we hold the line on ad rates. That sounds like a great reason to make ArrowTrade Magazine your first choice in trade advertising.

No one matches ArrowTrade's coverage of the industry, retailers and advertisers.

JANUARY SHOW GUIDE

Illustrated guide to the trade shows with previews of hundreds of new products.

Sales tips from major retailers. Establishing better interviewing techniques for hiring. Selling premium arrows. How to profit with bow tuning options. Youth and adult bow reports by Jon Silks (these appear in every issue). Edit Deadline 11/14/08



MARCH ATA SHOW WRAP-UP

ArrowTrade's unrivaled coverage from the 2009 ATA Show in Indianapolis. Cherry-picking the 2009 bow lines. Odor-reducing base layers. Becoming a food plot expert. Tracking customers and their purchasing habits. Guiding a second generation in business. Selling hang-on treestands & safety gear. Optics overview. Edit Deadline 1/15/09



MAY ACCESSORIES ISSUE

Showcasing the high-margin products. Bowhunting rests. Fixed vs. mechanical broadheads. Today's quiver choices. Better releases. Long-range set-ups for hunting. The latest sights. Unique and practical

bowhunting gadgets. Setting up the short-draw archer for success. Edit Deadline 3/12/09

Each ArrowTrade issue is now available on the internet at arrowtrademag.com

JULY CAMO & CROSSBOW FOCUS

Zeroing in on soft goods and crossbows. Bowhunting rainwear. High-tech vs. traditional fabrics. Profitable camo accessories. New scent control suits. Bowhunting blinds. Hunting packs. The 2009 crossbow lines. Bows for big guys. Becoming a knife expert. Edit Deadline 5/13/09



SEPTEMBER PEAK SEASON

Helping busy retailers stay efficient. Work-saving fletching aids. Selling scent control as a system. Bitter-weather boots and clothing. Precision airguns. Troubleshooting accuracy problems. The return of the recurve. Traditional broadheads. Understanding choices in muzzleloading rifles. Business uses for life insurance. Edit Deadline 7/9/09

NOVEMBER BETTER BUSINESS

Sharing proven retail store practices. Attracting the customers of tomorrow. Capturing more gift sales. Setting up youth shooting programs on or off-site. Picking the next hot items. Crush proof cases.

Evaluating fletching choices. Selling quality target equipment. Knife and broadhead sharpeners. Edit Deadline 9/15/09

(This is a partial listing of articles. Specific issue content is subject to change, with the final edit plans available 30 days prior to ad closing.)



Advertising Policies (the fine print)

Advertisements are accepted under the understanding their contents comply with U.S. Postal regulations and other applicable laws, regulations and rules. Furthermore, that the advertiser and/or advertising agencies are properly authorized to publish the entire contents and subject matter. The advertiser and/or advertising agency must indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any suits or claims for libel, violation of right of privacy, copyright infringement, plagiarism and any other suits or claims that may arise out of the publication of such ad.

The publisher reserves the right to cancel or reject advertising for any reason and at any time, and all orders for advertising are subject to the Publisher's approval. Orders are accepted subject to Acts of God, accident, strike, fire or other occurrences beyond Publisher's control. The liability for any error, delay or omission for which it may be held legally responsible shall not exceed the cost of the space paid for and occupied by the error. In no event shall the Publisher be liable for any loss of income, profit or any consequential damage of any nature whatsoever. The Publisher assumes no liability for error or omission in reader service numbers or advertising index. All unpaid requests made by the advertiser for special positioning, facing editorial adjacencies, separations or other stipulations are at the sole discretion of the Publisher. Advertising not immediately identifiable as such must be clearly labeled "Advertisement" set in minimum of 10-point type at the top. Our 2% discount for ad payments made within 10 days of invoice date does not apply to payments made by credit card. The publisher reserves the right to offer other credit terms and to require prepayment from advertisers with less than clear credit records. We also reserve the right to

change or cancel the on-line issue at any time.

The Publisher is not responsible for the production quality of furnished inserts or error or omission in such inserts. The advertiser and/or agency shall be responsible for additional charges incurred by the Publisher arising out of their failure to meet furnished specifications, and shall remain liable for the space cost of such insert in the event it cannot be published. The Publisher will not be bound by any oral or printed conditions in the contract, order, copy instruction or elsewhere which conflict with the provisions of this rate card or the policies of the Publisher. All orders for advertising are accepted subject to the rates, terms and conditions of the current rate card. These are subject to change and orders which contain incorrect rates or conditions will be inserted and charged at the current rates. The publisher reserves the right to pick-up previous ad materials if new materials are not received by the materials deadline.

The advertiser and agency, if one is used, are jointly and severally liable for the cost of the ad. By placing an ad with the Publisher, the advertiser agrees to be liable for all costs of collection of past due accounts, including interest and collection fees. Ad cancellations must be received in writing at the sales office by the ad deadline for that issue, or the Publisher may insert the last ad appearing toward fulfillment of the contract. Advertisers who fail to fulfill their contract frequency may be billed a short rate charge based on actual frequency.

ArrowTrade Net Ad Rates Number 13 Effective with Jan. 2009 Show Issue

	1x	3x	6x	9x*
Black & White				
Full page	\$1,724	\$1,603	\$1,481	\$1,452
2/3 page	\$1,265	\$1,181	\$1,098	\$1,076
1/2 page	\$1,049	\$977	\$905	\$886
1/3 page	\$728	\$679	\$629	\$615
1/4 page	\$632	\$589	\$545	\$533
1/6 page	\$434	\$403	\$374	\$364
1/8 page	\$348	\$324	\$301	\$293
1/12 page	\$261	\$242	\$224	\$218
Add 25% for second color in cyan, yellow or magenta				
4-Color				
Full page	\$2,630	\$2,428	\$2,228	\$2,185
2/3 page	\$1,846	\$1,762	\$1,678	\$1,645
1/2 page	\$1,489	\$1,419	\$1,346	\$1,318
1/3 page	\$1,024	\$970	\$877	\$858
1/4 page	\$853	\$810	\$766	\$750
1/6 page	\$596	\$558	\$522	\$507
Cover 2 & 3	\$2,642	\$2,480	\$2,321	\$2,272
Cover 4	\$3,047	\$2,857	\$2,668	\$2,611
Spreads				
Black & White	\$2,977	\$2,756	\$2,716	\$2,675
4-Color	\$4,405	\$4,040	\$3,977	\$3,917
Bound-in advertiser supplied inserts (meeting our binding specifications)				
≤ .5 oz	≤ 1 oz	≤ 1.5 oz	≤ 2 oz	≤ 2.5 oz
\$1,750	\$2,027	\$2,329	\$2,724	\$3,188
Polybagged inserts (limited availability at these prices-one per issue)				
≤ 1 oz	≤ 1.5 oz	≤ 2 oz	≤ 2.5 oz	≤ 3 oz
\$2,445	\$2,813	\$3,235	\$3,720	\$4,278

*9x and higher rates available in combination with Bowhunter & Petersen's Bowhunting

ArrowTrade provides unrivaled editorial support

ArrowTrade's high page count and our high editorial to ad ratio gives us a real advantage over our competitors when it comes to covering your products and programs. This content-rich publication routinely devotes up to twice the space to editorial copy and photos. We can make sure your brand gets covered in depth while we provide the fairness and balance that is important for maintaining our credibility with the retailers who make up the bulk of our readers.

We also employ a veteran staff of writers and editors, a staff whose experience with bowhunting products and the archery industry is measured in decades, not years. While they often draw on their own knowledge, these writers also interview and quote the people who design and build the products bowhunters and competitive archers rely on. That takes more time, but it provides the depth of detail and the personal insight our readers have come to expect. Veteran publisher and editor Tim Dehn oversees an editorial staff that includes a world-class archery coach, a former pro shop owner with extensive experience as a business consultant, a quality control engineer, one of the nation's premier whitetail deer experts and a top equipment writer who is a frequent winner at traditional 3D shoots. Their experience & dedication shows in ArrowTrade Magazine's quality editorial package, issue after issue.



We're targeting the very best retailers

To upgrade the quality of the subscribers who receive our print edition in the face of higher postage and mailing costs, ArrowTrade has worked this past year to eliminate duplicates and the non-dealer copies going to clubs, pawn shops and pro shooters. If you want to insure we are still reaching all your accounts with our actively managed circulation list, just send us their names and addresses. We'll send any retailers not currently receiving this publication a postage-paid invitation to sign up for their own free subscription to the print edition.

Average
Qualified Circulation
Dec. 2007 Statement
9,346



ArrowTrade Ad Deadlines and Mail Dates*

Jan 2009	Close 12/1/2008 Materials Due 12/4 Mails 12/17
March 2009	Close 1/28/2009 Materials Due 2/2 Mails 2/16
May 2009	Close 3/27/2009 Materials Due 4/1 Mails 4/14
July 2009	Close 5/27/2009 Materials Due 6/1 Mails 6/12
Sept 2009	Close 7/23/2009 Materials Due 7/28 Mails 8/7
Nov 2009	Close 9/28/2009 Materials Due 10/2 Mails 10/15

*Mail dates may be subject to minor change

Your ad is "in the mail" just 2 weeks after our deadline for ad materials.

Reach Ad Director Matt Granger at (406) 360-4484 or (888) 796-2084 (toll-free) and (208) 475-6001 (fax)
Email Matt at rmattgranger@yahoo.com

Width 7.25" Height 9.875" Full Page	Width 8.375" Height 11" Full Bleed	Width 4.75" Height 9.875" 2/3 Vertical	Width 7.25" Height 4.875" 1/2 Horizontal	Width 4.75" Height 7.375" 1/2 Vertical
Width 4.75" Height 4.875" 1/3 Horizontal	Width 2.3" Height 9.875" 1/3 Vertical	Width 4.75" Height 3.5" 1/4 Horizontal	Width 2.3" Height 7.375" 1/4 Vertical	Width 3.5" Height 4.875" 1/4 Short Vert.
Width 7.25" Height 2.25" 1/4 3 Column	Width 4.75" Height 2.25" 1/6 Horizontal	Width 2.3" Height 4.875" 1/6 Vertical	Width 2.3" Height 3.5" 1/8 Vertical	Width 2.3" Height 2.25" 1/12 Square
Width 16.5" Height 11" Full Spread Bleed		Width 16.5" Height 5.5" Half Spread Bleed		

Spread out your ad payments or simply enjoy the rewards. We now accept all of these major credit cards.



Ad Material Specifications

ArrowTrade is printed by Royle Printing of Sun Prairie, Wisconsin using a high quality gloss paper and a fine, 175 line per inch screen. We prefer press quality PDFs with colors set to CMYK. Or submit ads as TIFF, JPEG or as EPS with a TIFF preview. Send them on CD, DVD or email ads under 10MB to arrowtrade@northlc.com. Ads may also be uploaded to our FTP site at:

<http://209.83.78.32>

user: arrowtrade password: 1030.arrow
Please notify us when your ad is uploaded. Bleed ads should have the image extending .125 (1/8 inch) beyond trim. Full page trim is 8.125 by 10.75, so full page bleed must extend to 8.375 by 11, and spread bleed to 16.5 by 11. Keep live area .375 (3/8 inch) in from trim on all edges for bleed ads.

Send ads and press releases to Editor/Publisher Tim Dehn
ArrowTrade Magazine
3479 409th Ave NW
Braham, MN 55006
(320) 396-3473 (320) 396-3206 fax
arrowtrade@northlc.com



First Issue, May 1997

ARROWTRADE

Covering the Bowhunting Industry from Manufacturing through Retailing



Most recent, Sept. 2008

2009 Media Rate Card Number Thirteen