



GunsHolstersAndGear.com

2012 Advertising Rates

GunsHolstersAndGear accepts a limited number of high-quality advertisers for our website and associated properties. Advertisers are encouraged to read through the information here and contact us to arrange for advertising.

Our Audience

The GunsHolstersAndGear.com (GHG) audience is a very tightly targeted market segment consisting mostly of visitors from the United States of America (84%.) The majority (56%) of visitors have an income of more than \$60,000 per year, with 28% making more than \$100,000.

The GHG audience is deeply interested in firearms news, reviews and technical information, as well as related gear. A significant number of GHG visitors are researching products on our website.

On average, GHG receives more than 493,000 monthly page views each month. During the average visit, a reader will view 3.7 pages.

These numbers are taken directly from our server statistics and filter out automated robots and spiders that search the internet.

Founded in 2008, GunsHolstersAndGear publishes news and reviews on firearms and gun accessories.

Although opinionated, GHG is about the gear, not the politics, of guns.

Why Advertise on the Internet?

You want to advertise where people are. Research indicates that as many as 94% of shoppers conduct product research on the internet prior to making an online purchase. Moreover, according to J.P. Morgan 88% of all consumers now shop online.

You can track visitors from ad to final sale and learn how to fine tune your message and buying process to maximize profits. Try doing that in traditional media.

GunsHolstersAndGear.com

4377 Commercial Way • Suite 152 • Spring Hill • FL • 34606
(727) 288-2150

Editorial: Richard L. Johnson • admin@GunsHolstersAndGear.com

Advertising Information: Kelly Fitzgerald • Kelly@GunsHolstersAndGear.com

Our Advertising Program

The GHG advertising model is straightforward with no fine print over which to quibble. We accept no more than ten advertisers for banner display in the left column of the website. These ads appear on every page of the site.

The ads are placed in order of oldest to newest, with the ads rotating up one position on the Monday of every week. This ensures every advertiser will have equal display time during their term.

Annual advertisers receive the added bonus of having their banner displayed in the GHG newsletter, e-mailed weekly to our double opt-in list.

As well, we introduce new advertisers on the site with a persuasive personal endorsement that highlights the quality and value of the advertiser's product offerings.

We can do this because we are selective in who our advertisers are, and we believe in our advertisers products.

Pricing

3 months: \$780 (\$260/month)

6 months: \$1380 (\$230/month)
• \$180 discount

12 months: \$2400 (\$200/month)
• \$720 discount
• inclusion in weekly newsletters

Pricing is a flat rate and is not based on CPM or similar computations. However, for the sake of comparison, GHG's current average monthly page views (493,501) yield an effective CPM of \$0.41 at the yearly rate.

This very affordable rate does not include the additional value of newsletter advertising, which is included free for annual advertisers.

In addition, all advertisers receive priority when GHG publishes reviews and product announcements.

Q&A

What size are the banners? Can I purchase a banner in a larger size?

All banner ads are 250 pixels wide and up to 60 pixels tall. Larger banners are not available.

In what file format do the banners need to be?

Any .png, .gif or .jpg file can be used including animated .gif files. Obnoxious .gif animations should be avoided. Flash and files served from an off-site location are not useable.

Can you create a banner for me?

Yes. We can create a banner for you at an additional charge. Charges vary depending on the banner, but most fees will be less than \$100 and the banner becomes your property should you wish to use it elsewhere.

Can banners be swapped out during the advertising period?

Yes. We will gladly replace one banner with another during the ad period to help you tweak your marketing message.

Can anyone advertise on GunsHolstersAndGear?

No. Advertisers can be rejected for any reason including poor reputation in the industry, complaints of poor service by the advertiser to GHG readers, advertising in poor taste and products or services incompatible with responsible gun ownership.

I have a question not answered here...

Not a problem. Send us an e-mail and we would be happy to answer any questions.

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