



# Dedicated E-Mail

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Main image

Half Page Skyscraper (300x600)

“Supported by” Logo (88x31)

“Supported by” (20 characters)

## BENEFITS

- 100% Share of voice
- Implied endorsement
- Encourages viral send-to-a-friend functionality
- Immediate and timeless, when archived
- Actionable



Mechanical Specifications Available Upon Request



# E-Newsletter Sponsorship

Exclusive sponsorship of Inside Track E-mails allow advertising partners the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points.

## Inside Track Leaderboard (728x90)

Display your creative in the Topmost available e-newsletter advertising unit.

## Inside Track Half Page Skyscraper (300x600) ; or Medium Rectangle (300x250) Partner Listing

Adjacent editorial content, these I.A.B. standard units deliver substantial creative size for an advertising message.

## Inside Track "Supported by" Logo (88x31)

Directly associate your brand with E-newsletter content by sponsoring the Article Tools Micro-Bar. Include your logo within the social networking and personal filing module included in every e-newsletter.

## Inside Track "Supported by" Bar (20 characters)

Sponsor Inside Track with text... identifying your brand with ours.

Mechanical Specifications Available Upon Request.





# Huntingclub.com

The HuntingClub.com website is the online destination for hunting enthusiasts. Filled with exclusive content, member interaction points and special deals, the site delivers a solid enthusiast touch point

## Online Opportunities

Leaderboard (728x90)

Flash Hero

Medium Rectangle  
Above the fold  
(300x250)

Medium Rectangle  
Below the fold  
(300x250)

Full Banner (468x60)

Text Link

Mechanical Specifications Available  
Upon Request.

The screenshot shows the homepage of HuntingClub.com. At the top, there's a navigation bar with the site's logo and various menu items. A large video player titled 'Flash Hero' is the central focus. Below the video, there are several article teasers with images and titles. To the right, there's a 'NEWS' section with a list of recent articles. Below that, there's an 'OPINION POLL' section. The bottom of the page features a grid of social media and club links, along with a 'FREE TRIAL' offer for a magazine.



# Takeover Opportunities

Premium Placement opportunity with a complete E-Newsletter or Dedicated E-Mail takeover

Custom page frame

Leaderboard 728x90

Half Page Skyscraper 300x600 or 300x250

Supported by logo

Supported by bar

100% SOV

Mechanical Specifications Available Upon Request.

The screenshot shows an email takeover for Under Armour. At the top left is the Under Armour logo. The main content area features a 'WIN' contest announcement with a 'ENTER NOW!' button. Below this is an article titled 'Proof that Finching isn't Pretty' with an image of a woman shooting. To the right of the article is a large Under Armour logo. On the left side of the email, there are two vertical advertisements: one for 'heatgear' with the tagline 'FOR WHEN IT'S HOT' and one for 'coldgear' with the tagline 'FOR WHEN IT'S COLD'. The bottom of the email features a red Under Armour logo on a white background. On the right side of the email, there is a vertical strip of images showing various pieces of Under Armour clothing, including a green t-shirt, a brown t-shirt, a grey hoodie, a black hoodie, a black long-sleeve shirt, and a black long-sleeve shirt.



# Digital Opportunities

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\* **Custom Takeover (Page Frame, 728x90 & 300x600)**

## E-Newsletter Units

Leaderboard (728x90)

Medium Rectangle (300x250)

Partner Listing – written by NAMG editors using copy points provided by client

- Header (max of 20 characters including spaces)
- Additional sentences (max of 320 characters including spaces)
- Landing page URL
- 60x60 static image

Half Page Skyscraper (300x600)

“Supported by” Logo (88x31)

“Supported by” Bar (20 characters)

\* **Custom Takeover (Page Frame, 728x90 & 300x600)**

## Website Display Units – Home Page

Flash Hero

Leaderboard (728x90)

Medium Rectangle (above the fold) (300x250)

Medium Rectangle (below the fold) (300x250)

## Website Display Units – Run of Site

Leaderboard (728x90)

MedRectangle (above the fold) (300x250)

LMed Rectangle (below the fold) (300x250)

Full Banner (468x60)

Text link