

1. **REVIEW** the information.
2. **PRINT** the insertion order form.
3. **SIGN** and **MAIL** to :  
Ammoland.com, P.O. Box 465, Manasquan New Jersey 08736
4. **CREATE BANNER AD** and **EMAIL** materials to  
[Brian@ammoland.com](mailto:Brian@ammoland.com)  
Need help call Brian Johnson 732-673-2652

2011 / 2012 Media Buyers

## Advertising Kit



qu<sup>an</sup>tcast

Ammoland's web traffic statistic is updated through Google analytics and you can get an accurate reporting of our website traffic through Google Ad Planner and Quantcast.

**Click for Ammoland Insertion Order & Technical Specification Document**

**Monthly Page Views:** 491,000 – 01/01/2011 – 01/31/2011

**Monthly Unique Visits:** 301,000 – 01/01/2011 – 01/31/2011

**Alexa Rank:** 127,000 (global) | 29,800 (USA) - 01/01/2011

**Pages Indexed by Google:** 450,000 - 01/01/2011

**Daily Time Per User On Site:** 2.4 minutes – 01/01/2011

**Site description:** Ammoland.com is a 24 hour news service covering the shooting sports, firearms and ammunition industries. Ammoland offers a free press release service open to shooting sports businesses and organizations that offer value to the shooting sports enthusiast. Ammoland is a web based publication. We currently have more than 450,000+ pages indexed by Google search. Ammoland delivers a daily email broadcast of all topics covered in the previous seven days.

Ammoland offers a unique opportunity for shooting industry companies to receive quality exposure of their products and services in a completely digital web 2.0 Environment. Our banner advertisement program allows for branding on Ammoland pages for exposure on high value pages, topic specific pages, and search engine result pages.

Ammoland, being web 2.0, is well indexed by search engines like Google and our proprietary search optimization abilities allow us to concentrate on specific high value industry specific keywords for lasting exposure to users through Google search. 53% Of the Ammoland daily website traffic from Google is the result of readers searching on a specific shooting related keyword term or industry company names that our business dominates in organic search results.

Ammoland's mix of industry press releases, news topics, product discussions and related articles is of great interest to everyone in shooting related sports. We mix conservation, art, firearm product reviews, industry news, ammunition news, archery news and fish and game updates with occasional political information to give the user an attractive mix of content.

The bottom line is Ammoland has set a new standard for delivery of both content and exposure in the shooting sports industry! If you are not contributing, advertising or working with Ammoland you're missing a great opportunity.

**Ammoland CPM Advertising:** Ammoland serves banner advertisements with all content pages on the website. Above the fold placement and run of site placement is available for monthly quarterly and annual placement. [Click for Ad size, and rates](#)

Ammoland will produce a sponsor activity report for our advertisers on request or at the end of the sponsor program. Advertisers can request the use of special tracking codes to a/b test messaging or request development of unique landing pages or content to augment their advertising program.

# LeaderBoard 728X90

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Shooting Sports News

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## LeaderBanner 468X60

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**Ruger's New Single-Ten Revolver**  
Wednesday, June 15th, 2011 at 3:52 PM  
Tags: Firearms News, New Guns, Revolver, Ruger

**Ruger's New Single-Ten Revolver**



Ruger's Single-Ten Revolver



**RUGER**  
Ruger Firearms

Southport, CT - (Ammoland.com) - Sturm, Ruger & Company, Inc. (NYSE: RGR) is proud to announce the Ruger Single-Ten, a ten-shot single-action revolver chambered in .22 Long Rifle.

The Single-Ten features a ten-shot cylinder and is constructed from durable and handsome satin-finished stainless steel.

With a 5.5" barrel and smooth, walnut "Gunfighter" grips, the Single-Ten is well balanced and points easily.

The sight picture of the Single-Ten is enhanced by Williams fiber optic sights, which are click-adjustable for both windage and elevation.

"The Single-Six has always been a fun gun to shoot," remarked Mike Fifer, Ruger's CEO.

"The additional cylinder capacity, along with the trim Gunfighter grips and fiber optic sights, make shooting the Single-Ten even more enjoyable," he continued.

For more information on the Ruger Single-Ten, or to learn more about the extensive, award-winning line of Ruger firearms, visit Ruger.com or Facebook.com/Ruger. To find accessories for the Ruger Single-Ten or other Ruger firearms, visit ShoRuger.com.

*"We are very proud to offer a 1911 pistol, an icon of American gun design and manufacturing," said Ruger CEO Michael Fifer. "In the 100th anniversary year of the introduction of the Government Model 1911 it is only fitting that such a firearm be completely manufactured in America with all American-made components."*

The Ruger SR1911 pistol features a titanium firing pin and heavy firing pin spring, which negates the need for a firing pin block, offering an updated safety feature to the original "Series 70" design without compromising trigger pull weight. An extended thumb safety offers improved manipulation and an oversized beavertail grip safety provides positive function and reliability. A visual inspection port offers visual confirmation of a round in the chamber.

Positive extraction is facilitated by an improved internal extractor. The plunger tube for both the slide stop and thumb safety is integral to the frame and will never shoot loose. The swaged link pin also will not shoot loose. The SR1911 uses a skeletonized hammer and an aluminum, skeletonized trigger with an adjustable over-travel stop. The Ruger SR1911 features a standard recoil guide system and flat mainspring housing.

The Ruger SR1911 grips feature a Ruger logo in checkered hardwood panels. Each pistol is shipped with one 7-round and one 8-round stainless steel magazine, bushing wrench and a soft case. The SR1911 will fit currently available holsters.

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- Palm Pistol and Tri-Cor Ammunition Status Report
- Winchester Model 70 Featherweight Compact Rifle
- Smith & Wesson Begins Shipping Governor Revolver and Walther PPK Pistol
- Traditions Introduces New Evolution Muzzleloader Rifle
- Mossberg Introduces Fast-Gun Training Set for Hunter Education Classes

**Rectangle 1**

**300X250**

The one rifle to have if you could have only one.

RUGER CLICK HERE TO LEARN MORE

**Rectangle 2**

**300X250**

SAVE UP TO 30% OFF

CLICK HERE FOR DETAILS

**Rectangle 3**

**300X250**

SAFE • QUICK • STRONG • SMART

**Rectangle 4**

**300X250**

THE LATEST IN PISTOL PERFORMANCE

THE NEW FNX IS THE LATEST EVOLUTION IN HAMMER DRIVEN PISTOL DESIGN. CLICK HERE TO SEE MORE.

**Rectangle 5**

**300X250**

U.S. MANUFACTURER OF AUTHENTIC RIFLES & SHOTGUNS

ARSENALinc.com

**Banner Advertisement Types**

Name	Size	CPM
Leader Board	728x90	\$10.00
Leader Banner	468x60	\$5.00
Rectangle ATF	300x250	\$12.00
Rectangle BTF	300x250	\$8.00

**Placement Impressions Per Month**

100,000 Impression

200,000 Impressions

Fixed Placement (300,000 plus)

**Frequency of Placement**

1 Month

3 Months (Quarterly)

12 Months (Annual)

Distributed to you by - Ammoland.com - The Shooting Sports News source.

Tags: Firearms News, New Guns, Revolver, Ruger

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**LeaderBanner 468X60**

**Rectangle 4**

**300X250**

THE LATEST IN PISTOL PERFORMANCE

THE NEW FNX IS THE LATEST EVOLUTION IN HAMMER DRIVEN PISTOL DESIGN. CLICK HERE TO SEE MORE.

Facebook Activity

Trenty Sello shared 5 Years of Hunting (5 Years of Hunting) on Facebook (about a month ago)

Trenty Fild shared 5 Years of Hunting (5 Years of Hunting) on Facebook (about a month ago)

Fredy Bah shared Leader of Brady Group (Brady Group) on Facebook (about a month ago)

**Rectangle 5**

**300X250**

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**Ammoland LLC Advertising:**

Ammoland  
P.O. Box 465  
Manasquan, New Jersey 08736

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[Http://www.Ammoland.com](http://www.Ammoland.com)