

AmmoLand.com Media Buyers Advertising Kit for 2010



AmmoLand.com
Shooting Sports News and Business

JUST ABOUT EVERYTHINGSM For Hunting

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AmmoLand.com
Shooting Sports News and Business

The World Leader in Quality Collectable and Antique Firearms

CONSIGNMENTS WANTED!

SALE \$31,625 \$10,525 \$37,375 \$16,100

Categories

- Accessories
- Ammoland TV
- Ammunition News
- Archery News
- Breaking Gun & Ammo Deals
- Conservation News
- Expert Articles
- Firearms
- Fish & Game
- Hunting
- Industry News
- Pro Gun News
- Shooting Media
- Shooting News
- Sports Optics News
- Wildlife Art

Discussions

- Accessories
- Ammunition News
- AR15
- Archery News
- Awards
- Brownells.com
- Competitions
- Conservation News
- Deer Hunting
- DNR
- Duck Hunting
- Firearms
- Firearms
- Accessories
- Firearms News
- Fish and Game
- Gun Bans
- Gun Parts
- Gun Politics
- Gun Retailers
- Gun Rights
- Gun Sales
- Gunsmiths
- Handguns
- Hunter Education
- Hunting
- Hunting News
- Industry News
- New Guns
- New Jersey
- NRA
- Optics
- Pennsylvania
- Pheasants Forever
- Pro Gun News
- Second Amendment
- Shooting Media
- Shooting News
- Shot Guns
- Turkey Hunting
- Washington DC
- Waterfowling
- Whitetails
- Wildlife
- Management
- Youth Shooting
- Sports

Products

- MidwayUSA
- Winchester
- Remington
- Gun Parts
- Magazines
- Gun Cleaning
- Reloading
- Rifle Scopes

Today is Tuesday, November 10, 2009 [RSS feed](#)

State Fish and Wildlife Agencies are the Most Trusted Source for Conservation Information

Tuesday, November 10th, 2009 at 11:43 am - View [Previous Posts](#)

State Fish and Wildlife Agencies are the Most Trusted Source for Conservation Information



HunterSurvey.com

Southwick Associates - (AmmoLand.com) - In an October 2009 survey, Southwick Associates asked anglers and hunters which type of organization they trust the most for accurate information regarding fish and wildlife conservation.

The results of the monthly AnglerSurvey.com and HunterSurvey.com poll show that state fish and wildlife agencies are considered the most trustworthy source of conservation information among hunters and anglers.

Of the 2,771 anglers surveyed, 54.4 percent reported state fish and wildlife agencies were their most trusted source. Of the 3,378 hunters surveyed, 50.7 percent agreed.

The second most trusted source, with 25.1 percent of anglers and 29.5 percent of hunters, was sport-fishing and hunting non-profit conservation groups.

Other sources of conservation information were presented to hunters and anglers. Non-profit conservation groups not focused towards fishing or hunting were preferred by 5.3 percent of anglers and 7.4 percent of hunters.

Federal fish and wildlife agencies were rated as the most trusted source by 5.0 percent of anglers and 4.3 percent of hunters.

Non-outdoor television programming and magazines ranked even lower.

"The results indicate that sportsmen and women want to hear from their state fish and wildlife agency when it comes to fish and wildlife conservation issues," reported Donna Leonard.

"Efforts to increase conservation awareness or behavior will have better success if state fish and wildlife agencies are involved."

About: Launched in 2006, AnglerSurvey.com and HunterSurvey.com help the outdoor equipment industry, government fisheries and wildlife officials, and conservation organizations track consumer activities and expenditure trends. The information above represents only a small sample of the vast amount of data that is available from the complete survey results. The results are scientifically analyzed to reflect all U.S. anglers.

[More Shooting Sports News](#)

Ads by Google

Shooting Gloves For \$9.95 - Stay Warm This Winter. Perfect For Clays Or Hunting. Free Shipping. [www.Oviva.com/huntingpromo](#)

NRA Courses in NJ Only LE and Security Qualifications Belleville NJ Premier NRA Training. [www.FirearmTrainingCenter.co](#)

How to make Electricity \$49 kit has energy co's excess calling for a ban on its sale. [www.Power4Homes.com](#)

Watch Firearms Training Watch online training videos. Learn from top instructors. [www.Gun7Talk.tv](#)

Drink in Tough Times? So Do Millions More. Invest In What You Know. [www.usamutuals.com](#)

Today's New Hunting and Shooting Articles

Accessories - NRA's Personal Protection Outside The Home DVD Wins CINE Golden Eagle Award - November 9th, 2009

Ammoland TV - Lock, Stock and Barrel Understanding the Firearms Industry - November 9th, 2009

Ammunition News - Starline Brass Purchase Improves Ammunition Production Efficiencies - November 9th, 2009

Archery News - BowTech Introduces Three Key Bow Design Technologies - November 7th, 2009

Breaking Gun & Ammo Deals - \$20 Off A \$200 Purchase Of Ammo at LuckyGunner.com - November 9th, 2009

Conservation News - State Fish and Wildlife Agencies are the Most Trusted Source for Conservation Information - November 10th, 2009

Expert Articles - Starline Brass Purchase Improves Ammunition Production Efficiencies - November 9th, 2009

Firearms - Lock, Stock and Barrel Understanding the Firearms Industry - November 9th, 2009

Fish & Game - State Fish and Wildlife Agencies are the Most Trusted Source for Conservation Information - November 10th, 2009

Hunting - New Jersey Foolishly Discontinues Duck Stamp - November 9th, 2009

Product Links

- [Surplus Ammunition](#)
- [Tactical Gear](#)
- [Tactical Weapons](#)
- [Winchester Ammunition](#)
- [Gun Parts](#)
- [AR-15 Receivers](#)
- [Magazines](#)
- [Laser Sights](#)

- [Reloading](#)
- [Leupold Scopes](#)
- [Rifle Scopes](#)
- [Firearms](#)
- [Rifle Ammo](#)
- [Gun Cleaning Kits](#)
- [Remington Ammunition](#)
- [Surplus Ammunition](#)

Starline Brass Purchase Improves Ammunition Production Efficiencies

Monday, November 9th, 2009 at 2:26 pm

Starline Brass Purchase Improves Ammunition Production Efficiencies



Starline Brass Ammunition Production

Sedalia, MO - (AmmoLand.com) - When you are known as the "Maker of America's Finest Brass" you can relax and enjoy the successes of over thirty years in the shooting sports industry, right? *Starline brass does not think so!*

They continue working hard to make the best even better.

Starline recently invested in several pieces of equipment to better serve the needs of their customers and to ensure continued superior quality.

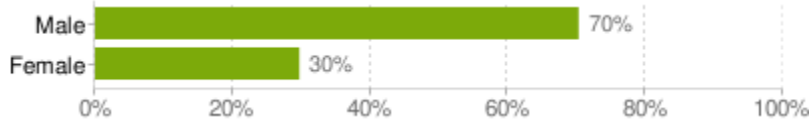
Product Links

- [Ammoland.com Sponsors - Info](#)
- [How-To & Product Videos](#) - [brownells.com](#)
- [Cabela's HUNTING GEAR](#) - [www.cabelas.com](#)
- [IN STOCK AMMO](#) - [www.LuckyGunner.com](#)
- [BD's Tactical Nylon Gear](#) - [www.midwayusa.com](#)
- [5.11 TACTICAL SERIES](#)
- [AMS](#) - [ams-guns.com](#)

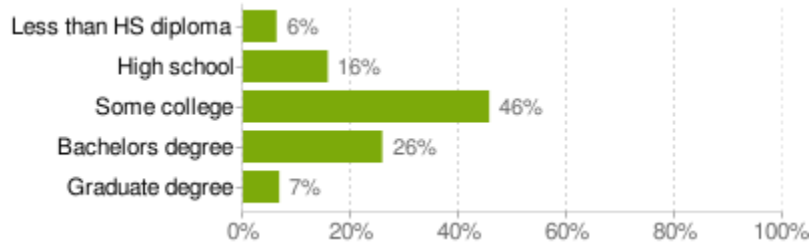
| Advertising Location | Advertising Specification | Advertising Rates |
|----------------------|---------------------------|-------------------|
| Leader board | 728x90 | 10.00 CPM |
| Skyscraper | 160x600 | 10.00 CPM |
| Rectangle | 300x250 | 10.00 CPM |
| Leader banner | 468x60 | 5.00 CPM |
| Half leader banner | 234x60 | 5.00 CPM |
| Vertical banner | 120x240 | 5.00 CPM |
| Text link banner | 300x250 | 30.00 CPM |
| Text Link banner | 120x240 | 20.00 CPM |

Demographics:

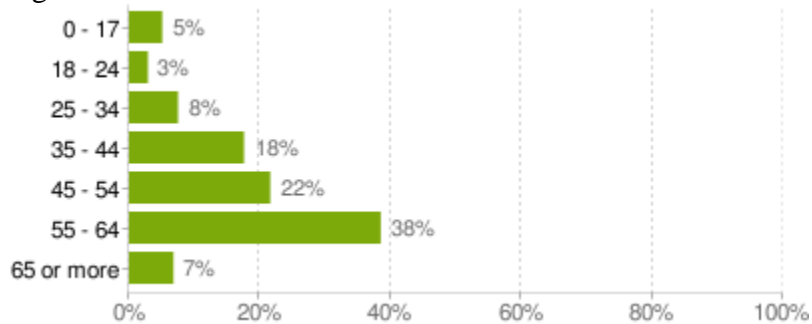
Gender:



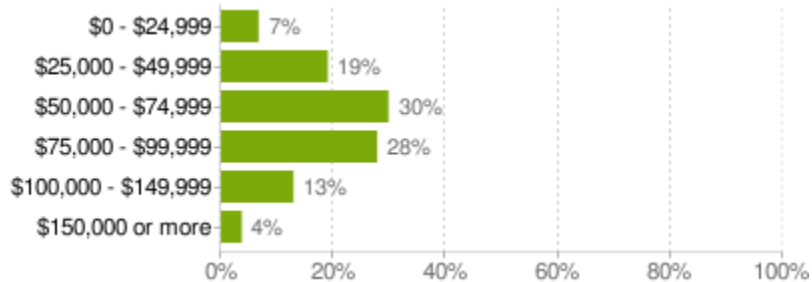
Education:



Age:



Household Income:



Traffic:

- Monthly Page Views 340,000 – 11/01/09
- Monthly Uniques 200,000 – 11/01/09
- Alexa: 138,00 (global) | 35,028 (USA) - 11/01/09
- Daily Page Views Per User: 2.1 – 11/01/09

- Pages indexed by Google: 180,000 - 11/01/09
- Daily time Per User On Site: 4.1 minutes - 11/01/09



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](#).

Site description: AmmoLand.com is a 24 Hour News Service covering the Shooting Sports, Firearms and Ammunition Industries and Lifestyle. 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 180,000+ pages indexed by Google Search. We have an undisclosed number of email subscribers that receive our weekly industry update email delivered every Monday morning.

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, topic specific, and search engine result pages.

Ammoland, being web 2.0, is well indexed by search engines like Google and our proprietary search optimization skills allow us to concentrate on specific high value industry specific keywords for lasting exposure to users through Google search. 70% 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.

We run free press releases from many leading companies within our industry and we are adding new companies weekly. Ammoland uses weekly surveys to gather reader information on our users and we are now expanding guest blogger feature to include more unique perspectives from younger more web savvy writers who take interest in the firearms industry.

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 Sponsor Package:

\$300.00 / per month 3 month minimum (\$3060.00 purchased annually)

The Sponsorship package includes banner placement and a permanent HTML page.

Banner advertisement in our sponsor banner location 125×125 (limited to 8 sponsors)

Permanent Static HTML Page Includes:

Your own "brand dedicated static HTML page" on AmmoLand.com. This is a custom built permanent page that will feature your business or products, with one way links from a high value website promoting you, your products or web page.

Featured Shooting Business Page:

\$250.00 / Permanent

This is a dedicated webpage on AmmoLand.com featuring your shooting or firearms business, products or service. This custom built page SEO optimized page will include high value links to you web page from AmmoLand.com and feature more detailed info and several images to show off your Shooting or Firearms Business on a permanent page. The cost for a permanent page with a minimum of four photos and 500 - 700 words of text.

(Sample: [AimSurplus](#))

Start Advertising Today:

You can use your credit card to place your order over the phone. We accept PayPal, Visa, MasterCard, Bank Wire and Business checks. Contact Brian Johnson 732-673-2652 (brian@ammoland.com).

- All materials should be prepared and submitted five business days prior to "go live day".
- Sponsorship program fees must be paid in full prior to "go live day".
- All banner advertisements are to be submitted for approval. We reserve the right to reject graphical advertisements if they do not meet our editorial standards and or if they will distract a user. We do not allow rolling gifs. Most file sizes should not exceed 15k download. Video clips written content, product catalogs must be approved prior to posting to AmmoLand website.

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.

More Questions?

If you have any questions please feel free to contact and we will be happy to answer any additional questions about our advertising services. You can also call us at 732-673-3652. It is our goal to completely satisfy your expectations. This means that we will go above and beyond to send you the clients and customers you want. We will be working hard to make your online advertising here at AmmoLand.com a complete success. Give us a call or send us an email and we'll have your ads up and working for you in just a few short days.

Contact AmmoLand:

The Leading News & Business Service for Guns & Ammunition!
36 Broad Street
Manasquan, NJ 08736
Hours: M - F 9:00am - 4:00pm EST
732-673-2652 Office
Brian@AmmoLand.com