

## **“Hunters Journal” – Digital Magazine Display Advertising Pay per Click**

We are now providing a unique form of advertising for our clients. What we are offering is Display Ad Spots in quarter page increments or larger, and will only charge when someone clicks on one of the links provided. At the time of placement of the ad spot in the digital magazine, we will also promote the company’s products through our social sites, blogs and other sources; Examples of this would be Face book, Twitter, etc. Any clicks on those embedded links will also be charged under the same system as the display ads. This will allow companies to receive a *unique* blend of promotion through display ad branding, and also real time updates and reviews on the products and services offered. The best part about the whole system is that your company will only pay for the traffic created through these links.

For only \$5.00 per click (per quarter page Ad Spot), you can receive tremendous amounts of promotions for you company and products. Every two weeks your credit card will be billed for traffic created, through that period of time. A credit card *must* be provided up front to allow our billing system to be effective. Statistics on “clicks” will be emailed at the same time. We will do the best we can to *not* bill the advertisers for fraudulent clicks. An example of this would be if we notice 10 clicks coming from the same computer, we know they must be fraudulent clicks.

We will charge for a maximum of 5 clicks per computer per issue. Anything over that, coming from the same computer/issue, will not be charged. All clicks will be charged for 60 days after placement of the Ad in the digital magazine (billed every two weeks). There will be a cap of \$500 per quarter page. Any clicks over that amount will be free!

Under this system, advertisers will receive a free corresponding ad in our print edition at no additional charge.

No contact information is permitted on the digital ads but all print ads may have full contact information included.

The deadline for submitting ads is **the first of each month** for the following month’s issue. Our issues are released the first of each month. We currently produce 8 issues a year but that is subject to change.

### **Hunters Journal 2010 Schedule**

|          |          |
|----------|----------|
| January  | August   |
| February | October  |
| April    | November |
| June     | December |

Hunters Journal is published by Hunters Journal Publications.

Hunters Journal • P.O. Box 127 • Millersburg, PA 17061  
Phone # 717-692-0527 • Fax # 215-240-7955  
Email Address: [hunters.journal.mag@gmail.com](mailto:hunters.journal.mag@gmail.com)

### Price Cap

|         |                  |
|---------|------------------|
| \$500   | Per 1/4 Page Ad  |
| \$1,000 | Per 1/2 Page Ad  |
| \$1,500 | Per 3/4 Page Ad  |
| \$2,000 | Per Full Page Ad |

### Price per Click

| Digital Copy |                  | Digital and Print Copy |                  |
|--------------|------------------|------------------------|------------------|
| \$5          | Per 1/4 Page Ad  | \$5                    | Per 1/4 Page Ad  |
| \$10         | Per 1/2 Page Ad  | \$10                   | Per 1/2 Page Ad  |
| \$15         | Per 3/4 Page Ad  | \$15                   | Per 3/4 Page Ad  |
| \$20         | Per Full Page Ad | \$20                   | Per Full Page Ad |

Please check the box that applies to your request. Remember, you can go digital only, or you can choose both digital and print at the additional cost above.

We request that you supply your own ad artwork, but we can design an ad for you at \$30 per hour.

If you are interested in website design, please visit [www.brickhouseadvertising.com](http://www.brickhouseadvertising.com) for more details.

Please fill out the information below and be sure to check the size/price of the Ad you wish to place (above).

Card Holders Name: \_\_\_\_\_

Full Address: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**\*Signature is required for Contract Agreement**

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