



COUNTRY ROAD OUTDOORS

Your Rural Land And Country Living Connection.

MEDIA2009



COUNTRY ROAD OUTDOORS

Country Road Outdoors serves anyone who has a vested interest in recreational land or in becoming involved in recreational land management or ownership.

Through our television show, magazine, web site, and other marketing efforts, we provide consumers with a consistent message and establish ourselves as the trusted source for everything and everyone in this industry. With that, Country Road Outdoors backs up this knowledge by listing the most coveted recreational properties offered in North America through our real estate arm, OEI Properties.



Today's rural investment and recreational property market is experiencing unprecedented growth and change, and Country Road Outdoors will lead the way.

Our unique blend of media resources include:

MAGAZINE: *Country Road Outdoors Magazine* is distributed quarterly and offers savvy investors a wealth of insights, opportunities and commentary from contributors and real-estate professionals who specialize in rural investment and recreational land. Through focused areas such as wildlife, conservation, construction, finances, products, and recreational uses such as hunting and fishing, *Country Road Outdoors Magazine* is the all-in-one guide for the rural land enthusiast.

WEB SITE: Country Road Outdoors' newly-designed web site—www.countryroadoutdoors.com—is the most comprehensive, knowledge-based recreational property site in existence today containing forums, blogs, articles, opinion polls, access to our TV and magazine media, and much more. It also features a search engine to the finest recreational properties available today.

E-NEWSLETTER: Country Road Outdoors' e-newsletter brings news and information into the email boxes of qualified buyers and rural land enthusiasts.

TRADE/CONSUMER SHOWS: Country Road Outdoors' exhibits take our properties and publications on the road and directly into the hands of buyers.

TELEVISION: Explore some of the hottest sporting destinations and unique land offerings in North America and around the world. With action packed outdoor adventures along with valuable insights relating to the rural land market, Country Road Adventures provides an entertaining and educational experience to millions of avid outdoorsman and recreational land enthusiasts.

Country Road Outdoors Magazine is the leading source of information and news for the rural land enthusiast.

COUNTRY ROAD OUTDOORS MAGAZINE

YOUR RURAL LAND AND COUNTRY LIVING CONNECTION

CONTENT

Magazine content includes: investments tips, financial guides, land management techniques, professional profiles, legal news, educational resources, fish and game insights, featured properties, historical perspectives, and much more.

READERSHIP

Country Road Outdoors Magazine is distributed to an elite group of consumers, who are passionate about the outdoors and view land holdings as not only recreational opportunities, but also as integral parts of their investment portfolios.

RATES (Four-color process only)

Size	1x	2x	3x	4x
Two-page spread	\$10,000	\$9,500	\$9,000	\$8,500
Full page	\$6,000	\$5,750	\$5,500	\$5,250
1/2 page	\$4,000	\$3,750	\$3,500	\$3,250
1/3 page	\$2,750	\$2,500	\$2,250	\$2,000
1/4 page	\$1,750	\$1,500	\$1,250	\$1,000

CIRCULATION

Published quarterly, *Country Road Outdoors Magazine* is distributed for free to 30,000+ of the most affluent and influential landowners and investors in the world, including prominent business leaders, professional athletes and celebrities.

DISTRIBUTION SCHEDULE & DEADLINES

Quarter	Ad Close	Materials Due	Distribution
Spring	Jan 15	Jan 20	Feb 15
Summer	May 15	May 20	Jun 15
Fall	Aug 15	Aug 20	Sept 15
Winter	Oct 15	Oct 20	Nov 15

ADVERTISING SPECIFICATIONS

Country Road Outdoors Magazine is printed in CMYK process color. Please refer to the print specifications below to prepare your files.

ACCEPTABLE FORMATS

All submitted artwork should be CMYK and have a resolution of at least 300dpi. Acceptable formats include: X1A PDFs, TIFs, JPGs and EPS files. X1A PDFs must include crop marks and slug lines and bleed at least 1/8" beyond the trim.

FILE SUBMISSION

Files may be sent on DVD or CD. Please mark your discs and include any special instructions. Because of the volume of materials received, we are unable to return discs. In certain cases, files may be posted on our FTP site.

BLEEDS & LIVE AREA

All important content should be kept at least 1/4" from the trimmed edge. For advertisements with bleeds, please include at least 1/8" bleed beyond the trim on all sides.

PROOFS

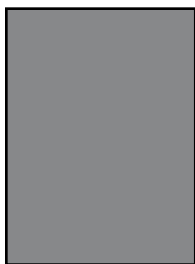
All ads MUST include a color proof to ensure that digital files are accurate.

SHIPPING INFORMATION & QUESTIONS

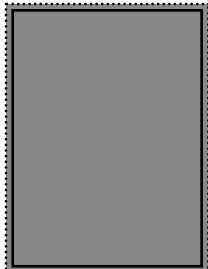
See page 7 for shipping instructions and customer service assistance.

AD SIZES

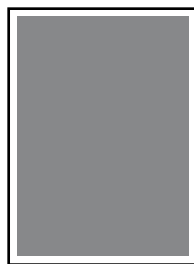
Please refer to the diagrams below to format your ads to the proper size.



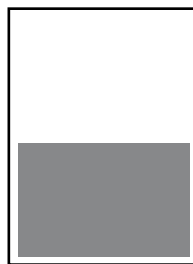
TRIM SIZE
8.375" X 10.875"



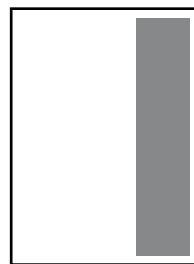
FULL PAGE
(WITH BLEED)
8.625" X 11.125"



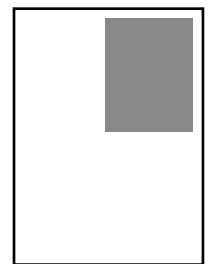
FULL PAGE
(LIVE AREA)
8.125" X 10.625"



HALF PAGE
5.25" X 8.125"



THIRD PAGE
10.625" X 2.625"



QUARTER PAGE
5.25" X 4"



COUNTRY ROAD ADVENTURES TV

For nearly a decade, TV host Mike DiSario and his Special Guests have brought some of the world's finest sporting destinations into the family rooms of millions of outdoor enthusiasts.

Continuing the tradition of delivering action packed outdoor adventures and now adding valuable insights relating to the rural land market, *Country Road Adventures* shines as an **Outdoor Adventure Series with a Recreational Land Twist**.

Providing an entertaining as well as educational experience for the avid sportsman and rural land enthusiast, each professionally produced 30 minute episode of *Country Road Adventures* reaches millions of households each and every week of the year.

DISTRIBUTION				
Network	Distribution	Carrier/Outlet	Region	Season
Pursuit Channel (HUNT)	17.2 Million Households	Direct TV – Basic Package	National	1st, 2nd, 3rd & 4th quarter
In Country Television (ICTV)	13.8 Million Households	DISH TV – Basic Package	National	3rd and 4th quarter

SHOW TIMES					
Network	Show Times	# Weeks	# Airs/Wk	Total Airs	Season
Pursuit Channel	Tuesday at 5:00 PM Thursday at 4:00 PM Friday at 9:30 PM Sunday at 9:30 PM	26	4	104	1st and 2nd quarter
Pursuit Channel	Tuesday at 10:30 PM Sunday at 9:00 AM	26	2	52	3rd and 4th quarter
In Country Television	Wednesday at 8:00 PM Sunday at 8:30 PM	26	2	52	3rd and 4th quarter

-All times are EST

SPONSORSHIP & ADVERTISING RATES		
Type	Cost	Description
Full Sponsorship	Quarters 1 & 2 = \$25,000 Quarters 3 & 4 = \$45,000 Quarters 1 - 4 = \$60,000	One (1) thirty second (:30) commercial spot, one (1) opening billboard and one (1) closing billboard appearing in each episode of either 26 week Show Seasons.*
Closed Caption Sponsorship	Quarters 1 & 2 = \$12,500 Quarters 3 & 4 = \$17,500 Quarters 1 - 4 = \$25,000	One (1) ten second (:10) closed caption trailer spot depicting Advertiser as sponsor of closed captioning (i.e., "Closed captioning has been brought to you by sponsor name") and one (1) closing credit appearing in each episode of either 26 week Show Season.*
"Brought to you by" Sponsorship	Quarters 1 & 2 = \$12,500 Quarters 3 & 4 = \$17,500 Quarters 1 - 4 = \$25,000	One (1) ten second (:10) "Brought to you by" trailer spot depicting Advertiser as sponsor of Show Segment (i.e., "This segment has been brought to you by sponsor name") and one (1) closing credit appearing in each episode of either 26 week Show Season.*

**In-show promotion and other additional benefits may apply.*



FORMAT
All commercial are 30 seconds and need to be supplied in Beta SP or MiniDV format.

ADDITIONAL BENEFITS

Country Road Outdoors offers additional opportunities for exposure to advertisers that secure TV commercial spots or full-page ads in *Country Road Outdoors Magazine* at no additional cost.

COUNTRY ROAD OUTDOORS WEB

Country Road Outdoors' professional web site brings consumers to the table from across the globe. If you are interested in placing advertisements on our site, please contact Country Road Outdoors.

COUNTRY ROAD OUTDOORS E-NEWSLETTER

Country Road Outdoors e-newsletter is distributed to thousands of homes throughout the country and includes featured properties, news and educational insights into rural land ownership. Our list serve is comprised of partner contributions and regular subscribers, who are passionate about land investment and recreation. Sponsor logos and links will be prominently featured on each issue of Country Road Outdoors e-newsletter.

COUNTRY ROAD OUTDOORS TRADE/CONSUMER SHOWS

Each year, Country Road Outdoors schedules trade/consumer shows throughout the U.S. Most recently, Country Road Outdoors serves as a title sponsor for the Southern Trophy Hunters' Big Buck Expo. Through these exhibiting opportunities, Country Road Outdoors and our sponsors have access to thousands of attendees, as well as participating organizations and partners. Country Road Outdoors offers opportunities for sponsors to participate in exhibits.



If you're a landowner, and are looking for new ways to promote your property, **we can help.**

Country Road Outdoors has helped numerous landowners realize their selling and purchasing goals. Country Road Outdoors' advertising mediums encompass virtually every segment of the marketing arena including TV, print media, email communications, web sites, multimedia, agent relations and tradeshow—giving us a full range of resources from which to draw. Most importantly, we regularly measure the results of our efforts through statistical analysis and other means to make sure that we are headed in the right direction.

Country Road Outdoors can work with you to develop a simple promotional video or a customized strategy for promoting your property. Below are three of Country Road Outdoors' most utilized media opportunities:

“CRO sat down with me to put together a robust marketing strategy, which included print, web and TV exposure. They gave my small property 110 percent of their time and efforts and stayed in constant contact with me about interest in my property, as well as changes in the market.”

1 PROPERTY PROMOTIONAL DVD

Today, buyers are more likely to visit a property—especially a rural property—if they can see videos or virtual tours in advance. Our team of videographers, writers and editors will travel to your property, prepare scripts, organize shoots, design packaging and deliver a professional DVD that will astound prospective buyers.

Cost: \$10,000 ★

2 COUNTRY ROAD ADVENTURES TV

Country Road Adventures TV features outstanding rural properties from all over the world and delivers to millions of households within the United States from January through June. If you have an excellent property, you might have the opportunity to present it through Country Road Adventures television program. Country Road Outdoors' video team will develop a show around your property and its unique amenities to showcase during its season. (See page 4 for more details.)

Cost: \$20,000 ★

3 COUNTRY ROAD OUTDOORS MAGAZINE

Country Road Outdoors Magazine is the comprehensive guide for the rural land enthusiast and is distributed for free to 30,000+ of the most affluent and influential landowners and investors in the world, including prominent business leaders, professional athletes and celebrities. If you are looking for exposure in a high-quality publication that has earned a reputation for excellence, we can work with you to develop advertising, editorials and more to promote your property. (See page 3 for more details.)

Cost: Contact Country Road Outdoors for your special landowner rate.

LANDOWNER SPECIALS

- ★ If you are listing your property with OEI Properties and would like to take advantage of our most powerful media services, OEI is willing to offer the opportunity for you to recoup a portion or perhaps all of your marketing investment by offsetting the cost of promotional efforts with commissions associated with the sale of the property.

Contact us today for more information.

**COUNTRY ROAD
OUTDOORS**

PARTNERSHIPS

At Country Road Outdoors, we consider our sponsors as partners, and we take great care to manage those relationships. We work with partners to customize packages that meet their respective advertising needs and budgets.

Partnership benefits may include a combination of the following:

- Full-page advertisements in all 4 issues of Country Road Outdoors Magazine
- Editorials/advertorials featuring sponsor products/services
- Product feature in Magazine Gear Guide
- Rotating company logo on specified of countryroadoutdoors.com
- Standard and banner ad placement on countryroadoutdoors.com
- Company logo and link prominently featured on monthly newsletter
- Participating sponsor at Country Road Outdoors trade/consumer shows
- 30-second commercials during Country Road Adventures
- "Closed Caption" or "Brought to You By" spots during Country Road Adventures
- Product placement and in-show promotion during Country Road Adventures

CONTACT US

ADVERTISING SALES

For questions about purchasing advertising space, please contact:

Country Road Outdoors
2010 Avalon Parkway, Suite 100
McDonough, GA 30253
800.211.8638 Toll Free
678.388.2200 Local
678.388.2204 Fax

ADVERTISEMENT SPECIFICATIONS AND DESIGN ASSISTANCE

For questions about formatting, designing and shipping of advertisements, contact:

Country Road Outdoors
2010 Avalon Parkway, Suite 100
McDonough, GA 30253
800.211.8638 Toll Free
678.388.2200 Local
678.388.2204 Fax

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OUTDOORS

2010 AVALON PARKWAY, SUITE 100
MCDONOUGH, GA 30253
(800) 211-8638 | (678) 388-2204 FAX

countryroadoutdoors.com

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