WHO WE ARE

SINCE 1972

Houston Safari Club (HSC) has a strong, successful 45+ year history of implementing its mission statement: education, conservation and the protection of hunters’ rights. In 2018, the Houston Safari Club Foundation (HSCF), a 501(c)(3) non-profit organization, was formed to provide a more focused effort towards making our mission even more impactful. Under our new structure, the Foundation’s primary concentration is education and conservation. Membership, operations and fundraising for non-legislative efforts reside within the Foundation.

HSC, a 501(c)(4) organization, is dedicated to legislative and policy initiatives that may affect the future of hunting.

Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and non-endemic interests. But they all have these things in common—their passion for the outdoors, a love of hunting, a commitment to the responsible management of our national resources, the education of future generations and the protection of our rights and legacy as hunter-conservationists.

From this media kit, you will learn more about us and our members. We also provide information about our media channels through which we strive to educate, inform and keep alive the art of storytelling. We hope you will join us.

To learn more, visit our websites at hscfdn.org or houstonsafariclub.org or call 713.623.8844.

WHY ADVERTISE WITH US?

We know your business depends on the ability to target consumers effectively. HSCF offers a variety of ways to reach your buying audience. We work to position your ad in combination with relevant editorial content, allowing for a rich and focused engagement experience. Most importantly, advertising with HSCF helps support the future of conservation.

For more information, please contact Executive Director Joe Betar joe@wehuntwedge.org 832.767.1881
Houston Safari Club Foundation · 14811 St. Mary’s Lane, Suite 265 · Houston, Texas 77079
P: 713.623.8844 · F: 713.623.8866
WHAT WE DO

EDUCATION
HSCF proudly provides one of the largest scholarship programs of its kind to students who participate in hunting and are involved in the study of wildlife, range management and other conservation-related majors. To date, 550 scholarships have been awarded, totaling over $2.5 million. HSCF also provides programs which introduce a new generation of young people to the outdoors. These programs provide interactive experiences in the classroom, in the field and on the water. We annually host 150+ area high school students for a day of career exposure to outdoor-related professions, at our annual convention. In addition, we take almost 100 students on hunting and fishing experiences each year.

CONSERVATION
HSCF provides support for wildlife preservation and habitat protection initiatives, research and management programs, and many organizations that share our mission. HSCF has provided over almost $4 million in grants to support conservation, anti-poaching, hunters’ rights, youth education, hunters' safety and more. HSC has worked with and supported groups including the Congressional Sportsmen’s Foundation, Sportsmen’s Alliance, National Rifle Association, American Wildlife Conservation Partners, Conservation Force, Texas Parks and Wildlife, Texas Wildlife Association, Operation Game Thief, Boy Scouts of America and hundreds of other worthy organizations.

HUNTERS’ RIGHTS
Functioning as a separate entity, Houston Safari Club, a 501(c)(4) directly supports initiatives which protect and preserve the tradition of hunting and hunters’ rights worldwide. HSC takes an active role in efforts to effect policies, protocols and legislation which promote the future of conservation and hunting.
Houston Safari Club Foundation is comprised of passionate people dedicated to preserving the future of the outdoors. Our membership is a diverse network of affluent professionals, with strong purchasing power, engaging in many aspects of life including hunting, water sports, luxury travel, property ownership and more.

HSCF MARKET SURVEY
Member Demographics

MEMBERS FOR OVER 11 YRS

Almost 40% of our members have been members within the last 5 years with over 16% having joined within the last year. 44% have been members 11 years or more.

Education
51% are college graduates with over 26% having earned advanced degrees.

Career Status
21% of our members operate at the Executive Management level with 66% of members being business owners.

Residences
47% own 2 or more residences.

Vehicle Ownership Types
Over 59% own 3 or more vehicles, 89% own trucks, 72% own cars, 48% own ATVs/UTVs, 18% own boats, 3% own airplanes.

Marital Status
OVER 78% ARE MARRIED

11% are 25-34, 9% are 35-44, 26% are 45-54, 52% are 55+

Age

Gender

90% MALE

Average HHI
$200,000-$500,000 with 18% presenting an HHI of $500,000 or greater.

Average Net Worth
$2.2-2.5M With 23% presenting an ANW of $5M or greater.

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Hunting by Game Type

- Big Game: 71%
- Small Game: 5%
- Predators/Varmints: 10%
- Migratory Birds: 14%
- Upland Birds: 10%
- Fur-Bearing Animals: 4%

Leisure/Vacation Trips
90% take 1-5 leisure/vacation trips annually.

Annual Hunting Expenditures
21% spend $5,000-$10,000 annually with
55% spending $10,000 or more each year.

Purchasing Habits
Over 42% of our members have made 2 or
more purchases from our advertisers. 90%
of our members share knowledge about
hunting and/or hunting products with 3 or
more people, on a regular basis.

Hunting Trips
Over 43% take 6 or more hunting
trips annually.

Method of Take
- Rifle: 93%
- Shotgun: 90%
- Archery: 39%

Reader Habits
Over 40% of our members read every
issue of our magazine, cover to cover, with over
67% reading the magazine the day they
receive it in the mail.

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HUNTER’S HORN

We are proud of our award-winning publications! And so are our members! They read it cover to cover and keep them as collector’s items. Our quarterly full-color magazine, *Hunter’s Horn*, is published in print and digital formats. The Bush Telegraph, our twice monthly digital newsletter, is read by over 1,500 subscribers. Additional publications include our Membership Directory, Convention Auction Catalog, Convention Programs, and Exclusive Magazine Inserts.

HUNTER’S HORN™ QUARTERLY MAGAZINE PUBLICATION

<table>
<thead>
<tr>
<th></th>
<th>Single Issue</th>
<th>2 Issues</th>
<th>4 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1000</td>
<td>$965</td>
<td>$937</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$950</td>
<td>$913</td>
<td>$889</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$900</td>
<td>$864</td>
<td>$843</td>
</tr>
<tr>
<td>Center Spread (Full-Page)</td>
<td>$1559</td>
<td>$1371</td>
<td>$1181</td>
</tr>
<tr>
<td>Spread</td>
<td>$1370</td>
<td>$1204</td>
<td>$1038</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$825</td>
<td>$796</td>
<td>$767</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$644</td>
<td>$611</td>
<td>$599</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$446</td>
<td>$429</td>
<td>$417</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$223</td>
<td>$218</td>
<td>$210</td>
</tr>
<tr>
<td>5x9 One Sided Insert</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5x9 Two Sided Insert</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.5x11 One Sided Insert</td>
<td>$1,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.5x11 Two Sided Insert</td>
<td>$1,700</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* *Hunter’s Horn* accepts color ads only please.

PUBLISHING DEADLINES

<table>
<thead>
<tr>
<th></th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
<th>Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
<td>FEB 7</td>
<td>MAY 8</td>
<td>AUG 3</td>
<td>NOV 2</td>
</tr>
<tr>
<td>Closing Date</td>
<td>FEB 14</td>
<td>MAY 15</td>
<td>AUG 10</td>
<td>NOV 9</td>
</tr>
<tr>
<td>Mail Date</td>
<td>APR 1</td>
<td>JUN 29</td>
<td>SEP 30</td>
<td>DEC 22</td>
</tr>
</tbody>
</table>

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Houston Safari Club Foundation - 14811 St. Mary’s Lane, Suite 265 - Houston, Texas 77079
P: 713.623.8844 · F: 713.623.8866
**ADVERTISING SPECS**

**HUNTER’S HORN®**

**DIMENSIONS IN INCHES**

- **SPREAD**
  - **Bleed:** 17.25"w x 11.25"h
  - **No Bleed:** 16.5"w x 10.5"h
  - **Bleed Safety:** 16.75"w x 10.75"h
  - **Trim:** 11"h x 17"w

- **1/2 PAGE HORIZONTAL**
  - **No Bleed:** 8"w x 5.125"h

- **1/4 PAGE HORIZONTAL**
  - **No Bleed:** 8"w x 2.375"h

- **1/8 PAGE HORIZONTAL**
  - **No Bleed:** 3.875"w x 2.5"h

- **FULL-PAGE**
  - **Bleed:** 8.75"w x 11.25"h
  - **Bleed Safety:** 8.25"w x 10.75"h
  - **No Bleed:** 8"w x 10.5"h

- **5"x9" or 8.5"x11" inserts mailed with Hunter’s Horn. These inserts will not be attached or inserted, but placed within the magazine’s protective plastic wrap. This opportunity gives advertisers a highly visible and unique presence. Limited to only one per magazine issue.**

**Artwork Specifications**

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
MEMBER DIRECTORY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-Page</td>
<td>$275</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$490</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$600</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$950</td>
</tr>
</tbody>
</table>

PUBLISHING DEADLINES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreements &amp; Print-Ready Ad/Art Files</td>
<td>SEPT 1</td>
</tr>
<tr>
<td>Mailed Out</td>
<td>OCT 15</td>
</tr>
</tbody>
</table>

HSCF APP

Logo ad with link to your website on our HSCF Membership App Offers Page. Includes brief description of your company or service and your logo.

Become a supporter of Houston Safari Club Foundation today!

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo &amp; Text</td>
<td>$300/month</td>
</tr>
</tbody>
</table>

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.
# Media Opportunities

## Bush Telegraph

**Digital Newsletter Published Twice Monthly**

<table>
<thead>
<tr>
<th>Logo &amp; Text</th>
<th>$100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Style</td>
<td>$350</td>
</tr>
</tbody>
</table>

## Publishing Deadlines

Agreements & Print-Ready Ad/Art Files: 20th of month prior to advertising

## Foundation Partnership

As an HSCF Partner, you directly support our mission statement and the programs we implement to help preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. These exclusive offerings have been created just for you. Print, Digital and Social marketing in one effective package!

### Patron

**Investment:** $1,500  
**Advertising Value:** $3,000!

- Half-page ad in 4 issues of Hunter’s Horn
- Logo and link to HSCF’s “Partners in Conservation” page in 12 issues of Bush Telegraph
- Logo and Text for 6 months in the official HSCF App!
- Half-page ad in HSCF Member Directory
- 3 social media promotions
- Press release: national and to email database
- 12 social media promotions
- Targeted membership promotion
- Feature sponsor story In Hunter’s Horn
- Full-page ad in annual Convention Auction Catalog

### Benefactor

**Investment:** $3,750  
**Advertising Value:** $7,500!

- Full-page ad in 4 issues of Hunter’s Horn
- 8.5 x 11 two-sided Insert in one issue of Hunter’s Horn
- 586 x 120 pixel banner ad in 24 issues of Bush Telegraph
- Company logo on HSCF’s “Partners in Conservation” page
- Full-page ad in HSCF Member Directory
- Logo and Text for 1 year in the official HSCF App!
- Press release: national and to email database
- 6 social media promotions
- Targeted membership promotion
- Half-page ad in annual Convention Auction Catalog
- Logo and Text for 1 year in the official HSCF App!

### Guardian

**Investment:** $7,500  
**Advertising Value:** $15,000!

- Full-page ad in 4 issues of Hunter’s Horn
- 8.5 x 11 two-sided Insert in one issue of Hunter’s Horn
- 586 x 120 pixel banner ad in 24 issues of Bush Telegraph
- Company logo on HSCF’s “Partners in Conservation” page
- Full-page ad in HSCF Member Directory
- Logo and Text for 1 year in the official HSCF App!
- Press release: national and to email database
- 12 social media promotions
- Targeted membership promotion
- Feature sponsor story In Hunter’s Horn
- Full-page ad in annual Convention Auction Catalog

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HUNTER’S HORN

ISSUE(S):
- Spring (Mail Date: Mar)
- Summer (Mail Date: Jun)
- Fall (Mail Date: Sept)
- Convention (Mail Date: Dec)

MATERIALS DUE:
- February 7
- May 9
- August 1
- November 1

MATERIALS:
- New
- Pick Up

AD SIZE: *Special Placement
- Full Page
- ½ Page Horizontal
- Inside Front Cover
- Inside Back Cover
- ¼ Page Vertical
- Center Spread (Full Pages)
- ½ Page Vertical
- 2-Page Spread*
- 5”x9” Insert (single sided)
- 8.5”x11” Insert (single sided)
- 5”x9” Insert (double sided)
- 8.5”x11” Insert (double sided)

BUSH TELEGRAPH DIGITAL NEWSLETTER

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- July
- Aug
- Sep
- Oct
- Nov
- Dec

MEMBERSHIP DIRECTORY

- Inside Front Cover: Color
- Outside Back Cover: Color
- Inside Back Cover: Color
- Full Page: Color

- ½ Page: Color

HSCF APP

- Jan
- Feb
- Mar
- April
- May
- June
- July
- Aug
- Sept
- Oct
- Nov
- Dec

FOUNDATION PARTNERSHIP

- Patron
- Benefactor
- Guardian

MEMBERSHIP

- I’d like to have my logo and a link to my website represented on the HSCF website – please sign me up for a Corporate Membership for $350 (membership also includes two (2) individual memberships)

DONATE

Houston Safari Club Foundation (HSCF) is a 501(c)(3) organization committed to education, conservation and the promotion of our hunting heritage. Your donation makes it possible for HSCF to provide scholarships, implement outdoor, hunting and shooting sports education programs and execute conservation projects at home and abroad. Donate now to help us continue our mission to preserve the future of hunting.

All ad materials should be sent to: joe@wehuntwegive.org

ADOPTER/AGENCY INFORMATION

Name of Business: ____________________________________________
Contact Name: ____________________________________________
Address: ____________________________________________
E-mail Address: ____________________________________________
City: ___________________________________ State: __________ Zip: __________
Phone: ___________________________________ Fax: __________
Website: ____________________________________________
Agency: (if applicable) ____________________________________________

TERMS OF CONTRACT

Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher has the right to adjust rates herein upon 30-day notice to the Advertiser. Advertisers agree to furnish advertisements within the Publisher’s deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by the Advertiser. If necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser will be responsible for paying any fees resulting from such action. Advertiser agrees that any dispute shall be governed by the laws of the State of Texas, and Advertiser hereby submits to the jurisdiction of the State of Texas. Payment Terms: All invoices are net 30 days. Advertiser must have valid credit card information on file to place an ad. Payment may be made via check or credit card. HSCF can also set up an automatic payment via credit card if the Advertiser desires. Outstanding balances over 30 days will result in a service charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication. Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

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CORPORATE SPONSORSHIPS

OUR MISSION

Houston Safari Club Foundation (HSCF) is a 501(c)(3) non-profit organization whose mission is to preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and other interests. But they all have one thing in common—their passion for the outdoors, a love of hunting, a commitment to the responsible management of our national resources, the education of future generations and the responsibilities of being hunter-conservationists.

Houston Safari Club Foundation offers Corporate Sponsorships for organizations committed to conservation. As a Corporate Sponsor, your brand maintains an ongoing presence and visibility to our members throughout the year, in everything we do. Our members recognize your commitment to conservation and in return, support your business!

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>MAJOR SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Annual Convention &amp; Hunting Expo</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premier Convention Booth Space</td>
<td>10x20</td>
<td>10x10</td>
</tr>
<tr>
<td>Friday Evening Awards Banquet Tickets</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>30-60 second commercial during the Friday and Saturday evening events*</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Expo Hall Day Passes</td>
<td>50</td>
<td>30</td>
</tr>
<tr>
<td>Sponsorship Recognition During Saturday Evening Gala</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Promotional/marketing materials in registration bags*</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition in Event Halls</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition in Exhibit Hall</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Advertisement in Convention Auction Catalog</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Convention Marketing Benefits Package (a)</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Saturday Evening Gala Ivory Table for 10</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

*Sponsor provided
# CORPORATE SPONSORSHIPS

## BENEFITS

<table>
<thead>
<tr>
<th>HSCF Annual Sporting Clays Tournament</th>
<th>MAJOR SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shooting Teams (cart, mulligans, flurries included)</td>
<td>Two teams</td>
<td>One team</td>
</tr>
<tr>
<td>Company name &amp; logo at all shooting stations</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Company name &amp; logo: pre and post tournament materials</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Company name &amp; logo: welcome and awards banners</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Sponsor-provided promotion/marketing materials on site</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

### General Advertising & Marketing

<table>
<thead>
<tr>
<th></th>
<th>MAJOR SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognized as the Category &quot;Exclusive&quot; Sponsor of HSCF</td>
<td>★</td>
<td>—</td>
</tr>
<tr>
<td>One-time access to the HSCF Membership Marketing File For Direct Marketing Campaigns (b)</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Advertising in each issue of the Hunter's Horn (published quarterly)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on all new and renewing membership notifications</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Advertising in each issue of the Bush Telegraph (digital newsletter; published twice monthly)</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Monthly postings to all HSCF social media sites (sponsor-provided content)</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Corporate Sponsorship recognition on HSCF website with hyperlink to sponsor's website</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

### Membership

<table>
<thead>
<tr>
<th></th>
<th>MAJOR SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) Year Houston Safari Club Foundation Memberships</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

Admission to Monthly Membership Meetings or Events*  

<table>
<thead>
<tr>
<th></th>
<th>MAJOR SPONSOR</th>
<th>SUPPORTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Admissions Per Event</td>
<td>5 Admissions Per Event</td>
<td></td>
</tr>
</tbody>
</table>

*Some events excluded

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**Call for pricing today!**

(a) Convention Marketing Benefits Package includes: Recognition in Houston Safari Club Foundation’s convention media campaign including print, digital, radio and television with past buys including local and regional network affiliates, Fox Sports, Discovery Channel, A&E, National Geographic, History Channel, NBC Sports, Travel Channel, NFC playoffs and more. Additional benefits include recognition on convention event signage, registration brochure, auction catalog, convention issue of the Hunter’s Horn and AV programs presented during events (deadlines permitting) in addition to the HSCF website convention sponsor page.

(b) All marketing materials are to be pre-approved by HSCF. Marketing materials will be sent to HSCF membership list via a third party.

Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. HSCF is an independent organizations, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.
CONVENTION ADVERTISING OPPORTUNITIES

CONVENTION CHRONICLE

This is the official HSCF Convention Show Program-handed out to all Expo attendees!

The show program is a great way to feature your business and to help draw customers to your booth. This is a fantastic opportunity to highlight your business. To further enhance your reach and presence, you may purchase advertising accompanied by an editorial about your company. Telling your story, paired with a full color advertisement, is a winning combination!

The convention show program will include vital convention information including an exhibitor list, expo hall map, schedule of events, local tourism information and more!

Once the Expo is over, attendees will be able to take home your information after the show! Do not miss out on this great opportunity! Space is limited. **Deadline is November 1, 2020.**

**Artwork Specifications**

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.

### Editorial

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page Editorial with photo</td>
<td>$300</td>
</tr>
<tr>
<td>Half Page Editorial with photo</td>
<td>$525</td>
</tr>
</tbody>
</table>

### Ads

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Quarter Page Ad</td>
<td>$425</td>
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<tr>
<td>Half Page Ad</td>
<td>$650</td>
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<tr>
<td>Full Page Ad</td>
<td>$1,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,250</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,750</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half Page Ad with 1/4 page editorial &amp; photo</td>
<td>$850</td>
</tr>
<tr>
<td>Full Page Ad with 1/2 page editorial &amp; photo</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

For more information, please contact Executive Director Joe Betar joe@wehuntwegive.org 832.767.1881
Houston Safari Club Foundation - 14811 St. Mary’s Lane, Suite 265 - Houston, Texas 77079
P: 713.623.8844 · F: 713.623.8866
# APPRECIATION ADS & CATALOG

## OUTFITTER APPRECIATION ADS

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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<tbody>
<tr>
<td>Half-Page</td>
<td>$650</td>
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<tr>
<td>Full-Page</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$325</td>
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## PUBLISHING DEADLINES

<table>
<thead>
<tr>
<th>Category</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreements &amp; Photos Due</td>
<td>NOV 1</td>
</tr>
<tr>
<td>Mailed Out</td>
<td>DEC 22</td>
</tr>
</tbody>
</table>

No outfitter contact information or logos. All photos must be high resolution digital images (300 dpi). Ads are all full color.

## CONVENTION AUCTION CATALOG

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auction Catalog Title Sponsor</td>
<td>$600</td>
</tr>
<tr>
<td>Three (3) full-page ads &amp; logo on cover</td>
<td>$5,000</td>
</tr>
<tr>
<td>Individual Cover Placements: Full-Page</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover Full-Page:</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Back Cover Full-Page:</td>
<td>$2,500</td>
</tr>
<tr>
<td>Outside Back Cover Full-Page:</td>
<td>$600</td>
</tr>
<tr>
<td>Standard Ads: Full-Page</td>
<td>$300</td>
</tr>
<tr>
<td>Standard Ads: Half-Page</td>
<td>$600</td>
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</tbody>
</table>

## PUBLISHING DEADLINES

<table>
<thead>
<tr>
<th>Category</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Agreements &amp; Print-Ready Ad/Art Files</td>
<td>NOV 1</td>
</tr>
</tbody>
</table>

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.
# CONVENTION 2020 ADVERTISING INSERTION ORDER & AGREEMENT

## 2020 HSCF CONVENTION CHRONICLE

### AD SIZE:
- [ ] Quarter Page Editorial with photo
- [ ] Half Page Ad
- [ ] Inside Back Cover
- [ ] Outside Back Cover
- [ ] Full Page Ad
- [ ] Quarter Page Ad
- [ ] Full Page Ad with 1/4 page editorial & photo
- [ ] Inside Front Cover
- [ ] Full Page Ad with 1/2 page editorial & photo

### OUTFITTER APPRECIATION ADS
- [ ] Full Page
- [ ] Half Page
- [ ] Quarter Page

### AUCTION CATALOG

### AUCTION CATALOG TITLE SPONSOR
- [ ] 3 Full Page Ads; Inside Front Cover; Inside Back Cover; Outside Back Cover, and logo on cover.

### INDIVIDUAL PLACEMENTS
- [ ] Inside Front Cover (Full Page)
- [ ] Inside Back Cover (Full Page)
- [ ] Outside Back Cover (Full Page)
- [ ] Half Page
- [ ] ½ Page Horizontal

All ad materials should be sent to: joe@wehuntwegive.org

### ADVERTISER/AGENCY INFORMATION

Name of Business: ____________________________
Contact Name: _______________________________
Address:______________________________________
E-mail Address:______________________________
City: __________________ State: ______ Zip: _______
Phone: ___________________ Fax: _______________
Website: ________________________________
Agency: (if applicable)

### TERMS OF CONTRACT
Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher has the right to revise rates herein upon 30-day notice to the Advertiser. Advertiser agrees to furnish advertisements within the Publisher’s deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher’s deadlines. Publisher reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

### BILLING INFORMATION

<table>
<thead>
<tr>
<th>VISA</th>
<th>AMEX</th>
<th>Mastercard</th>
<th>Discover</th>
</tr>
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<tbody>
<tr>
<td>Card #: ____________________________</td>
<td>Exp. Date: ____________________________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCV #: ____________________________</td>
<td>Name on Card: ____________________________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate: ____________________________</td>
<td>Discount: ____________________________</td>
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</tr>
<tr>
<td>Other: ____________________________</td>
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<td></td>
</tr>
</tbody>
</table>

HSCF is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

HSCF reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

Signature: ____________________________ Date: ____________________________

For more information, please contact Executive Director Joe Betar joe@wehuntwegive.org 832.767.1881

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