HSCF®

WeHuntWeGive.org™

HOUSTON SAFARI CLUB FOUNDATION

2022-2023 MEDIA KIT

WHO WE ARE

SINCE 1972

★

Preserving the sport of hunting through education, conservation and the promotion of our hunting heritage.

★

HOUSTON SAFARI ★ CLUB FOUNDATION™

Cover Photo:
BigSky Country Photography
by Parker Hopkins

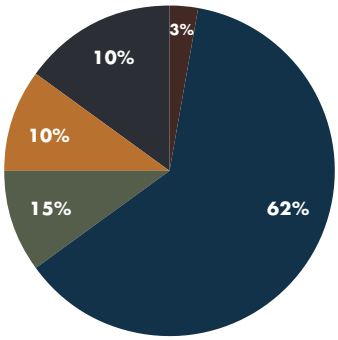
ABOUT US

Houston Safari Club Foundation (HSCF) is a 501(c)(3) nonprofit organization. Our efforts are focused on outdoor education, conservation and the recruitment, retention and reactivation of hunters (R3).

Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and non-endemic interests. HSCF members have a 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.

HSCF has provided **625 scholarships totaling over $2.8 million.** HSCF also provides programs which introduce a new generation of young people to the outdoors, annually hosting 200 area high school students at our annual convention and hosting hundreds of students on annual hunting and fishing experiences. HSCF has provided **$4 million in grants** to support conservation, anti-poaching, hunters' rights, youth education, hunters' safety and more.

HOW DOES HSCF SPEND ITS MONEY?



- Scholarships
- Conservation Grants
- Hunters Rights Grants
- Veterans Grants
- Youth Grants

*(*Based on 2019-2020 data)*

To learn more, visit our website at wehuntwegive.org or call 713.623.8844.

OUR MEMBERS

MEMBER DEMOGRAPHICS

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.

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.

Age

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

Gender

90% MALE

PURCHASING POWER

Reader Habits

Over **40%** of our members read **every** issue of our magazine, **cover to cover**, with over **67%** reading the magazine immediately upon receipt

Effectiveness

Over **42%** of our members have made 2 or more purchases from our advertisers.

Sharing Knowledge

90% of our members share knowledge about hunting and/or hunting products with 3 or more people, on a regular basis.

Residences

47% own 2 or more residences.

Acreage

50% own acreage with **52%** owning **100** acres or more.

Vehicle Ownership

Over **59%** own 3 or more vehicles. **89%** own trucks, **72%** own cars, **48%** own ATV's/UTV's, **18%** own boats **3%** own airplanes.

50% 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.

Hunting Trips

Over **43%** take 6 or more hunting trips annually.

PRINT & DIGITAL SPECS

HUNTER'S·HORN®

QUARTERLY MAGAZINE PUBLICATION

• 11X17 •

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

• FULL •

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

• 1/2H •

1/2 PAGE HORIZONTAL

No Bleed: 8"w x 5.125"h

PUBLISHING DEADLINES

	Spring 2022	Summer 2022	Fall 2022	Winter/Convention
Space Reservation	FEB 10	MAY 10	AUG 3	OCT 20
Closing Date	FEB 17	MAY 17	AUG 10	OCT 27
Mail Date	APR 7	JUL 8	SEP 27	DEC 15

AWARD WINNING PUBLICATION!

2021 Gold Davey Award - Consumer Magazine
2020 & 2021 Gold Marcom Award For Nonprofit Print Magazine
2019, 2020, 2021 American Graphic Design Award for Publication Design
2018, 2020, 2021 Communicator Award For Print Distinction
2020 HM Folio: Eddie & Ozzie Awards For Single Magazine Issue/Association/Nonprofit/Charity

MEMBER DIRECTORY

• FULL •

FULL-PAGE

No Bleed: 8.5"w x 11"h

• 1/2H •

1/2 PAGE HORIZONTAL

No Bleed: 8.5"w x 5.5"h

PUBLISHING DEADLINE

Agreements & Print-Ready Ad/Art Files	SEPT 1
Publishing Date	OCT 15

Artwork Specifications

All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai. .125 bleed (for full page ads) MINIMUM .125 safety margin from the page edge/trim
Ideal safety .25 from the trim

We offer design services starting at $100.00 for ad creation or to re-create/re-seize ads to meet specs. Please email Carla at carla@wehuntwegive.org for more information.

_____

Priority placements (full page ads placed within the first five pages of the magazine) are subject to a 15% premium on an issue-by-issue basis and a 10% premium on a contract basis, excluding cover positions.

713.623.8844 · info@wehuntwegive.org

PRINT & DIGITAL SPECS

BUSH TELEGRAPH

PRESENTED BY HOUSTON SAFARI CLUB FOUNDATION

OUR DIGITAL NEWSLETTER PUBLISHED ONCE MONTHLY

586PX X 120PX

Banner Style Ad: High resolution image that is no smaller or larger than 586 x 120pixels in .gif or .jpg format.

PUBLISHING DEADLINE

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

APPRECIATION ADS

SAY "THANK YOU" AND RECOGNIZE AN OUTFITTER, GUIDE OR PROFESSIONAL HUNTER WHO PROVIDED AMAZING SERVICE AND A ONCE-IN-A-LIFETIME HUNTING OR ANGLING EXPERIENCE.

FULL

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

1/2H

1/2 PAGE HORIZONTAL

No Bleed: 8"w x 5.125"h

PUBLISHING DEADLINE

Agreements, Photos & Verbiage Due	OCT 20
Mailing Date	DEC 15

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

Artwork Specifications

All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai. .125 bleed (for full page ads)
MINIMUM .125 safety margin from the page edge/trim
Ideal safety .25 from the trim

We offer design services starting at $100.00 for ad creation or to re-create/re-seize ads to meet specs.
Please email Carla at carla@wehuntwegive.org for more information.

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RATE CARD

HUNTER'S HORN

	1 Issue	2-3 Issues	4 Issues
Outside Back Cover	$1400	$1350	$1300
Inside Front Cover	$1200	$1150	$1100
Inside Back Cover	$1200	$1150	$1100
Two-Page Spread	$1250	$1200	$1150
Full-Page	$650	$600	$550
1/2 Page	$550	$500	$450
5x9 2-Sided Insert	$1188		
Video Add-On - Add a video to your ad! *(advertiser to provide)*	$125	$125	$125

MEMBER DIRECTORY

Outside Back Cover	$700
Inside Front Cover	$500
Inside Back Cover	$500
Full-Page	$300
1/2 Page	$150

BUSH TELEGRAPH

Banner Ad x 1 Issue/Month	$250/MONTH

APPRECIATION ADS

Full-Page	$300
1/2 Page	$150

DONOR LEVELS

PLATINUM — $5,000

Hunter's Horn	Full Page x 4 Issues
Member Directory	Full Page
Bush Telegraph	1 Year
Logo & Link: HSCF Website	1 Year
Social Media Posts/3x Monthly	1 Year

GOLD — $3,000

Hunter's Horn	Full Page x 2 Issues
Member Directory	Half Page
Bush Telegraph	6 Months
Logo & Link: HSCF Website	6 Months
Social Media Posts/3x Monthly	6 Months

SILVER — $1,000

Hunter's Horn	Full Page x 1 Issue
Member Directory	Half Page
Bush Telegraph	3 Months
Logo & Link: HSCF Website	3 Months
Social Media Posts/3x Monthly	3 Months

Payment for multimedia packages may be remitted quarterly.

HSCF ADVERTISING AGREEMENT

HUNTER'S HORN

$ SUBTOTAL

ISSUE(S):

- ☐ Spring _____
- ☐ Summer _____
- ☐ Fall _____
- ☐ Convention/Winter _____

MATERIALS:

- ☐ New
- ☐ Pick Up

AD SIZE:

- ☐ Full Page
- ☐ ½ Page
- ☐ 2-Page Spread
- ☐ Video Add-On
- ☐ Inside Front Cover
- ☐ Inside Back Cover
- ☐ Outside Back Cover
- ☐ 5"x9" Double Sided Insert

Materials Due: *Spring: Feb. 17; Summer: May 17; Fall: Aug. 10; Convention/Winter: Oct. 20*
Mail Dates: *Spring: April 7; Summer: July 8; Fall: September 27; Convention/Winter: December 15*
**Priority placements (full page ads placed within the first five pages of the magazine) are subject to a 15% premium on an issue-by-issue basis and a 10% premium on a contract basis, excluding cover positions.*

MEMBERSHIP DIRECTORY

$ SUBTOTAL

- ☐ Inside Front Cover
- ☐ Full Page
- ☐ Outside Back Cover
- ☐ Half Page
- ☐ Inside Back Cover

BUSH TELEGRAPH DIGITAL NEWSLETTER

$ SUBTOTAL

- ☐ Jan _____
- ☐ Feb _____
- ☐ Mar _____
- ☐ Apr _____
- ☐ May _____
- ☐ Jun _____
- ☐ Jul _____
- ☐ Aug _____
- ☐ Sep _____
- ☐ Oct _____
- ☐ Nov _____
- ☐ Dec _____

APPRECIATION ADS

$ SUBTOTAL

- ☐ Full Page
- ☐ ½ Page

MULTIMEDIA PACKAGES

$ SUBTOTAL

- ☐ Platinum
- ☐ Gold
- ☐ Silver

$ TOTAL

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

ADVERTISER/AGENCY INFORMATION

Name of Business: .....

Contact Name: .....

Address: .....

E-mail Address: .....

City: ..... State: ..... Zip: .....

Phone: ..... Fax: .....

Website: .....

Agency: *(if applicable)* .....

BILLING INFORMATION

☐ VISA ☐ AMEX ☐ Mastercard ☐ Discover

Card #: .....

CCV #: ..... Exp. Date: .....

Name on Card: .....

Rate: .....

Discount: .....

Other: .....

Total: .....

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 hold Advertiser and/or its Advertising Agency jointly and severely liable for payment due the Publisher. 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.

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: .....

713.623.8844 · info@wehuntwegive.org

HUNTING Matters™

presented by HSCF WeHuntWeGive.org

HOUSTON SAFARI CLUB FOUNDATION PRESENTS "HUNTING MATTERS"

"Hunting Matters", hosted by HSCF Executive Director Joe Betar and Co-Host/Producer Ramon Robles. Join Joe as he engages in conversations with guests, from various backgrounds, that have a passion for hunting and conservation. Great discussions, news, legislative updates and more! Past & future guests include NY Times bestselling authors Stephen Hunter & Jack Carr, U.S. Secretary of the Interior, David Bernhardt, Ted Nugent and more!

Radio. "Hunting Matters" airs each Saturday, 6am-7am CST on KPRC AM 950-Real Texas, Real Talk, a Houston iHeartMedia station, and Houston's longest running radio station. The audience may also listen live on the KPRC 950 website.

Podcast. Each program is downloaded immediately following airing and available on the KPRC 950 website. You can also find us on the Apple Podcast, iHeartMedia, Google Podcast, Overcast App, Spreaker App and on iTunes!

Award Winning.

2022 AVA Digital awards Gold Winner

Category: Audio Production / Radio | Audio Production/Radio | Podcast

Silver Plan

- 1x :30 LIVE read by host (4x monthly)
- 1x :30 recorded (4x monthly)
- 1x social media post (1x monthly)

$375.00 per month

Gold Plan

- 1x LIVE read per show (4x monthly)
- 1x :30 recorded per show (4x monthly)
- 2x HSCF social media post (1x monthly)
- 1x segment sponsorship mention with premium adjacent :15 or :30 (4x monthly)

$500.00 per month

Platinum Presenting Sponsor

- Opening/Closing billboard
- 1x interview or 1x additional recorded/LIVE spots each quarter
- 1x :30 LIVE reads per show (4x monthly)
- 1x :30 recorded per show (4x monthly)
- 1x segment sponsorship mention with premium adjacent :15 or :30 (4x monthly)
- 10x (one week) promotional mentions on KPRC AM 950
- 1x social media promotional mention on KPRC AM 950 Facebook page
- 4x HSCF social media post
- 4x Bush Telegram banner ad

$900.00 per month

HSCF WeHuntWeGive.org

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

HUNTING matters™

presented by HSCF WeHuntWeGive.org

ADVERTISING AGREEMENT

PLAN LEVEL

☐ Platinum ☐ Gold ☐ Silver

SCHEDULE DATES

☐ Jan _____ ☐ Mar _____ ☐ May _____ ☐ Jul _____ ☐ Sep _____ ☐ Nov _____
☐ Feb _____ ☐ Apr _____ ☐ Jun _____ ☐ Aug _____ ☐ Oct _____ ☐ Dec _____

$ SUBTOTAL

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

$ TOTAL

ADVERTISER/AGENCY INFORMATION

Name of Business: .....

Contact Name: .....

Address: .....

E-mail Address: .....

City: ..... State: ..... Zip: .....

Phone: ..... Fax: .....

Website: .....

Agency: *(if applicable)* .....

BILLING INFORMATION

☐ VISA ☐ AMEX ☐ Mastercard ☐ Discover

Card #: .....

CCV #: ..... Exp. Date: .....

Name on Card: .....

Rate: .....

Discount: .....

Other: .....

Total: .....

TERMS OF CONTRACT

The parties (known as "HSCF" and "Client") hereby enter into a formal business relationship whereby Client agrees to purchase advertising airtime on Houston Safari Club's (herein referred to as HSCF) radio program, pursuant to the entire terms of this advertising agreement. This agreement will commence as of the Client's signature date for the term as noted in this agreement. HSCF agrees to air client's advertisements per the schedule note within this agreement. Client and/or Agency agree to abide by the terms of the current advertising rate card. HSCF has the right to revise rates herein upon a 30-day notice to the Client. HSCF agrees the content of Client's ads shall remain Client's intellectual property and agrees to make no claims otherwise. Client agrees to allow HSCF to use Client's brands, slogans, and trademarks for promotional purposes pursuant to the terms of this radio advertising agreement. Client agrees to hold HSCF harmless from all liability or damages stemming from the execution of this agreement. This agreement may not be modified unless approved in writing by both parties. Order, copy, and/or audio file for commercial is due one week in advance of run date. Client may be charged for any advertisement cancelled without a 24-hour notice. Remedies for errors occurring in advertisement due to mistakes on the part of HSCF are limited to one correction and reinsertion of the adjusted advertisement. Funds are payable to Houston Safari Club Foundation at the address below, by credit card or check. Automatic payments via credit card may be set up if the Client desires. Client must have valid credit card information on file to place an advertisement. All invoices are net 30 days. 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. Client will be responsible for paying any and all fees resulting from any action requiring delinquent accounts being turned over to attorneys or a collection agency for payment. Client agrees that any dispute shall be governed by the laws of the State of Texas, and Client hereby submits to the jurisdiction of the State of Texas. 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. 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.

Signature: ..... Date: .....

CORPORATE SPONSORSHIP

WHO WE ARE

Houston Safari Club Foundation (HSCF) is a 501(c)(3) non-profit organization. Our mission is to preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. Our efforts are focused on outdoor education, conservation and the recruitment, retention and reactivation of hunters (R3).

Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and non-endemic interests. HSCF members have a 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. HSCF has provided **625 scholarships totaling over $2.8 million**. HSCF also provides annual outdoor education programs to over **300 high school students,** in the classroom and in the field. HSCF has provided over **$4 million** in grants to support conservation, anti-poaching, hunters' rights, youth education, hunters' safety and more.

HSCF offers Corporate Sponsorships for organizations committed to hunting and 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!

Corporate Sponsors will be recognized via Category Exclusivity as
The Official Brand of Houston Safari Club Foundation.

HSCF®
WeHuntWeGive.org™

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CORPORATE SPONSORSHIP

BENEFITS

MARKETING BENEFITS

- Full Page Ad in each issue of Hunter's Horn Magazine (published quarterly)
- 5x9 Insert in one issue of Hunter's Horn
- Banner ad in each issue of Bush Telegraph digital newsletter (published monthly)
- 30 second commercial on HSCF's "Hunting Matters" weekly radio program & podcast
- Monthly posts on all HSCF social media channels
- Company logo on HSCF website sponsor page
- Full page ad in HSCF Membership Directory
- One-time access to HSCF Membership marketing file (processed via 3rd party provider; charges may apply)
- Company logo on all HSCF Membership renewal efforts
- Company logo on HSCF Membership AMS website

MEMBERSHIP

- Two (2) one year regular memberships
- Two (2) passes to each monthly meeting or event

ANNUAL WORLDWIDE HUNTING EXPO & CONVENTION

- 20x20 Expo hall booth space
- Four (4) tickets to all banquets or social events*
- 30-60 second commercial aired during social events/banquets**
- Sponsor recognition during social events/banquets**
- Marketing materials in all Expo attendee bags
- Event & Expo Hall recognition on signage
- Full page ad in all Auction Catalogs
- Full page ad in all Official Convention Programs
- Mentions in all Convention media buys (print, radio, television, digital)
- Fifty (50) Expo hall passes

*Sponsor provided
**Event formats may vary yearly

HSCF ANNUAL SPORTING CLAYS TOURNAMENT

- One (1) Shooting Team of 4 people with carts, mulligans, meals and beverages
- Company name & logo at all shooting stations
- Company name & logo on all event marketing materials

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