



Email: [guys@65guys.com](mailto:guys@65guys.com)  
“Life is an Adventure... Stay on Target!”

Web: [www.65guys.com](http://www.65guys.com)  
YouTube: [www.youtube.com/user/sixfiveguys](http://www.youtube.com/user/sixfiveguys)  
Twitter: [@sixfiveguys](https://twitter.com/sixfiveguys)

## Promote and Advertise Your Business with the 6.5 Guys!

6.5 Guys offers a focused media platform and online advertising venue for those seeking to connect with a global audience who have an interest in the sport of precision rifle and the associated outdoor adventures. In January 2018 the 6.5 Guys provided the the most comprehensive precision rifle coverage of 2018 SHOT Show in conjunction with Sniper’s Hide and AccurateShooter.com. This online media exposure enabled our advertisers and other industry participants to talk directly to an audience craving news about the latest products and services available for the precision rifle shooter.

Our readers/viewers represent many of the top competitive shooters in the Precision Rifle Series, National Rifle League, and regional events. Our focus on the sport of precision rifle allows our business partners and advertisers to reach a defined audience that is more inclined to purchase the products and services offered. Our website currently receives over 11,000 visitors and over 34,000 page views per month, and traffic is rapidly climbing. We author original web articles and content that drives traffic. Our articles are listed on the first search page results of Google and Bing for search terms such as “load development”, “PRS Match”, “Precision Rifle Practice”, “Rear Bags”, “Bipods”, etc.

Our YouTube channel has approximately 12,000 subscribers with approximately 1.5 million views and over 9 million minutes of our video content watched since launched in July 2014. On Facebook we have over 12,500 likes and it is also growing quickly at over 100 likes per month. Additionally, we work closely with other notable websites (Accurate Shooter, Long Range Hunting, Snipers Hide, Ultimate Reloader) to create and cross-promote featured content.

We offer a variety of promotional and media assets and a way to directly target the precision rifle market to build brand recognition and awareness within this demographic. The key 6.5 Guys advertising and media assets include:

- YouTube Video Advertising – Sponsorship of video episodes, noted in introductions and trailers
- YouTube Episodes – Video episode featuring a business/product and the people behind it
- Web Advertising - A variety of different ad sizes and placement on our website are available
- Match Banner Advertising – Logo placement on our match banner displayed at events
- Match Jersey Advertising – Logo placement on the 6.5 Guys match jerseys

We offer three different advertising packages described in detail below: **Partner, Sponsor, and Affiliate.** A la Carte options are also available, so if this advertising prospectus does not meet your needs, we’d be more than happy to work something out.

### Partner Advertising

**Description:** The Partner advertising package has been so named because it truly represents a partnership approach to advertising, promotion, and building brand awareness. It also represents the highest level of collaboration with the 6.5 Guys. We limit Partner advertising to a total of 5 partners at



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any one time. Partnership advertising is for a term of one year, renewable during the fourth quarter of each calendar year.

**Fees:** \$4,000 in cash, goods or services

**Advertising and Promotion Includes:**

- 6.5 Guys match jerseys – Logo placement: worn at PRS and major regional matches
- 6.5 Guys banner – Logo placement: displayed at PRS and major regional matches
- Use of your products in matches
- Inclusion in YouTube video introductions as a partner
- YouTube feature length episode produced to feature your business/product/service
- 6.5 Guys blog article written about your business/product/service (supplemental to the video above)
- 6.5 Guys Website Advertising – Banner Ad space (728x90 px). Provide us with your JPG, PNG, GIF, or animated GIF file and it will appear at the top of all of the content on our website.
- We will support other promotional activities you may have planned through other venues, activities or media sites

## Sponsor Advertising

**Description:** The Sponsor advertising package reflects your enthusiastic support and outreach to the fast growing sport of precision rifle. Sponsor advertising is for a term of one year, renewable during the fourth quarter of each calendar year.

**Fees:** \$2,500 in cash, goods or services

**Advertising and Promotion Includes:**

- 6.5 Guys banner – Logo placement: displayed at PRS and major regional matches we compete in
- Use of your products in matches
- YouTube Feature Length Episode produced to feature your business/product/service
- 6.5 Guys blog article written about your business/product/service (supplemental to the video above)
- 6.5 Guys Website Advertising – Right Side Bar (300x300 px). Provide us with your JPG, PNG, GIF, or animated GIF file and it will appear on the right side bar of all 6.5 Guys website content.

## Affiliate Advertising

**Description:** The affiliate advertising package exhibits your association with the 6.5 Guys and long range precision shooters. Affiliate advertising is for a term of 12 months, renewable at any time.

**Fees:** \$1,000 in cash, goods or services

**Advertising and Promotion Includes:**

- 6.5 Guys banner – Logo placement: displayed at PRS and major regional matches we compete in. Note new advertising logos are added once per year as new banners are produced at the beginning of each calendar year.
- Use of your products in matches
- YouTube Weekly Gear Update video produced to feature your business/product/service



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- 6.5 Guys blog article written about your business/product/service (supplemental to the video above)
- 6.5 Guys Website Advertising – Right Side Bar (300x300 px). Provide us with your JPG, PNG, GIF, or animated GIF file and it will appear on the right side bar of all 6.5 Guys website content.

## A La Carte Options

**Description:** A la carte provides you with maximum flexibility to purchase the specific promotional ad space based on your needs at the time.

We offer four different ad space sizes.

- Banner Ad: 728 x 90 px
- Right Side Bar: 300 x 300 px
- Left Side Bar: 125 x 125 px
- Footer Ad (not shown) 300 x 300 px

The web ads can use any graphic file you provide (JPG, PNG, GIF, Animated GIF, Flash/FLA). The underlying URL of what happens when the user clicks the image and can be configured to provide more information directly on our website about your business/product/service or have the link go directly to your website or product page.



### Banner Ad: 728 x 90 px

Price: \$60/Month  
 Minimum Buy: 6 Months (\$360)  
 Term Length: Flexible  
**Rates Subject to Change - 2017 Inventory is heavily sold**

Highly effective, our banner ads generate the most click-throughs and command placement at the top of the site. Banner ads are displayed for 10 seconds and then rotate to another paid advertisement. For this reason we limit the number of ads for placement here to a total of seven banner ads at any one time.

### Right Side Bar Add: 300 x 300 px

Price: \$33/Month  
 Minimum Buy: 3 Months (\$99)



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Term Length: Flexible  
**Rates Subject to Change**

This size is a favored format for animated GIF, Flash and Video ads. Square and large rectangle ads are featured prominently next to all of our website's core content and blog articles. Ads are displayed for 15 seconds and then rotate to another paid advertisement. Ad space rotations is limited to total four at any one time.

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### Right Side Bar Add: 300 x 600 px

Price: \$45/Month  
Minimum Buy: 3 Months (\$135)  
Term Length: Flexible  
**Rates Subject to Change**

This is essentially our "sky scraper" format for the right side bar and give you double the height of our standard square side bar format – and represents a lot of bang for the buck for the ad space. Square and large rectangle ads are featured prominently next to all of our website's core content and blog articles. Ads are displayed for 15 seconds and then rotate to another paid advertisement. Ad space rotations is limited to total four at any one time.

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### Left Side Bar: 125 x 125 px

Price: \$25/Month  
Minimum Buy: 6 Months (\$150)  
Term Length: Flexible  
**Rates Subject to Change**

This size is popular because it is relatively economical to create brand impressions and is a non-rotating ad that links directly to your website or the URL you specify.

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## The Details

### Placing an Order

Simply email [guys@65guys.com](mailto:guys@65guys.com) to inquire about any of our advertising packages and we'll contact you to begin the process.

### Payment Method

You can pay by check, PayPal, Mastercard or Visa. Short term placements are billed within two weeks of campaign start. Annual contracts invoiced at the start of advertising year. All arrangements are final for the term specified and refunds are not available.

### Artwork Requirements

Just email your artwork to us at [guys@65guys.com](mailto:guys@65guys.com). We can display JPEG, PNG, GIF, and flash files. Be sure to contact us prior to submitting flash files to ensure they are properly configured. If you don't have artwork, for \$75.00 we can create a custom GIF or JPG for you.