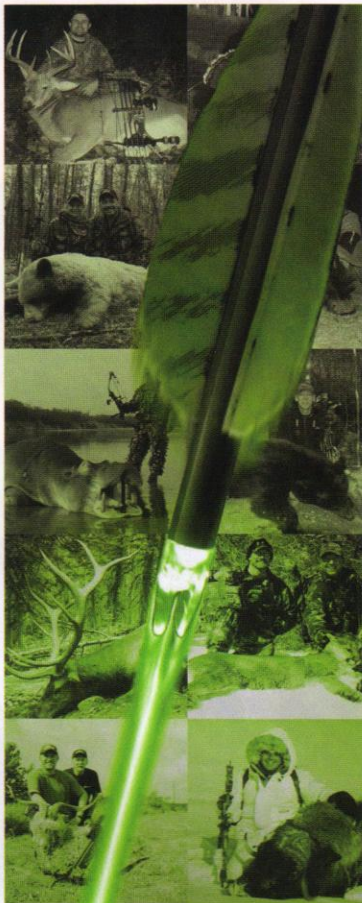


# Archery Business 2009 Archery University



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## NEW-PRODUCT MARKETING



□ **TRUBALL**  
Sniper 2 (Scout edition)



□ **NEW ARCHERY PRODUCTS**  
Braxe

□ **CARBON EXPRESS**  
F-15

households tune in, while other networks are claiming 20 million-plus viewers. Advertising on these shows usually involves some kind of sponsorship and that can be expensive: from \$60,000 to \$285,000 and up for a 52-week run. Sponsorships usually allow you to run a 30-second ad within the program, plus your logo on opening and closing credits (which are not that productive in my opinion). They will also agree to use your product wherever it fits in the show, which is the real reason to "sponsor" a show.

Product use by the program hosts is a great way to promote sales. The good news is you don't have to buy the whole 52-week run. Rate periods are broken up into quarterly segments and two-quarter "sponsorship" packages are available on most shows. This would bring the price down considerably, as it should, since advertising treestands or broadheads from January through June wouldn't make much sense.

Ads should run on shows with good ratings, in good time slots; 9 a.m. until 10 p.m. on weekends, and weekdays from 6 to 10 p.m. are good ones. Ads in these time slots may cost more, but they reach a lot of potential customers and you would be wasting your money buying cheap time on shows that no one watches.

Fortunately, according to Ronnie Conerly, vice president/general manager of Knight & Hale Game Calls and Carry-Lite Decoys, there are

ways to advertise on top-rated shows in good time slots without breaking the bank. Conerly says he sponsors several shows but it is more cost-effective for him to use "spot buys" for cost-effective maximum exposure. He purchases "spot buys" direct from the network.

"Each TV show has six minutes of commercial time built in," Conerly said. "The network might give six 30-second spots to the show producer, and retain the other six to put on the open market. They will sell their 30-second spots for \$400 to \$550 in the spring, and \$700 to \$900 in the fall. You don't get any content coverage on your product, but if your ads are done right, you don't need it."

Conerly also does some "product sponsorships." These are trade-out deals where he supplies product to use in the shows in exchange for ad time. This option isn't available on major shows but "every little bit helps."

### The Importance Of Press Relations

A smart and aggressive print-ad campaign would include running half-page or larger full-color ads in at least four of the popular archery specific magazines, plus editorial content. How do you get your product included in editorial content? If you are dealing directly with the magazines, you will be dealing with account representatives. Explain to them you'd like to be considered in their "New