

August 17, 2011

Dear North Central Kansas Business:

Although the counties in north central Kansas promote their individual counties to out of town visitors, I have been promoting the area of north central Kansas for several years. My latest promotion of north central Kansas is the publishing of a wildlife magazine for mailing on October 1st, approximately 30 days prior to upland game hunting season. ***I invite you to advertise in the inaugural edition of this professional magazine which focuses exclusively on north central Kansas.***

Why north central Kansas? To effectively promote an area, it is critical to define the proper size of the promoted area and to stay absolutely focused on that area. It is a delicate balance between promoting too small of an area (a county) to promoting too large of an area (the state). Based on population and geography, we believe that a six county area is the right size. Based on the similarities of wildlife and their habitats, we believe that a good area for promotion includes Jewell, Mitchell, Osborne, Phillips, Rooks and Smith counties. We have labeled this area as “north central” Kansas because the east-west center point in the northern tiers of Kansas counties is located in eastern Osborne and Smith counties.

What are my other promotions of north central Kansas wildlife? I have been promoting north central Kansas to wildlife enthusiasts for the last couple of years:

- as a weekly contributor on *The Revolution*, an award winning outdoor radio program hosted by Jim and Travis Ferguson. *The Revolution* is syndicated to more than 363 radio/cable stations in 30 states with a projected audience of nearly 5 million listeners. The Revolution is also broadcast on the American Forces Radio Network which has more than 1 million listeners.
- with a booth at the Pheasants Fest trade show in Omaha last February. More than 14,000 wildlife enthusiasts attended this show. I will be attending the Pheasants Fest trade show again in February 2012 in Kansas City and the International Sportsmen’s Exposition in January 2012 in Denver.

- on www.MyWildlifeProperty.com and in my newsletter to radio listeners, website visitors and others from around the country who are interested in this North Central Kansas area.

What is the magazine's content? Advertising is limited to no more than 40% of the magazine's content. That means that 60% of the magazine will be devoted to wildlife articles and visitor information. There will be articles featuring a wildlife or country experience for each of the six counties in the area. Other articles will be based on my weekly radio interviews where I respond to questions from all over the country about hunting, real estate, wildlife habitat and this area in general. ***You can follow the magazine's development as articles are written and pictures are laid out at www.MyWildlifeMagazine.com.***

How will the magazine be distributed? 5,000 copies of the magazine will be printed and distributed by:

- mailing to listeners who have contacted me through the radio show.
- mailing to CEO's and decision makers of publicly traded companies headquartered in adjoining states.
- mailing to customer lists provided by advertisers (up to 100 per advertiser).
- displaying at Pheasant Fest and International Sportsmen's Exposition trade shows
- displaying at advertisers' businesses (up to 50 per advertiser).
- viewing electronically at www.MyWildlifeMagazine.com.
- email blasts of www.MyWildlifeMagazine.com link to wildlife enthusiasts.

Advertising is more than the magazine ads? Your magazine advertising is supplemented by radio advertising, email advertising and trade show advertising promoting the magazine and your business (see rate card) ***for no additional advertising fee.***

How do I advertise in the magazine? Advertising space is limited to no more than 40% of the magazine's content so place your advertisement soon. We have reserved the magazine's back cover for the Kansas Department of Wildlife Parks and Tourism and we have several other advertisers who have spoken for full page, half page and quarter page ads. Advertising rates are provided on the enclosed rate sheet. One half of the total advertising cost is due when placing your order and we will send you a invoice on October 1, 2011 for the remaining one half. ***You can purchase advertising by completing the form on the rate sheet and mailing back in the enclosed envelope with your payment information nor***

by calling me directly at (785) 282-6145.

How to measure advertising value? It is sometimes difficult to measure the value of advertising expenditures. However, we believe that you will be pleased with the quality and distribution of this magazine. If you are not satisfied for any reason, then tear up the invoice we send you on October 1st and you do not owe the remaining one half.

Best Regards,

Nick Rhodes
Wildlife Properties Brokerage, Management & Consulting

Enc: Rate Card

RATE CARD FOR OCTOBER 2011 EDITION OF NORTH CENTRAL KANSAS WILDLIFE MAGAZINE

1) Full page ad for \$685 RADIO & PRINT includes:

- Design color print ad and record radio ad (Nick Rhodes voice over)
- Radio Spots
 - * 720 radio spots (2-30 second ads on 360+ radio stations)
 - * at least one “sponsor mention” during Nick Rhodes’ radio interview
- 50 printed magazines for local giveaway or sale (\$3.95 listed price)
- Up to 100 mailed complimentary magazines mailed to advertiser’s subscriber list
- Link to advertiser website from mywildlifemagazine.com
- Listed in all email promotions for magazine

2) ½ page ad for \$385 RADIO & PRINT includes:

- Design color print ad and record radio ad (Nick Rhodes voice over)
- Radio Spots
 - * 360 radio spots (1-30 second ad on 360+ radio stations)
- 50 printed magazines for local giveaway or sale (\$3.95 listed price)
- Up to 50 mailed complimentary magazines mailed to advertiser’s subscriber list
- Link to advertiser website from mywildlifemagazine.com

3) ½ page ad for \$295 PRINT ONLY includes:

- Design color print ad
- 25 printed magazines for local giveaway or sale (\$3.95 listed price)
- Up to 25 mailed complimentary magazines mailed to advertiser’s subscriber list
- Link to advertiser website from mywildlifemagazine.com

4) ¼ page ad for \$195 PRINT ONLY includes:

- Design color print ad

- 25 printed magazines for local giveaway or sale (\$3.95 listed price)
- Up to 25 mailed complimentary magazines mailed to advertiser's subscriber list
- Link to advertiser website from mywildlifemagazine.com

ADVERTISING ORDER FORM		
Ad package #1_____ (full page) #2_____ (½ page plus radio) #3_____ (½ page) #4_____ (¼ page)		
Ad copy attached ___ Ad copy emailed to nick@mywildlifeproperty.com ___ Call to design an ad copy __		
Attach check for ½ of advertising price or pay with credit or debit card by filling out below:		
Name _____	Card Number _____ _____	
Type of Card _____	Exp. Date ____/____/____	Amount \$_____
Signature _____ _____		

Mail to Nick Rhodes, 119 West Kansas, Smith Center, KS 66967 or fax 785-282-6883 or call 785-282-6145