



**(ATHLON OUTDOORS CHALLENGE COIN
SHOT SHOW LIMITED SPECIAL OFFER)**

Existing Advertisers

Already have a schedule with Athlon Outdoors for 2017? Add incremental advertising and receive a 33% bonus on all advertising schedules (BUY 3 GET ONE FREE).
Exceed 2015 spending and receive Buy One Get One Free on all incremental investments: We'll double your media!

Returning Advertisers Yet to Schedule

Book your schedule now and get a 25% bonus on all magazine and online advertising schedules** (BUY 4 GET ONE FREE)
Exceed 2015 spending and receive Buy One Get One Free on all incremental investments: We'll double your media!

New Advertisers

Haven't advertised in our publications or websites*? Buy One Get One Free on all magazine or website advertising: we'll double your media!

• OFFERS AVAILABLE ONLY THROUGH JANUARY 31, 2017 •

* Since 2014
** Includes Earned and Negotiated Rates
Limited Offer – not transferable beyond special 'Challenge Coin' Period.
Offer revocable at any time for any reason at the sole discretion of Athlon Outdoors.
This is a one-time offer and does not apply toward an advertiser's legacy rates.