



Advertising Power Through Buying Group Volume

1/1/08

Winter Proposal: Outdoor Company 2008

Prepared for: Rhino Pel

Proposal for 30's on The Outdoor Channel, GAC Network, The Sportsman Channel, VERSUS, and WildTV

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Attached is the proposal based on our discussion for your 2008 budget with UrgeMedia.

UrgeMedia thanks you for your business and we look forward to working with you and Outdoor Company in 2008. Drafted below is a proposal based on our discussions of an Outdoor Channel, GAC Network, Sportsman Channel, VERSUS, and WildTV budget with a run beginning in early August and continuing through the heart of archery season and late season gear buying. With the frequency listed it will help hunters realize their camo patterns are inadequate and they need your help.

If all looks good you can sign and fax back with payments according to schedule @ (253) 295-5218 or call (970) 366-4628 with questions or proposed changes.

"Aim small, miss small..."

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**UrgeMedia, Inc.**  
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tel: (970) 366-4628  
fax: (253) 295-5218

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Winter Proposal: Outdoor Company 2008  
**2007 Network Overview**



**The Outdoor Channel:**

The Outdoor Channel is in more than 36-million homes. 87% of their viewers hunt. We supply you with an in-depth weekly report on exactly where each commercial runs. Your commercials will run in hunting or fishing program that is directly related to your product. Website: [www.outdoorchannel.com](http://www.outdoorchannel.com).



**GACTV :**

The Great American Country network is in more than 52-million cable and satellite homes. Your commercials will run on hunting or fishing programming in Saturday morning's prime. We supply you with an in-depth weekly report on exactly where each commercial runs: Website: [www.gactv.com](http://www.gactv.com)



**VERSUS TV**

VERSUS is in more than 74-million cable homes. Your commercials will run in hunting or fishing programming which is directly related to your product. Website: [www.versustv.com](http://www.versustv.com)



**ESPN OUTDOORS**

ESPN2 is in 92-million homes. Your commercials will run in hunting or fishing programming which is directly related to your product. Website: [www.espnoutdoors.com](http://www.espnoutdoors.com)



**The Sportsman Channel Overview:** ALL HUNTING. ALL FISHING. ALL THE TIME.

The Sportsman Channel is in 5.3 mm current full-time households. There is value in The Sportsman Channel because it is the only channel dedicated exclusively to hunting and fishing programming 24 hours a day and 7 days a week. Website: [www.thesportsmanchannel.com](http://www.thesportsmanchannel.com)



**Wild TV Overview**

Wild TV is in 6 million full-time Canadian homes. Wild TV is the only Canadian hunting and fishing network that promises to deliver adventure and information that will motivate all Canadians. Wild TV is committed to providing the information necessary to keep the passion and the excitement of the outdoors alive. Your commercials will run in hunting or fishing programming which is directly related to your product. Website: [www.Wildtv.ca](http://www.Wildtv.ca)

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**Proposal: The Outdoor Channel: Proposed Outdoor Show Programming**

- 30-Second Commercials:
- See Schedule below:
  - 5 Commercials per week: 18 weeks from 2/26 to 7/1: 1 Prime, 3 Day, 1 Night
- Total Commercials: 170

Start: Monday – February 26<sup>th</sup>, 2007

End: Sunday – August 26<sup>th</sup>, 2007

**The Outdoor Channel**

Rotation	Time Slots	# Of Spots	Run Dates
Prime	Monday-Friday 6PM-11:30PM Saturdays and Sundays 7AM-11:30PM  <b>Outdoor Hunting Shows Only</b>	34	Start: Monday – February 26 <sup>th</sup> , 2007 End: Sunday – August 26 <sup>th</sup> , 2007
Fringe	Monday-Friday 4PM-6PM  <b>Outdoor Hunting Shows Only</b>	18	Start: Monday – June 25 <sup>th</sup> , 2007 End: Sunday – October 28 <sup>th</sup> , 2007
Day	Monday-Friday 7AM-4PM  <b>Outdoor Hunting Shows Only</b>	102	Start: Monday – February 26 <sup>th</sup> , 2007 End: Sunday – August 26 <sup>th</sup> , 2007
Night	Monday-Sunday 12AM-6AM  <b>Outdoor Hunting Shows Only</b>	34	Start: Monday – February 26 <sup>th</sup> , 2007 End: Sunday – August 26 <sup>th</sup> , 2007

**Total Spots 170**

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**Proposal: Great American Country: Proposed Outdoor Show Programming**

- 30-Second Commercials:
- See Schedule below:
  - 3 Commercials per week: 10 weeks from 8/6 to 10/14: 1 Prime, 1 Day, 1 Night
- Total Commercials: 30

Start: Monday – August 6<sup>th</sup>, 2007  
 End: Sunday – October 14<sup>th</sup>, 2007

**Great American Country**

Rotation	Time Slots	# Of Spots	Run Dates
Prime	Monday-Friday 6PM-11:30PM Saturdays and Sundays 7AM-11:30PM  <b>Outdoor Hunting Shows Only</b>	10	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – October 14 <sup>th</sup> , 2007
Day	Monday-Friday 7AM-4PM  <b>Outdoor Hunting Shows Only</b>	10	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – October 14 <sup>th</sup> , 2007
Night	Monday-Sunday 12AM-6AM  <b>Outdoor Hunting Shows Only</b>	10	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – October 14 <sup>th</sup> , 2007

**Total Spots 30**

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Winter Proposal: Outdoor Company 2008



**ALL HUNTING. ALL FISHING. ALL THE TIME.**

**Proposal: The Sportsman Channel: Proposed Outdoor Hunting Show Programming**

- 30-Second Commercials:
- See Schedule below:
  - 15 Commercials per week: 13 weeks from 6/4 to 9/2: 5 Prime, 5 Day, 5 Night
- Total Commercials: 195

Start: Monday – June 4<sup>th</sup>, 2007  
 End: Sunday – September 2<sup>nd</sup>, 2007

**The Sportsman Channel**

Rotation	Time Slots	# Of Spots	Run Dates
Prime	Monday-Friday 6 PM- 11:30 PM Saturdays and Sundays 7AM-11:30PM  <b>Outdoor Hunting Shows Only</b>	65	Start: Monday – June 4 <sup>th</sup> , 2007 End: Sunday – September 2 <sup>nd</sup> , 2007
Day	Monday-Friday 6AM- 6PM  <b>Outdoor Hunting Shows Only</b>	65	Start: Monday – June 4 <sup>th</sup> , 2007 End: Sunday – September 2 <sup>nd</sup> , 2007
Night	Monday-Sunday 12AM-6AM  <b>Outdoor Hunting Shows Only</b>	65	Start: Monday – June 4 <sup>th</sup> , 2007 End: Sunday – September 2 <sup>nd</sup> , 2007

**Total Spots 195**

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Winter Proposal: Outdoor Company 2008



**Proposal: VERSUS: Proposed Outdoor Hunting Show Programming**

- 30-Second Commercials:
- See Schedule below:
  - 5 Commercials per week: 16 weeks from 8/6 to 11/25: 1 Prime, 3 Day, 1 Night
- Total Commercials: 80

Start: Monday – August 6<sup>th</sup>, 2007  
 End: Sunday – November 25<sup>th</sup> 2007

**VERSUS**

Rotation	Time Slots	# Of Spots	Run Dates
Prime	Monday-Friday 6:30PM- 11:30 PM Saturdays and Sundays 7AM-11:30PM  <b>Outdoor Hunting Shows Only</b>	16	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – November 25 <sup>th</sup> 2007
Day	Monday-Friday 7AM- 5PM  <b>Outdoor Hunting Shows Only</b>	48	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – November 25 <sup>th</sup> 2007
Night	Monday-Sunday 11:30PM-7AM  <b>Outdoor Hunting Shows Only</b>	16	Start: Monday – August 6 <sup>th</sup> , 2007 End: Sunday – November 25 <sup>th</sup> 2007

**Total Spots: 80**

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Winter Proposal: Outdoor Company 2008



**WILD TV: Proposed Outdoor Show Programming: 30-Second Commercials**

- 30-Second Commercials: See Schedule below:
  - 6 Commercials per week: 17 weeks from 7/30 to 11/25:
    - 2 Prime, 4 ROS per week
    - You can choose your show:
      - Drury Wildlife Obsession
      - Knight And Hale Ultimate Hunting
      - Primo’s Truth About Hunting
      - Easton Reality Bowhunting
- Total Commercials: 102

Start: Monday – July 30<sup>th</sup>, 2007  
 End: Sunday – November 25<sup>th</sup>, 2007

**WildTV**

Rotation	Time Slots	# Of Spots	Run Dates
Prime	Monday-Friday 6PM-11:30PM Saturdays and Sundays 7AM-11:30PM  <b>You can choose your show:</b> Drury Wildlife Obsession North American Whitetail Knight And Hale Ultimate Hunting Primo’s Truth About Hunting Easton Reality Bowhunting	34	Start: Monday – July 30 <sup>th</sup> , 2007 End: Sunday – November 25 <sup>th</sup> , 2007
ROS	Monday-Sunday  <b>You can choose your show:</b> Drury Wildlife Obsession North American Whitetail Knight And Hale Ultimate Hunting Primo’s Truth About Hunting Easton Reality Bowhunting	68	Start: Monday – July 30 <sup>th</sup> , 2007 End: Sunday – November 25 <sup>th</sup> , 2007

**Total Spots 102**

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TOC: 30 Spots:  
 GAC: 30 Spots:  
 Sportsman: 195 Spots:  
 VERSUS: 90 Spots:  
 WildTV: 90 Spots:

Sub-Total: 250 Spots: \$XX,XXX

Commercial Transfer: 5 Beta SP Tapes Conversion and Transfer @ \$100 each: \$XXX

Total: \$XX,XXX

UrgeMedia, Inc. is committed to ensuring your satisfaction with our services. To retain the services of UrgeMedia, Inc. please sign, date and return this page of the contract with payment according to the following payment structure below. This package consists of a distribution of spot placements during times stated above. These placements will run at some point during the time blocks noted above at the discretion of the network. If spots are missed, UrgeMedia, Inc. will make the spot up with an equal show on or before three weeks after the campaign ends. UrgeMedia, Inc. will actively manage the campaign and make every effort to have the commercials run on favorable shows for your product. UrgeMedia, Inc. will provide the client with weekly reports outlining the progress of the campaign from a historical perspective. Reports will include detailed data on the times and shows that the commercial ran. Our success depends on your success and our staff is committed to representing your interests to maximize the efficiency of your campaign. We at UrgeMedia, Inc. look forward to serving you and helping you make the most of your TV advertising dollars.

Payment Schedule	
•	\$ X,XXX due 4/1/07
•	\$ X,XXX due 7/15/07
•	\$ X,XXX due 9/1/07

*UrgeMedia, Inc. charges a 3% service charge per month on all payments more than 10 days late.*

Comments: \_\_\_\_\_ Please sign and fax to with payment according to Schedule @ 253-295-5218\_\_\_\_\_

Signed \_\_\_\_\_  
 Representative

Date \_\_\_\_\_

Signed \_\_\_\_\_  
 UrgeMedia, Inc.

Date \_\_\_\_\_