



## The Amateur Trapshooting Association

### Banner Ad Pricing

The ATA serves as the faithful protector of the sport of trapshooting. As The largest Clay Target Shooting Organization in the world, the ATA governs the sport's rules and regulations and seeks ways to further enhance the sport and increase participation.

**Why do people view [www.shootata.com](http://www.shootata.com)?** Constantly Updated Shoot Dates, Shoot Scores and more in the Shooter Information Center, History's dating back to the 1920's, Membership Renewal, updated rules, photos and videos, an ATA Store, a user forum and much more.

With the majority of their 60,000 members visiting [www.shootata.com](http://www.shootata.com) on a regular basis and many non-members that enjoy the sport of Trapshooting visiting [www.shootata.com](http://www.shootata.com), the website has become very popular. This burst of popularity has spawned a new design, more user-friendly additions and faster speeds.

With thousands of visitors each day, [www.shootata.com](http://www.shootata.com) is the most comprehensive trapshooting site on the internet. When people want information about the **growing** sport of trapshooting, they come to the Official Website of the Governing Body of the Sport.

*"Several sources provide data pertaining to the number of Americans who enjoy recreational shooting. Estimates range from 20 million to more than 40 million annual participants." and "\$9.9 Billion was spend by target shooters in 2011."*-This data comes from "Target Shooting In America" a report from NSSF.

**Be a part of enhancing the sport of Trapshooting...Purchase Banner Ads on [www.shootata.com](http://www.shootata.com) and have your business viewed by everyone visiting the site.**

There are several different options when it comes to Advertising on [www.shootata.com](http://www.shootata.com):

**TopLeaderboard Advertising** - This option is featured on every page of The ATA Website! It is at the very top of the page and is sized at 468x60. These ads rotate and do feature a click through option so that a potential customer can click on the ad and reach your website.

Monthly: **\$100**

6 months: **\$500**

1 year: **\$950**

**SideScraper Advertising** - This option is sized at 210x323 and also features a click through option so that potential customers can find your website. This Feature option is only seen on the home page of [www.shootata.com](http://www.shootata.com) as to maximize exposure to those viewers looking at the "Latest News" section of the site which is directly beside it.

Monthly: **\$50**

6 months: **\$250**

1 year: **\$450**

**BottomLeaderboard Advertising** - This option is the largest ad size on the site and is placed at the bottom of every page of The ATA Website. Sized at 728x90, this ad can be seen at the bottom of every page directly above the contact links for The ATA, AIM, Trapshooting Hall of Fame and The World Shooting Complex.

Monthly: **\$75**

6 months: **\$375**

1 year: **\$700**

Please contact Emily Zollner at 618-449-2224 ext 110 or [ezollner@shootata.com](mailto:ezollner@shootata.com) for more information or to purchase banner advertising on [www.shootata.com](http://www.shootata.com).