

SYNERGY MEDIA SOLUTIONS

Bridging the gap in media for a total marketing solution!

Finally! Outdoor media and direct distribution outlets working together to benefit YOU!

Synergy Media Solutions is a partnership between two national outdoor mass media outlets and a national food distributor whose products are sold directly to the outdoor community. This unique partnership creates NASCAR-like impressions and provides your company with maximum, multi-outdoor media exposure in one complete package.

The following 4 pages are for your review. They will explain each leg of the exposure bundle offered with this opportunity. Be prepared to be amazed and keep in mind that only 10 of these packages are available for the 2007 season.

We thank you for both your time and your consideration.



360°
OF
TOTAL
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EXPOSURE



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Big Al's has been creating and distributing wild game products exclusively for hunt clubs, game farms and preserves for nearly a decade. Big Al first built a solid foundation in Wisconsin and continues to expand distribution throughout the United States in Gander Mountain and Piggly Wiggly stores as well as hunt clubs, game farms and preserves.

Distribution: 207 locations

Gander Mountain Pick 'n Save
 Ma Pa Meat Markets Sportman's Warehouse
 Sheels Sporting Goods Piggly Wiggly

Yielding 150,000+ daily impressions.*

Your Sponsorship Includes:

- 9" pie plate ad, with coupon, packaged inside every pie sold/distributed. (Approximately 100,000 guaranteed)
- Bunker/point of distribution ad in every store where Big Al's pies are distributed.

www.bigalsltd.com

*based upon independent research

Bunker



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"Raghorn Adventures" represents a unique response to the growing adventure outdoor, travel, hunting and fishing markets. Americans spend millions of dollars on adventure travel and millions more outfitting themselves for those trips. How are you talking to them?

Distribution

AIR DATES:

3rd & 4th Quarter 2007 (July thru December)

DISTRIBUTION:

Aired Nationally on The Outdoor Channel; AND an additional 21 mid-western regional ABC, UPN, PBS, LeSea Broadcast and CBS networks.

CIRCULATION:

47 mil. HH's 5 days a week (Nielson market share rating 4.29%)
(Saturday, Sunday, Monday, Thursday, Friday)

PRODUCTION LINEUP:

Adventure Travel, Adventure Hunting, Adventure Fishing

Sponsor Package

Become a sponsor and you will receive:

- :30 commercial spot
- :05 billboard to begin each show
- :05 billboard to end every show
- You or your representative will also appear as a special guest on a regularly scheduled episode.
- You or your representative will be Big Al's guest cooking your favorite recipe for an episode of "Big Al's Easy Cookin" segment.
- Active Web link from online video stream.
- Logo placed on all promotional advertising and PR
- Accountability!

www.raghornadventures.com



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Produced by Dan Small Outdoors, LLC, Outdoors with Dan Small and Judy Nugent is a weekly, one-hour, pre-recorded radio magazine that features hunting, fishing, con-

servation and the outdoor lifestyle in Wisconsin and the Upper Midwest. Show includes: guest experts with fishing reports for Lakes Michigan and Superior, Mississippi River and inland waters; tips for catching fish in these waters and hunting upland game, waterfowl and big game; and a wild foods recipe by Big Al, the Wild Game Gourmet. #1 rated outdoor show in the state of Wisconsin!

DISTRIBUTION: Reaching a potential audience of 6 million!!

WISN (Milwaukee, WI)
WLKG (Lake Geneva, WI)
WKRS (Waukegan, IL)
WATW (Ashland, WI)
WERL (Eagle River, WI)
WHBL (Sheboygan, WI)

WNBI (Park Falls, WI)
WCCY (Houghton, MI)
WIKB (Iron River, MI)
WRPN (Ripon, WI)
WVRQ (Viroqua, WI)
WFHR (Wisconsin Rapids, WI)

We are adding stations every month and can provide a current coverage list on request. Outdoors with Dan Small and Judy Nugent is also webcast on www.lake-link.com/radio (a fishing and hunting information Web site with over 1 million unique visitors per month), where current and past shows are available.

SPONSORSHIP OPPORTUNITY INCLUDES:

- One :60 commercial spot embedded in each broadcast and webcast, 26 total.
- Mention in two :15 or :30 (depending on station) show promos during weekday daypart on all network stations, 52 total.
- Two on-air mentions as a segment sponsor in each broadcast and webcast, 52 total.
- Hot link on Lake-Link radio Web page, and on dansmalloutdoors.com and judynugent.com Web pages.
- Guest interview with your representative or pro-staff member in one hunting, fishing or cooking segment per quarter, 2 total.



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BONUS

Eastman Hunt Club

(Est. 1959)



Basil Eastman was a conservationist, a farmer, and a shrewd businessman, but his life was enriched by hunting and outdoor sports. Like many rural children born in the first decade of the twentieth century, raised in pre-world war two America, his family dinner table, more often than not, was adorned with wild game from the area. This wild game was a special treat for the farming family every fall. Work was hard, amenities were few,

but the game was plentiful. Harvesting wild game had the same importance as milking the cows, churning the butter, weeding the garden, and harvesting the wheat that became flour for the table. His family tradition of hunting has been passed down through the "Eastman Hunt Club". Enjoy pheasant, quail, deer and turkey hunting at this exclusive hunt club.

Your Sponsorship With Synergy Media Solutions - Added Value.

- Corporate membership to Eastman Hunt Club
- Field Sponsorship, including your company's name/logo placed on an "arrowhead" field stone placed in highly visible location.
- 10' x 16' Warming Cabin sponsorship, including an actual cabin built in the sponsored field. Your company decorates the inside of the cabin, which includes a product and information display.

*based upon independent research



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