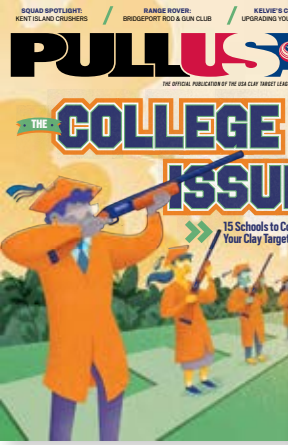


2023-24

MEDIA GUIDE



★ ★ ★
**LARGEST YOUTH CLAY TARGET PUBLICATION
IN THE WORLD**



THE OFFICIAL PUBLICATION OF THE USA CLAY TARGET LEAGUE

Captivating the Clay Target Community

PullUSA is the official publication of the USA Clay Target League, one of the fastest-growing high school sports in the nation. This quarterly magazine is direct-mailed and digitally delivered to up to 60,000 readers—student athletes, coaches, shooting ranges, volunteers and school administrators—throughout more than 40 states.

PullUSA tells the compelling stories of these student athletes (grades 6–12 and college), coaches and volunteers. The magazine will cover human interest features, lifestyle stories, tips, product reviews, college prep and more from the world of clay target shooting sports.

Our readers don't just shoot clay targets—they hunt, fish, camp, and excel in the classroom. This is the most efficient and effective vehicle to reach these avid outdoor families.

Target your market on all fronts with print, online and email content and distribution.

Take your best shot—PullUSA!



About Us

The USA Clay Target League is a 501(c)(3) non-profit organization. The League is the independent provider of clay target shooting sports for secondary and postsecondary schools. The League's priorities are safety, fun, and marksmanship—in that order.



Circulation

Average circulation up to 28,000-plus U.S. clay target households, schools and gun clubs, representing participants of USA Clay Target League.

Readers

1.93 people in each recipient household read each issue of *PullUSA Magazine*.*

Terms

Terms are net 30 days. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.

Size	Dimension	Open	4x
Back Cover	8 1/4" x 10 7/8"	\$3,500	SOLD
Inside Front Cover	8 1/4" x 10 7/8"	\$3,000	SOLD
Inside Back Cover	8 1/4" x 10 7/8"	\$2,500	\$2,250
Spread (2-page)	16 1/2" x 10 7/8"	\$3,750	\$3,375
Full Page	8 1/4" x 10 7/8"	\$2,000	\$1,800
2/3 Page Vertical	4 3/4" x 9 7/8"	\$1,500	\$1,350
1/2 Page Vertical	3 1/2" x 9 7/8"	\$1,250	\$1,125
1/2 Page Horizontal	7 1/4" x 4 7/8"	\$1,250	\$1,125
1/3 Page Vertical	2 1/4" x 9 7/8"	\$750	\$675
1/4 Page Vertical	3 1/2" x 4 7/8"	\$600	\$540
1/4 Page Horizontal	7 1/4" x 2 3/8"	\$600	\$540



Bonus Offer!

Purchase three ads at the 4x price and receive the **4th ad free!**

Page Size:

Trim: 8 1/4" x 10 7/8"
 Safety: 7 3/4" x 10 3/8"
 Bleed: 8 1/2" x 11 1/8"

Bleeds accepted on full page ads only.

Paper:

Cover - 80# Gloss
 Text - 60# Gloss

Color - 4-C Process

Print:

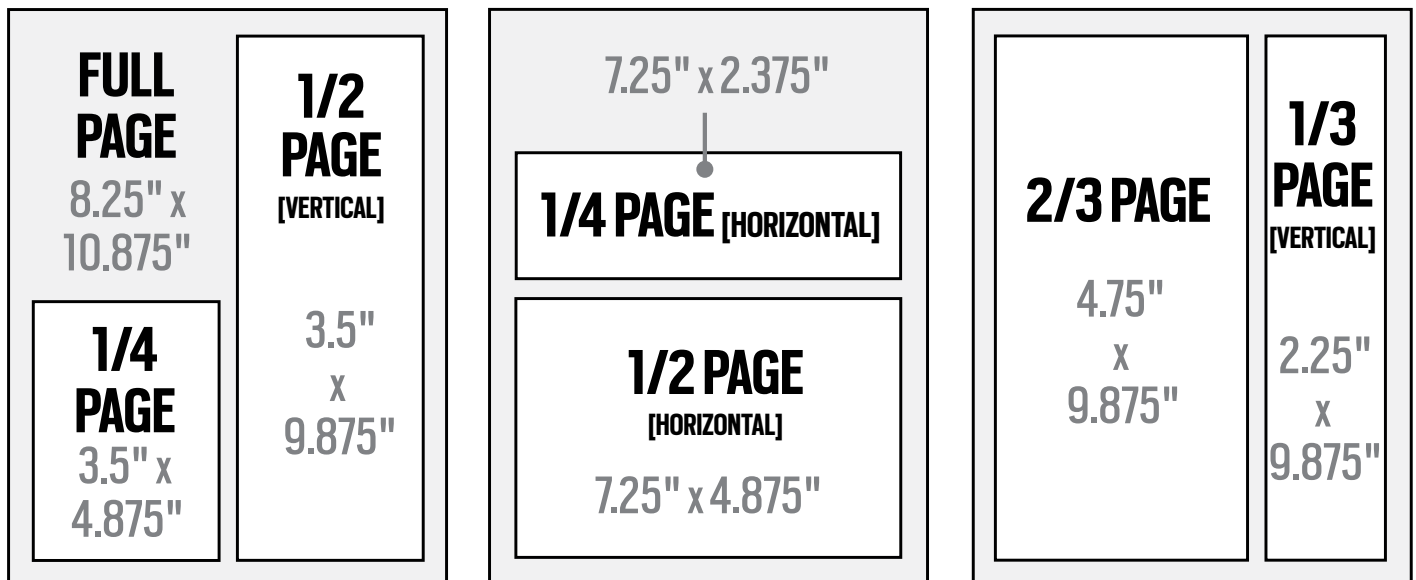
Cover & Text:
 Web Heatset

Bindery:

Saddle-stitched

*Based on 2019 student athlete registration survey.

Ad Sizes



Digital Specs

Touchpoint Media prefers to receive ads in Hi-res PDF format. Adobe InDesign, Adobe Illustrator EPS (w/outlined fonts), or Adobe Photoshop (TIF/EPS) formats are also accepted. Submit ads on CD or you can FTP the files. Be sure to include all appropriate artwork and typefaces if necessary. Ensure all embedded images are in CMYK format. We cannot be responsible for RGB color print production.

Ad Submission

File too large to send over via email? We recommend using **WeTransfer.com**. It is a free service that allows large files to be compressed and sent via link.

Ad Creation

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.

Advertising Deadlines

Issue Date	Space	Material	Mail
Winter 2024	12/25/23	01/01/24	02/10/24
Spring 2024	04/01/24	04/08/24	05/18/24
Summer 2024	06/24/24	07/01/24	08/6/24
Fall 2024	09/09/24	09/16/24	10/26/24
Winter 2025	12/23/24	12/30/24	02/10/25

Editorial Calendar

Issue Date	Highlights, Themes & Special Issues*
Winter 2024:	Product Showcase
Spring 2024:	Shooting Skills
Summer 2024:	Season Roundup
Fall 2024:	College

*Subject to change



TO ADVERTISE

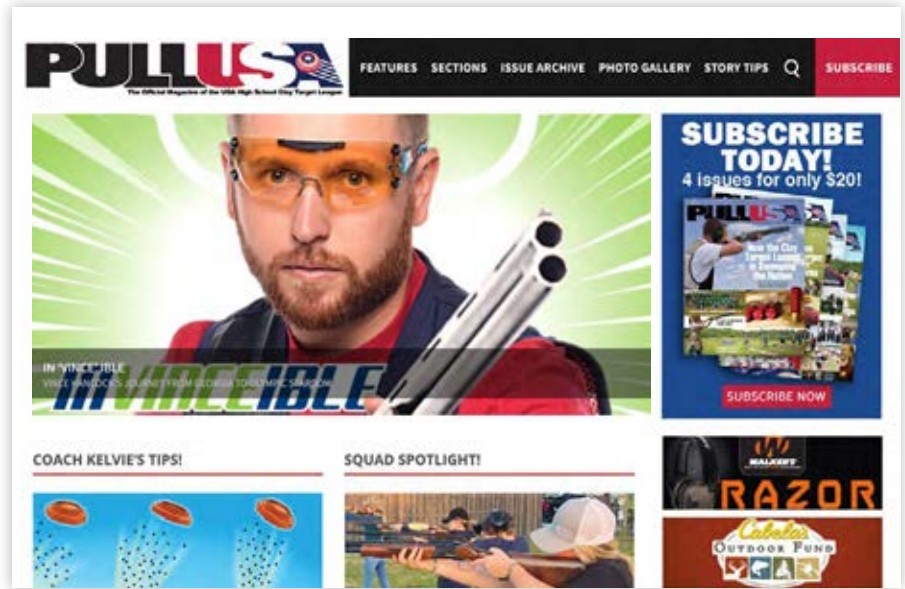
Call today, or see page 10
for a list of contacts.



PH: 952-303-2211
@pullusamagazine.com



PullUSAMagazine.com



Digital Edition

Over 30,000 participants—student athletes, coaches, gun clubs, volunteers and school administrators—of the USA Clay Target League who receive the printed magazine at their homes four times each year also have the opportunity to read the publication in an interactive digital format.

The digital edition engages clay target shooters, coaches and families like never before, and provides additional exposure and value for PullUSA advertisers.



Each issue is e-mailed to every USA Clay Target League participant!



Call for rates on inserting your brochure or collateral piece. We offer a one-stop shop for full service design, digital photography, production and printing services.



DELIVER YOUR MESSAGE, AND MAIL YOUR INSERT FOR LESS THAN YOU COULD YOURSELF!

Your printed piece inserted into the magazine into the specialized market of your choice!

Cost: _____

Ask for rate information!

1. Save money on printing and shipping by having us print and ship your brochure. Please call your sales representative today for details.
2. If you decide to print your own brochure, please contact your sales representative for specification quantity, delivery deadlines and the address to ship to.

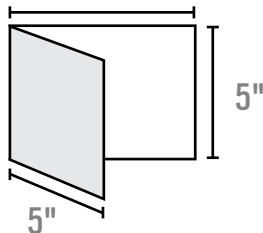
Insert Sizes

SELECT FROM ANY OF THESE OPTIONS:
(Limit of 8 pages or less)

12" X 5"

SMALL FLAP

7"

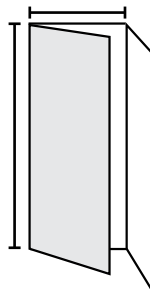


8.5" X 11"

TRI-FOLD

3.67"

8.5"

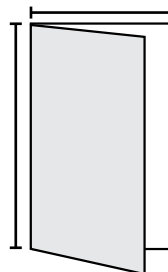


8.5" X 11"

BI-FOLD

5.5"

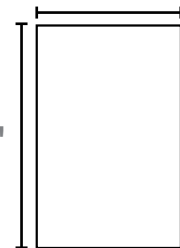
8.5"

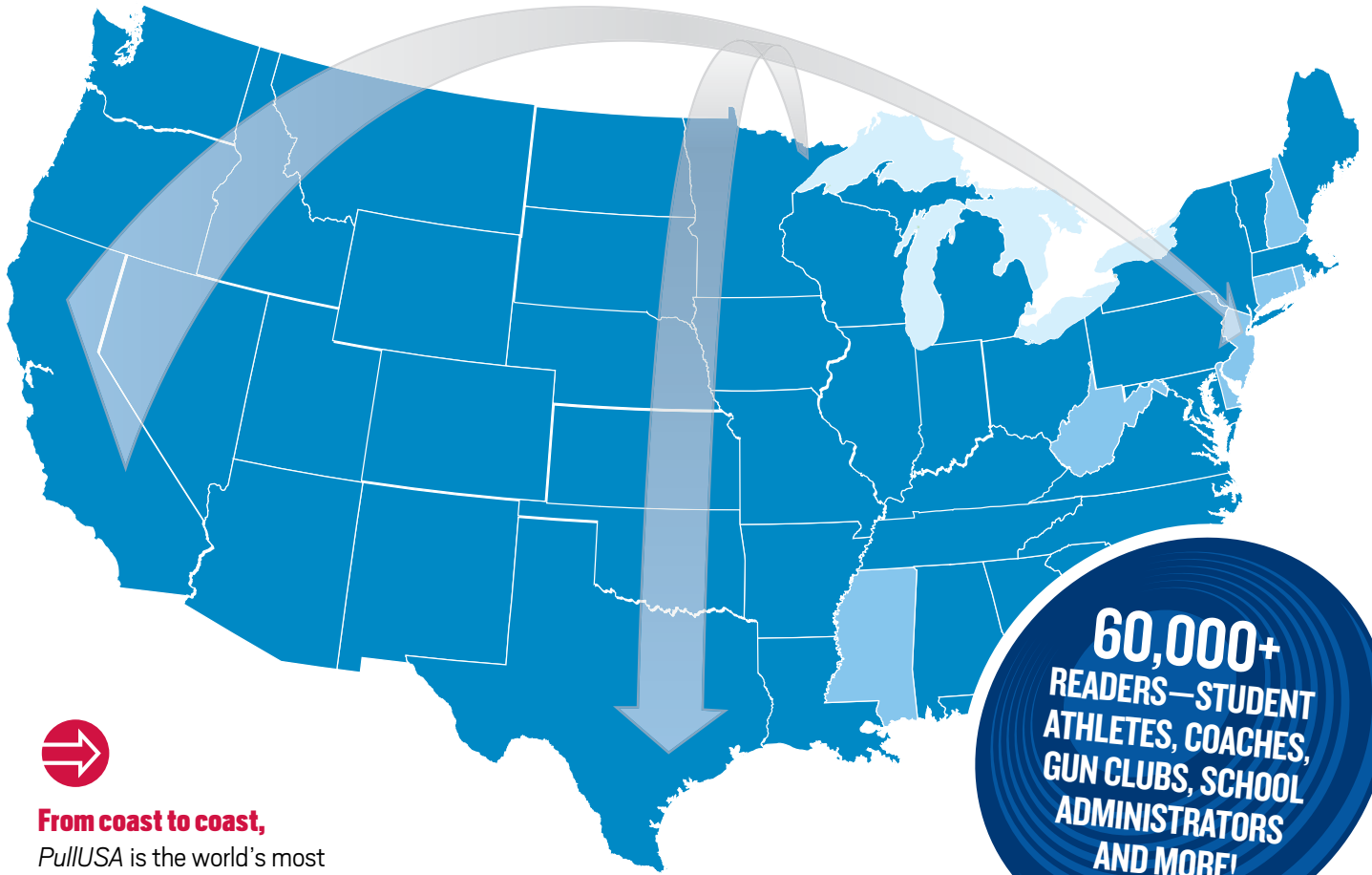


HALF PAGE

5.5"

8.5"





60,000+
READERS—STUDENT
ATHLETES, COACHES,
GUN CLUBS, SCHOOL
ADMINISTRATORS
AND MORE!



From coast to coast,
PullUSA is the world's most
widely distributed YOUTH clay
target magazine.





▶ Bringing the opportunity to participate in clay target sports to 100,000 students nationwide by the end of 2025.



\$1,000,000,000
TOTAL LEAGUE ATHLETE ECONOMIC IMPACT

\$200 MILLION SPENT IN SHOOTING-SPORT RELATED EXPENDITURES



74%

of student athletes purchased a hunting license last year

73%

of athletes enjoy fishing as another preferred leisurely activity

60%

of families own recreational vehicles as another preferred leisurely activity

\$76

million estimated clay target shooting sport expenditures by student athletes annually (based on 40,000 athletes)

OVER 9,000

of League participants are first-time clay target shooters

35,000

thousand firearms expected to be purchased by student athlete families annually (based on 40,000 athletes)

**Data compiled by USA Clay Target League 2023 Student Athlete Registration Survey*

\$110,000 MILLION SPEND ON SHOOTING SPORTS RELATED EXPENDITURES IN 2023.

(USACTL Impact Report 2023)



www.usaclaytarget.com
Main Office: 990 Lone Oak Road, Suite 120, Eagan, MN 55121
PH: 844-USA-CLAY • E-MAIL: info@usaclaytarget.com

**To advertise,
please contact:**

Fundraising and Event Manager

John Hubener
952-303-2211
jhubener@usaclaytarget.com

President

John Nelson
612-490-1388
jnelson@usaclaytarget.com

PUBLISHING PARTNER



Touchpoint Media
1601 Utica Avenue South, Suite 110
Minneapolis, MN 55416
phone: (763) 595-0808
www.touchpointmedia.com

Additional Opportunities

Annual Sponsorship

Support the USA Clay Target League with our comprehensive package that includes nationwide or state-specific event sponsorship!



Event Sponsor

Sponsor packages and exhibitor space available for USA Clay Target League events!

SHOOTER PERFORMANCE TRACKER®



TEAM MANAGEMENT SYSTEM



CLAY TARGET LEADERBOARD



Special Opportunities

Get your brand in the hands of thousands of shooting sports enthusiasts with our web and mobile applications!

CLVRLIBRY2823 \$50,000,000 500

POWER UP!

Take your game to the next level with the year's essential gear

01 RLVNT RENEGADE EYEWEAR → [rlvnt.com](#)

RLVNT's technologically advanced lenses are designed to make things blurry, dim and unrecognizable. The RLVNT goggles adjust to the light. This only for adults, the outdoors, the outdoors. They also aren't afraid to get dirty. They're made of durable, high-quality materials and are available in a variety of colors. They're made of durable, high-quality materials and are available in a variety of colors. They're made of durable, high-quality materials and are available in a variety of colors.

02 FEDERAL PREMIUM HIGH OVER ALL → [federalpremium.com](#)

Engineered for the outdoors, the Federal Premium High Over All is a full-featured target. It's made of durable, high-quality materials and is available in a variety of colors. It's made of durable, high-quality materials and is available in a variety of colors. It's made of durable, high-quality materials and is available in a variety of colors.

03 WALKER'S SPORT EARBUDS → [walkersports.com](#)

Walker's Sport Earbuds are the most versatile earbuds on the market. They are perfect for anyone looking for a lightweight and secure fit of earbuds that will provide great audio during your workout. Walker's Sport Earbuds are the most versatile earbuds on the market. They are perfect for anyone looking for a lightweight and secure fit of earbuds that will provide great audio during your workout.

05 HI ISSUE DELUXE RANGE BAG → [sportarmory.com](#)

Make your long drive home easier on your back with the HI Issue Deluxe Range Bag. It's made of durable, high-quality materials and is available in a variety of colors. It's made of durable, high-quality materials and is available in a variety of colors. It's made of durable, high-quality materials and is available in a variety of colors.

04 AMSOIL FIREARM CLEANER AND PROTECTANT → [amsoil.com](#)

Nothing says a day at the range quite like a professional-looking firearm. After a long day of shooting, your firearm needs to be cleaned and protected. Amsoil Firearm Cleaner and Protectant is the most effective cleaning and protection product on the market. It's made of durable, high-quality materials and is available in a variety of colors.

PHOTO FINISH

SCENES FROM THE 2023 USA CLAY TARGET LEAGUE SPRING SEASON

Congratulations to all student athletes for another successful USA Clay Target League season. Follow along as we relive the action with 22,657 student athletes competing in 25 State Tournaments across the country.

For Conference awards and standings, visit: [claytargetleague.com](#)

For Tournament scores and standings, visit: [claytargetleague.com](#)

LIMIT

OLYMPIC HOPEFUL LANCE THOMPSON IS ON THE FAST TRACK TO STARDOM

BY AARON PATRICH
PHOTO BY JOHN THOMPSON

Lance Thompson is a rising star in the world of clay target shooting. He has already won several national titles and is considered one of the most talented young athletes in the sport. He is currently training with some of the best coaches in the world and is expected to compete in the Paris 2024 Olympics.

BLAST OFF

SHOOTING SPORTS BRING BRYAN COUNTY HIGH SCHOOL STUDENTS TOGETHER IN MEMPHRO, GEORGIA

BY MATT KRAMBE

The 2023 USA Clay Target League Spring Season brought hundreds of student athletes to the town of Memphro, Georgia. The event was a huge success, with thousands of spectators and a record number of participants. The students had a great time competing and making new friends.

THE LEAD | COACH KELVIE'S CORNER

STYLE ON THE LINE

CHOOSE YOUR SHOOTING ATTIRE WISELY
BY JASON KELVIE Illustrations by TOM RICHMOND

Believe it or not, fashion and shooting sports have less in common than you think. We all want to look good while competing in our favorite sport, but it's key to remember that the clothes we wear on the field must keep us both comfortable and safe. Most shooting ranges have policies and procedures regarding permitted shooting attire, but as a high school athlete you must consider options that will ultimately set you up for your best chance at a perfect round.

Most athletes will agree that weather is a factor in so much that weather is a unique issue—not only can it change from day to day, but it can even change by the minute. Preparing for the weather can be such a daunting task depending on where you shoot, but regardless of what the conditions are predicted to be, it's your job to arrive to the field prepared for multiple scenarios. I stress all my athletes that they need to dress for the weather.

TARGETING THE WIND
Wind has plagued competitive shooters for years and that doesn't seem to be changing anytime soon. Prepare for the windy days by wearing clothing that stays tight to the body. Your attire should not restrict your range of motion but should be form-fitting enough to keep sleeves, hems and other accessories from flapping around and becoming a distraction. Competing in northern states need to be aware of wind chill and how that can make cold weather feel much colder. A windbreaker may be what you need to wear to keep your body warm and mind focused forward.

SHOOTING IN THE RAIN
Yes, we shoot in the rain. In fact, we shoot in just about every weather scenario. At a minimum, you should be able to throw on a rain suit, have a towel for wiping down your glasses, and proper footwear that allows you to maintain balance. Shooting in the rain can quickly become a safety issue especially when trying to handle a firearm with a protective layer of oil on it. It's up to the athlete to have the proper attire with them to compete safely in the rain.

COMPETING IN THE HEAT
On the other end of the spectrum, sun and heat. Stay hydrated and wear...

THE FIELD | SCORING TABLE

BREAKING DOWN CLAYS

A CLOSER LOOK AT CLAY TARGETS

IT'S a bright, sunny day. The birds are chirping, cottonwood seeds are drifting in the air, the bees are buzzing to and fro, and it's your turn to shoot.

You close the action of your shotgun, raise it up to your shoulder and take a breath. You call for the target, and just a couple seconds later the shotgun booms as you pull the trigger and watch with satisfaction as you crush that clay target into tiny pieces.

Student athletes in the USA Clay Target League will blast away at over 60 million targets this year.

Obviously, clay targets are important in a sport that revolves around shooting them out of the air, so what's a target? And how are they made?

ALL SIZES AND COLORS
With so many different types of clay target shooting sports, there are many different sizes of targets. The smallest target is called a dove—it's only 60mm wide. That's just a bit bigger than two quarters placed end to end. The clay targets used for the league are 108mm across, and they weigh 100 grams.

Clay targets also come in a wide variety of colors. While most league athletes are familiar with the bright orange-dome target, clay targets also come in colors like white, black, green, and even hot pink.

WHEN CLAY ISN'T CLAY
Did you know that clay targets aren't really made of clay? A standard clay target is actually a mix of pitch, a thick black petroleum resin—and limestone or chalk.

Fishy balls are really thick, slow moving lumps. In fact it's so thick and slow moving that if you took a spoonful of it and held it upside down to drip, you'd have to wait for about a decade (give or take a year) to form just one drop!

In order to make the targets easy to break, the pitch is heated and mixed with limestone or chalk. That mix is then put into a mold and cooled before painting and packaging.

More recently, biodegradable clay targets that are safer for the environment have come to the market. These targets aren't made with pitch, instead, they're made with limestone, sulfur, and other ingredients, even a type of agar.

THE BEST THING IN LIFE...
Some might say that the best part of clay target shooting is the friendly banter you make on the line, or the honor you feel to represent your school and your sport. But for some of us, the truth is that the best thing about clay target shooting is blasting those bright orange targets right out of the sky.

THE LEAD | COACH KELVIE'S CORNER

LOGAN CLARKE

SENIOR POTTER VALLEY, POTTER VALLEY, CA

BEFORE LOGAN CLARKE SETS HIS SIGHTS ON BECOMING A PILOT, the senior from Potter Valley hopes to lift his team to the top of the California State High School Clay Target League this fall.

PULLUSA: What do you like most about the League?
Logan Clarke: I like the excitement of breaking clay—it's my favorite sport. You know it could be a school sport? I get to shoot with good friends, meet new people, and bring home trophies for the school.

PULLUSA: Most memorable experience?
Clarke: When I got my first 25 straight, 50 straight, and 75 straight. I'm hoping for a 100 straight this year. That feeling when you get close to a straight has distracted me so many times and caused me to lose the bird.

PULLUSA: Any coaches/mentors you'd like to thank?
Clarke: I want to thank my parents Jason and Nina Clarke for allowing me to participate and funding the sport. My coaches Dennis Keenan, Cliff Mann, April Simmons, and my mom for making the school team happen. The Club gun club, Russ Todd, and Anna and Bruce Cannon.

PULLUSA: Goals for this season?
Clarke: My personal goal for the season is to not miss! That would be awesome. But really to our very best as a team and finish strong. The butterflies hit when we get to the State Tournament and we have not been able to shoot our best there. Hoping this year we can shoot our best, and be able to go to Nationals.

PULLUSA: Words of wisdom for younger student athletes?
Clarke: Stick with it. Practice really is the key. Once you hit your first target you will be hooked. You really are your worst enemy in this sport. If you get in your head, it can really take a toll on your score. Repeat in your head "get the next one" or "find what ever to reset and start again."

AGE 18
Fun Facts Logan is studying to become a pilot and will graduate at Berry University this fall.

Each issue of PULLUSA features different high school clay target athletes exhibiting exceptional character and passion for the sport and their communities.