



ARCHERY TRADE ASSOCIATION 2023 OFFICIAL SHOW GUIDE

WRITE MORE ORDERS AND GAIN MORE CUSTOMERS AT THE ARCHERY & BOWHUNTING INDUSTRY'S LARGEST & MOST INCLUSIVE TRADE SHOW!

THE ARCHERY TRADE SHOW IS BACK AND BIGGER THAN EVER! SHOWCASE YOUR COMPANY AND PRODUCTS TO EVERY ATTENDEE OF THE 2023 EVENT IN THE OFFICIAL ATA SHOW GUIDE. THIS YEAR'S GUIDE INCLUDES IMPORTANT SHOW INFORMATION, EXHIBITOR LIST, SCHEDULE OF EVENTS AND FEATURES ON NEW PRODUCTS TO BE UNVEILED IN INDIANAPOLIS **JAN. 11-13, 2023.**

BOWS • ARROWS
BROADHEADS • SIGHTS
RESTS • CROSSBOWS • SCENTS
SCENT ELIMINATION • TREE STANDS
BLINDS • CAMO • BOOTS
RANGEFINDERS
BINOCULARS & MORE!



INCLUDES ONLY THE BEST AND BRIGHTEST NEW ARCHERY INNOVATIONS FOR 2023. THIS SPECIAL PUBLICATION IS NOT ONLY THE OFFICIAL 2023 ATA SHOW GUIDE, WITH EXCLUSIVE DISTRIBUTION TO THE 6,000+ ARCHERY DEALERS, DISTRIBUTORS AND REPS ACROSS NORTH AMERICA, THE NEW-GEAR SECTION WILL ALSO MAIL TO THE ENTIRE PAID-SUBSCRIBER LIST OF DEER & DEER HUNTING MAGAZINE® — 100% WHITETAIL FANATICS!

ATA SHOW: 8,000+ ARCHERY INSIDERS

D&DH EQUIPMENT ANNUAL: 104,000+ CONSUMERS

TOTAL DISTRIBUTION: 110,000+

DEPLOYMENT: ARCHERY TRADE SHOW DISTRIBUTION JAN.11-13, 2023 + EQUIPMENT ANNUAL MAGAZINE DISTRIBUTION IN MAY 2023.

**CALL TO RESERVE YOUR NEW PRODUCT HIGHLIGHT — LIMITED SPOTS AVAILABLE!
 920.407.1823 • CASEY LENZ, ADVERTISING SALES REPRESENTATIVE**

EXCLUSIVE COVERAGE!

TWO ADVERTISING OPTIONS TO CHOOSE FROM

DEALERS, DISTRIBUTORS
& INDUSTRY REPS

OPTION 1:

ARCHERY TRADE SHOW
GUIDE ONLY

FULL PAGE	\$2499
2/3 PAGE	\$1750
1/2 PAGE	\$1380
1/3 PAGE	\$970
1/4 PAGE	\$765

ARCHERY DEALERS, DISTRIBUTORS,
INDUSTRY REPS & CONSUMERS

OPTION 2:

ATA TRADE SHOW GUIDE + DEER &
DEER HUNTING EQUIPMENT ANNUAL

FULL PAGE	\$6500
2/3 PAGE	\$4900
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1/4 PAGE	\$2235

