



GORILLA MARKETING 2013 MEDIA KIT

advertising

marketing

publishing

"it's a jungle out there!"

Gorilla Marketing

"It's a jungle out there!"



about us

Thank you for taking time to look at our media kit.

Gorilla Marketing began as a concept between two sales and marketing veterans. The two have over 45 years of combined experience in multiple industries, including business to business and business to consumer advertising, marketing and communication programs and 25 years in sports marketing.

Gorilla Marketing is an advertising, marketing and publishing company that custom designs, produces and sells targeted marketing and advertising mediums. Gorilla Marketing offers a range of advertising and marketing mediums for local, regional and national advertisers. These mediums include print advertising, high school, college and pro sports marketing, auto racing, hunting and fishing, country music, television, radio, web, social media, direct mail, and mobile marketing.

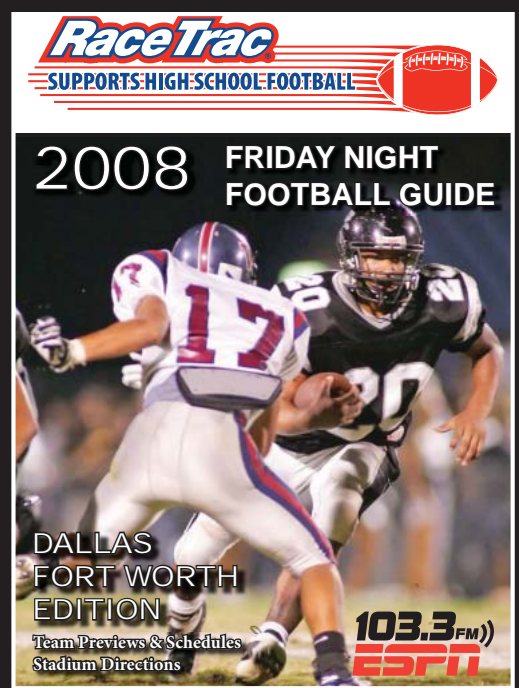
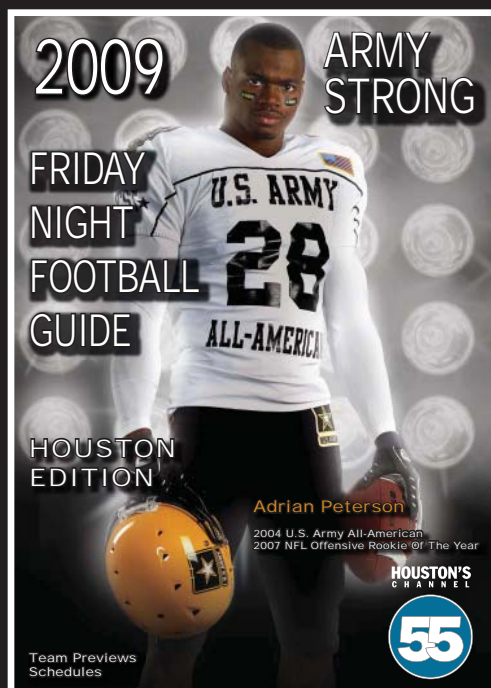
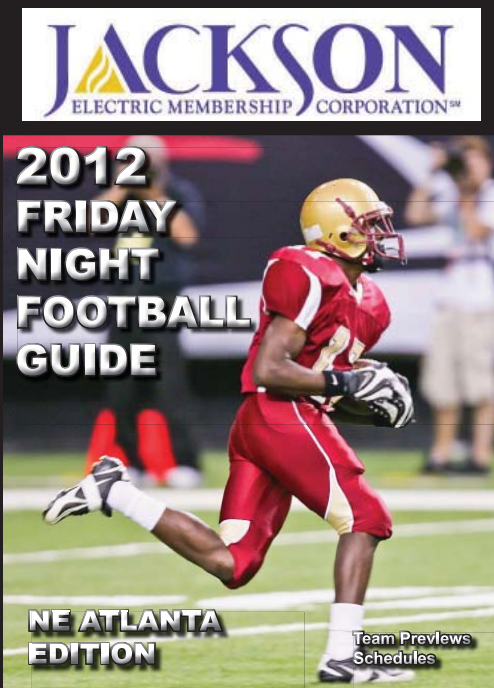




The Friday Night Football Guide is a pocket sized reference guide packed with information and schedules for high school football programs. The FNFG started in Atlanta, GA previewing about 100 metro area football teams. The fans loved them! We have covered over 1,800 schools in 17 different markets.

Markets included North Carolina, South Carolina, metro Atlanta, south metro Atlanta, South Georgia, Jacksonville, FL, Orlando/Space Coast, FL, Tampa/West Coast, FL, South Florida, Alabama, Mississippi, South Louisiana, Dallas, TX, Houston, TX, Columbus, OH, Cincinnati/Dayton, OH, and Chicago, IL.

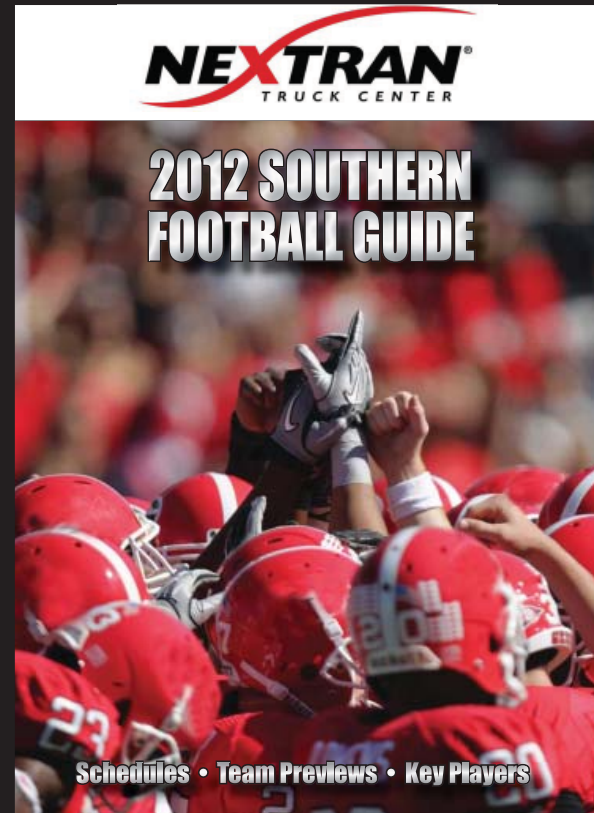
The FNFG is a custom publication created for any market. We include radio promotions from local sports station as an added value. Other high school football sponsorships available too.



SOUTHERN FOOTBALL GUIDE

Our Southern Football Guide features the ACC and SEC conferences and is ideal to promote your business to the large and loyal fan base of southern college football.

Your logo on the front cover and three ad pages for your message. 36 pages of content that readers will go back to all season long!



PRO & COLLEGE FOOTBALL GUIDE

Airgas

You'll Find It With Us.™

2012 FOOTBALL GUIDE
PROFILES • TEAMS • SCHEDULES

Call Toll Free
1(800)943-0333
www.airgas.com

Our Pro & College Football Guide is ideal to promote your business to the huge and loyal fan base of pro and college football

Our Sports Guides are ideal to tell your customers “thanks” for their business, give-a-ways for your place of business, trade shows or used as a direct mail piece

GASES



WELDING EQUIPMENT



CONSTRUCTION SUPPLIES



POWER TOOLS



FIRST AID



SAFETY GEAR



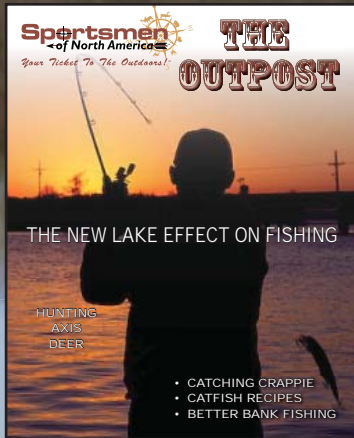


THE OUTPOST

The Outpost digital magazine is a monthly reminder of how much fun it is to explore the great outdoors. Whether is upland bird hunting, fishing for largemouth bass, cross country skiing, biking down a mountain trail, whitetail deer hunting or dropping a charging 250-pound feral hog a few seconds before he drops you, outdoor sports are all about the adrenaline rush that comes from a man-against-the-elements adventure and The Outpost puts you there every month.

The readers of The Outpost are passionate about their sports. They are also active and don't mind spending money on things that they really like. Whether its outdoor sports equipment and gear, vehicles, apparel, high tech gadgets, travel, food, wine and spirits, the outdoor sports enthusiasts that read The Outpost get out and "do things" rather than merely watching.

We have built the opt-in subscribers to The Outpost by partnering with national television show Sportsmen of North America. Close to 100,000 members of the SNA club receive The Outpost as a part of their membership each month. Plus, over 10,000 additional subscribers that receive in their in-box every month.



Your Ticket To The Outdoors!



INTRODUCING THE NEW ALPHA MUDLITE

LACROSSE PLAYDIRTY



WIN A \$10,000 SHOPPING SPREE for your Hunting & Outdoor gear

ENTER TODAY

WEEKLY GIVEAWAY WINNER

Derek Nicholson Stockbridge, GA

- PHOTOS
- EVENTS
- FORUM
- CLASSIFIEDS
- GROUPS

NEXT WEEK ON SNA TV

Sportsmen of North America is not just a place to win a dream hunt- Social Community for Outdoorsmen, Women and Kids- A place to gather and enjoy what other fellow



SPORTSMEN OF NORTH AMERICA - By combining television, online, social, direct and mobile marketing along with e-mail correspondence there is an exponential promotional effect, each working to build name recognition and brand awareness. Each day, SNA attracts hundreds of new viewers and members. Through these channels SNA will provide multiple impressions for each visit and viewing.

TV - 100,000 to 150,000 viewers each week

Web - over 90,000 members, over 63,000 are paid members

Cable, DirecTV 604 and DISH Network 240
Monday @ 3:30pm EST
Friday @ 5:30pm EST
Sunday @ 6:30pm EST



IT'S A WAY OF LIFE

pursuit

CHANNEL



Huntin' Is Good! But it's also far more than that. It's a lifestyle!

Huntin' Is Good! TV has only one goal.....to show the overall "goodness" of hunting and the industry. We all MUST join together to make sure this time honored tradition survives.

Trey Wetherington



Neil Armatti



Sam Klement



HR Ross



Steve Nichols



PODS



www.huntinisgoodtv.com

Cable, DirecTV 604 and DISH Network 240

Thursday @ 7:00pm EST
Sunday @ 2:30pm EST
Friday @ 1:00pm EST



IT'S A WAY OF LIFE
pursuit
CHANNEL

the RIGHT PLACE



with
Kevin Sport



Rural TV: Saturdays at 12:30 PM (EST)
RFDTV: Saturdays at 4:00 PM (EST) Mondays at 7:00 AM (EST)



What is The Right Place? Is it a desired location? A timing opportunity? A state of mind? Well, for the troubadours who choose the music industry, it's more than that. It's about taking a dream and turning it into a reality no matter what. Because, when you are following your dream – you are always in the right place.

“The Right Place with Kevin Sport” is a country music television show that is genuine, down to earth, and unlike any other TV show.

“Authentic...Unique...Refreshing”

This isn't the typical interview talk show. Kevin will not only catch up with the biggest names in country music both past and present, but also help break hot new artists on their own journey to that right place. This show plans to revolutionize the country music industry by connecting and reconnecting the artists with their fans... and hopefully pass along some words of wisdom to the aspiring individual from those who have walked that same road.

Get ready to be entertained by real conversations and live musical performances, and all filmed in HD.



Your Message Goes Before 60 Million Households



with
Kevin Sport

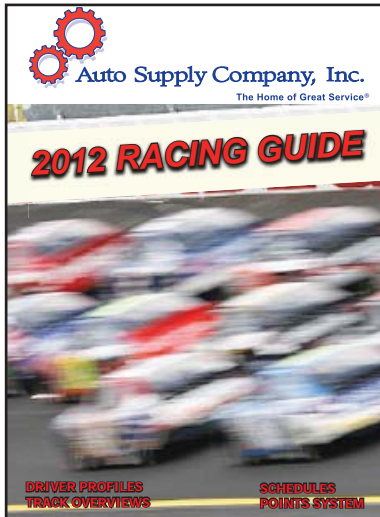
Guests

<i>Bryan White</i>	<i>Wayne Warner</i>	<i>John Berry</i>
<i>Billy Joe Shaver</i>	<i>Mac McAnally</i>	<i>3 Lanes Crossing</i>
<i>BadHorse</i>	<i>Becca Rae</i>	<i>Larry Butler</i>
<i>Kenji Thomas</i>	<i>Marty Raybon</i>	<i>Deborah Allen</i>
<i>Lenny LeBlanc</i>	<i>Teddy Gentry</i>	
<i>Darryl Worley</i>	<i>Richie McDonald</i>	

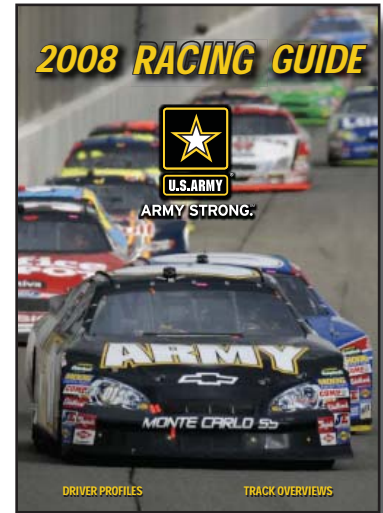
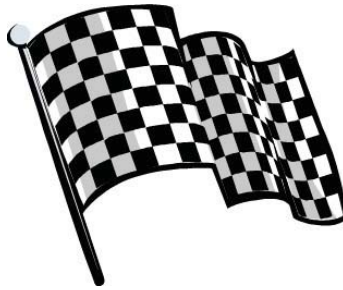


*"When you follow your dream..
 your God-given dream..
 you are always in the right place"*

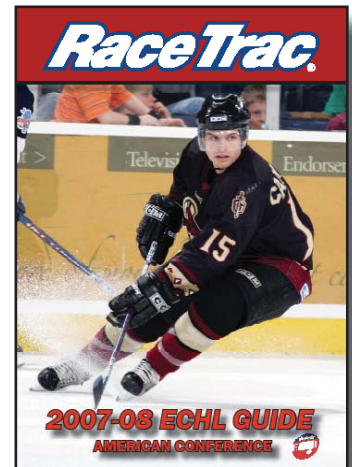
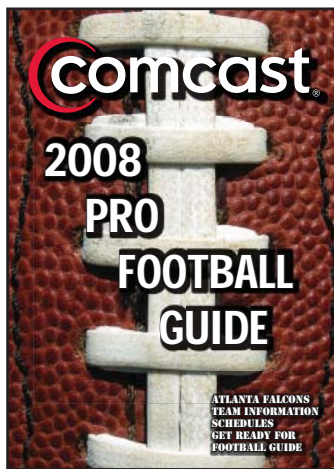
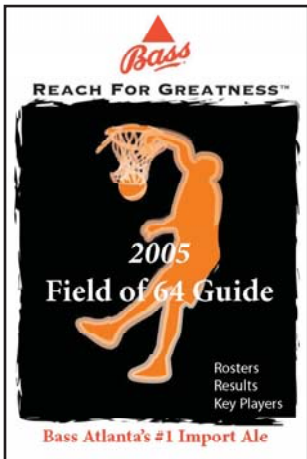
RACING GUIDE



Available as a 36 page or customized 16 page guide



CUSTOM PUBLISHING



WEB PRODUCTS

WANT TO SCORE BIG WITH YOUR CUSTOMERS AND PROSPECTS? GET THEM INVOLVED!

How about your own Bracket Contest?

March is one of the most exciting times of the year, everyone is glued to their TV's and bracket picks. Take advantage of this enthusiasm and excitement by branding your company to customers and prospects with your own Bracket Contest. The best part is that we do all the work for you! See a sample of the contest at www.marcbasket.com and then give us a call at 770-321-7800 to set up your own contest. It's so fun, it's so easy!

- Email invitation to play (up to 5,000 emails)
- Score update email after each round
- Prizes awarded after each round plus a grand prize winner
- Stay in front of your subscribers and prospects throughout the playoffs in March

\$3,995
\$500 additional options
Ozella Marketing
770-321-7800

CUSTOM GOLF WEB SITE

CommScope On The Gridiron

The Pk8th Buzz

Nothing got more play over the summer than Lyle Mize, the first-year coach's antics and the University of Tennessee football program. Catching getting on the top side of attention from the University of Tennessee Coach Meyer and Nick Saban. Kudos for the Volunteers who led at home throughout the season. The only team to have a winning record in the SEC. The only team to have both Florida and Auburn during the season. Good luck will begin to surface this morning when Tennessee travels to Kentucky for its showdown with the Wildcat. Coach Mize and his team play the part of imposters too, or will Urban Meyer and the Gators teach the Tennessee head coach a valuable lesson in respect to the sport? Find out at 2:30 on CBS.

The university announced the reinstatement of football player/quarterback Michael Vick, named by new coaches over the summer and only reinstated when Vick signed with the Philadelphia Eagles played one more day. The only team to have a winning record in the SEC. The only team to have both Florida and Auburn during the season. Good luck will begin to surface this morning when Tennessee travels to Kentucky for its showdown with the Wildcat. Coach Mize and his team play the part of imposters too, or will Urban Meyer and the Gators teach the Tennessee head coach a valuable lesson in respect to the sport? Find out at 2:30 on CBS.

Latest NFL News

There is a new player in physical sport and the NFL is as hard hitting a league as ever. NFL's new fan to see a guy suffer a concussion every week. The only team to have a winning record in the SEC. The only team to have both Florida and Auburn during the season. Good luck will begin to surface this morning when Tennessee travels to Kentucky for its showdown with the Wildcat. Coach Mize and his team play the part of imposters too, or will Urban Meyer and the Gators teach the Tennessee head coach a valuable lesson in respect to the sport? Find out at 2:30 on CBS.

What's the best for dove hunting, a 20-gauge or a 12-gauge shotgun? Both have their advantages and disadvantages. A 20-gauge is lighter and has less recoil, which is a very good thing at the end of a long, hot afternoon after shooting a case of shells. However, the 20-gauge shell has a smaller pattern, requiring the hunter to be a better marksman than someone who's

Woods & Water from PAC Systems

In This Issue:
About PAC
Dove Season
Bass Fishing
Saber Hunter

SPONSORED BY:
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Next to actually getting out in the field and shooting at doves, one of the best parts of the hunting experience is getting ready. This requires some mature decisions about what gear is absolutely necessary and, of course, several shopping trips to the sporting goods store to by more camo and yet another Buck knife.

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ONLINE GAMES

SPORTS e-NEWSLETTER

HUNTING & FISHING e-NEWSLETTER