About GunBroker.com

- The largest online auction site dedicated to the shooting sports, hunting, and related products
- Attracts 6 million unique visitors each month
- Achieved a high of 7.9M unique users in Jan. ‘13
- User demographic predominantly male, wealthy and educated
Why Digital Advertising?

Digital is the only medium that offers performance metrics:

- 100% of impressions (eyeballs on your ad) are guaranteed.
- Track how your ad is performing for you in real time.
  - Impressions Delivered, Clicks, Click-Through-Rate

Digital is the only medium that you can optimize while its running:

- Test multiple areas, creative and offers then move impressions to what is working best.

Easier cost of entry with lower CPMs and flexibility to fit any budget

Reach a younger, more tech savvy audience.
The Auction Landscape

- GunBroker.com is ranked as the 393\textsuperscript{th} largest U.S. web site \textit{of any kind}. (source: Quantcast, January 2014)
- GunBroker.com is the 3\textsuperscript{rd} largest site in the ‘Shopping and Classifieds - Auctions’ category behind eBay and eBay Motors. (source: Hitwise)

Unique Visitors/Mo:
- GunBroker.com: 5,049,117
- GunsAmerica.com: 826,163*
- GunAuction.com: 585,000**

**Site no longer verified by Quantcast. Data estimated by Quantcast. **Site no longer measured by Quantcast. Last reported figure in 2012.
GunBroker.com has reached a milestone unmatched by any other online auction in the shooting sports industry:

$3 BILLION IN TOTAL SALES

1999-2009 – GunBroker hits $1 Billion
2010-2012 – GunBroker hits $2 Billion
January 2014 – GunBroker hits $3 Billion
About GunBroker.com

Dedicated to the future of Hunting & Shooting Sports:

• Official Internet Auction Site of the NSSF
• Official Auction Site of USA Shooting and the USA Shooting Foundation
• 2011 SHOT Business Company of the Year
• Proud member of the NSSF and the Hunting and Shooting Sports Heritage Fund
• Encourages membership in the NRA on our Home Page
• Ongoing sponsor & participant of the NSSF Shooting Sports Summit to help chart the future of the hunting and shooting sports.
• Since the Fall of 2007 has hosted the “Treasures & Traditions” auction to benefit the Hunting Heritage Trust.
• Founder & CEO Steve Urvan serves as a member of the Hunting Heritage Trust Board of Directors and was recognized as 2007 Outstanding Board member.
• Supports leading industry organizations like Rocky Mountain Elk Foundation, Pheasants Forever and Safari Club International with awareness programs
Desirable Demographics

**GENDER**
- Female: 10%
- Male: 90%

**HH INCOME**
- $0-50k: 40%
- $50-100k: 36%
- $100k+: 25%
- Median: $64,000

**AGE**
- <24: 28%
- 25-44: 34%
- 45+: 38%
- Median: 38 years

**EDUCATION**
- No College: 42%
- College: 47%
- Grad Degree: 12%

US Demographics – September 2014. Source: Quantcast. Index = Internet Average
GunBroker.com users are actively involved in the shooting and outdoor sports.

### Average number of firearms owned per user

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target shooting</td>
<td>90.3%</td>
<td>4,966,500</td>
</tr>
<tr>
<td>Collecting firearms</td>
<td>69.8%</td>
<td>3,839,000</td>
</tr>
<tr>
<td>DIY/home improvement</td>
<td>54.1%</td>
<td>2,975,500</td>
</tr>
<tr>
<td>Hunting</td>
<td>45.9%</td>
<td>2,524,500</td>
</tr>
<tr>
<td>Fishing</td>
<td>40.9%</td>
<td>2,249,500</td>
</tr>
<tr>
<td>Gunsmithing</td>
<td>35.1%</td>
<td>1,930,500</td>
</tr>
<tr>
<td>Trap, skeet or sporting clay shooting</td>
<td>27.9%</td>
<td>1,534,500</td>
</tr>
<tr>
<td>ATV or UTV riding</td>
<td>22.5%</td>
<td>1,237,500</td>
</tr>
<tr>
<td>Hiking/backpacking</td>
<td>19.9%</td>
<td>1,094,500</td>
</tr>
<tr>
<td>Archery/bowhunting</td>
<td>15.4%</td>
<td>847,000</td>
</tr>
<tr>
<td>Bird watching</td>
<td>14.7%</td>
<td>808,500</td>
</tr>
<tr>
<td>Competition shooting</td>
<td>14.3%</td>
<td>786,500</td>
</tr>
<tr>
<td>Power boating</td>
<td>13.9%</td>
<td>764,500</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>3.4%</td>
<td>187,000</td>
</tr>
</tbody>
</table>

Home Page Advertising

Our Home Page for features the most impactful Ad Units:

1. Leaderboard
2. Medium Rectangle *Now Video Capable*
3. Roadblock (both units)

Data targeting available
Search Banners

Search area offers significant exposure above the fold and mid-list.

Ad Units:
1. Leaderboard
2. Medium Rectangle – Now Video Capable

Placement Options
1. Run of Site
2. Category Targeting
3. Keyword Targeting
4. Data Targeting
Dynamic Units in Search

Impact users while browsing their favorite products below the fold

InSearch Video
- Searched list expands downward to accommodate large video unit.
- Mouse hover initiated

Sliding Skyscraper
160x600 slides from left when users scrolls toward bottom of page
Advanced Targeting Capabilities

GunBroker.com’s Data Management Platform provides deep insights into the users of our websites. Insights include:

• Buying habits
• Demographics
• Geographic information
• Psychographics and more.

Use it to target your best customer and make your ad dollars work smarter. Based on your target audience, ads can be delivered specifically to your best customer as you define them, Women, Personal Defense, New Shooters, Military/Tactical/LE, Stocking Dealers, Hunters Purchasers of certain products and 1000 more variables.
GunBroker Mobile App

Android: 49,000    iOS: 55,000
On Mobile and Tablet

• Mobile – Search, FFL Finder: 300x50, 320x50, 300x250
GunBroker Mobile App

Android and iOS

- Tablet - Search Pages, FFL Finder: 728x90
Mobile Desktop is different!

• 45% of GB traffic is mobile
• 11% of sales on GB are through mobile (phone)
• Shoppers buy less but research more on mobile than desktop (currently)

source: GunBroker.com’s Google Analytics, ComScore page 24

• Shoppers buy more when do research first on mobile

source: ComScore page 20

Different creatives, different landing pages (small screen optimized)
GunGenius

- Launching in Q2, 2015.
- The industry’s definitive database to research and compare firearms.
- Guides users into purchase funnel and down the path to purchase
- Co-Op and Vendor Opportunities.
- Video pre-roll opportunities
- Manufacturer provided video section.

Ad Units
- Home Page and Run-Of-Site
- Leaderboard & Medium Rectangle
Auction Notification Email Advertising

Receive exposure in high value auction notification emails sent to active users for:

- Bid Confirmation
- Item Sold
- Outbid Notification
- Saved Search
- Watch / Bid Ending Soon
- Won Item

For maximum impact, we recommend promoting a GunBroker.com customer exclusive offer in ad creative.

Also, our new **Remarketing Package** offers the chance to contact winning bidders via dedicated email 5 days after their winning bid.
The GunBroker.com “Pull the Trigger” e-newsletter is written by the esteemed editors at the National Sports Shooting Foundation and is distributed monthly to 1,400,000+ opt-in subscribers.

Ad Units:
Leaderboard: (1) 728x90
Medium Rectangle: (2-3) 300x250
Dedicated E-Newsletter

The GunBroker.com In The Crosshairs dedicated email is sent to 750,000 subscribers who have opted in to receive more information from manufacturers. This list is used exclusively for a dedicated email promoting your products.

Flexible & Turnkey

• The format is flexible to suit your goals with options for plus sized online billboard ads or content-loaded advertorial pieces.
• We offer a turnkey program for you by handling the loading, sending and reporting of the campaign. Creative services may be available too.

Demographics:
• 98% Male
• Average Age: 59
• Average HHI: $94,681

Firearms Ownership
• Own an average of 25 firearms
• Semi Auto Pistols: 92%
• Revolvers: 81%
• Rifles: 86%, ARs: 50%
• Shotguns: 85%
GunBroker.com Forums

Become a part of the conversation with GunBroker.com’s active Forums.
160,000 Unique Visitors per month viewing 7 pages per visit on average:

• 11 Forums
• 493,248 Topics
• 5,702,487 Posts

Their Affinities  Index
Auto Listings  3.0x
• Sports/Outdoors  2.7x
• Auto News & Info  2.5x
• Home & Gardening  2.2x
• Home Improvement  1.7x
• Auto Manufacturers  1.7x
• Pets  1.6x
• Auto Resources  1.5x

2 – 728 x 90 leaderboards available. Top and bottom of page
## 2016 Rates

<table>
<thead>
<tr>
<th>Media Property</th>
<th>(CPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Banners &amp; Video</td>
<td></td>
</tr>
<tr>
<td>Home Page</td>
<td></td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>$14</td>
</tr>
<tr>
<td>Medium Rectangle Banner</td>
<td>$12.50</td>
</tr>
<tr>
<td>Medium Rectangle Video</td>
<td>$28.00</td>
</tr>
<tr>
<td>Targeted Search</td>
<td></td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>$10.00</td>
</tr>
<tr>
<td>Medium Rectangle Banner</td>
<td>$9.50</td>
</tr>
<tr>
<td>Medium Rectangle Video</td>
<td>$30.00</td>
</tr>
<tr>
<td>In-Search Video</td>
<td>$30.00</td>
</tr>
<tr>
<td>In-View Slider (160x600)</td>
<td>$9.50</td>
</tr>
<tr>
<td>Product Center</td>
<td></td>
</tr>
<tr>
<td>Home Page Banner, 300x250 or 728x90</td>
<td>$15</td>
</tr>
<tr>
<td>Home Page Video</td>
<td>$25</td>
</tr>
<tr>
<td>ROS: 728x90 or 160x600 Banner</td>
<td>$12</td>
</tr>
<tr>
<td>Product Center Video</td>
<td>$30</td>
</tr>
<tr>
<td>Network Video</td>
<td></td>
</tr>
<tr>
<td>Pre-roll, Category Targeted</td>
<td>$30</td>
</tr>
<tr>
<td>Pre-roll, Run-of-Network</td>
<td>$28</td>
</tr>
<tr>
<td>Manufacturer Supplied, Category Targeted</td>
<td>$38</td>
</tr>
<tr>
<td>Custom Video</td>
<td>MP</td>
</tr>
</tbody>
</table>

### Data Overlay Targeted Delivery for Banners and Video
- 2x CPM Rate

### Emailed Media
- Auction Notification Emails
  - Winning Bidder Email: $30
  - Winning Bidder Email/Category Targeted: $40
- Bid Confirmation Email: $40
- You've Been Outbid Email: $40
- Items Watched Email: $40
- Saved Search Confirmation Email: $40

### ReMarketing Package
- Winning Bidder email + Re-contact email after 5 days: $45

### Pull the Trigger Monthly E-Newsletter
- List Size: 1,400,000
  - Medium Rectangle (300x250), Position 1: $25
  - Medium Rectangle (300x250), Position 2: $23
  - Medium Rectangle (300x250), Position 3: $20
  - Leaderboard (728x90): $18

### In the Crosshairs Dedicated E-Newsletter
- List Size: 740,000: $45
Quantifiable Campaign Data

1. GunBroker.com can track and provide reports on the following useful data:
   - The number of users who view any given ad
   - How many users click over from an ad to a target page

2. Reporting on a weekly, bi-weekly or monthly basis.

3. To optimize click-through-rates, we monitor campaigns throughout and advise of creative change-out recommendations.
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