

TOUGH SHOTS. ROUGH PLACES.®



THE POWER OF PASSION

MARKETING TACTICS THAT DRIVE THE WEAVER BRAND

4563 IN NE
(BIG MARVINE PEAK)

4422

4421

55'

4420

4419

4418

4417

750 000
FEET



Wall Lake
10986

THE MUSCLE OF SMART MARKETING

NEW PRINT ADS

FRESH AND EDGY NEW ADS PROMOTING WEAVER'S INNOVATIVE TECHNOLOGY AND EXPERIENCE TO MAINTAIN THE BRAND AS AN OPTICS EXPERT.



EDITORIAL COVERAGE

IN ADDITION TO PRINT ADVERTISING, WE GET WEAVER OPTICS IN THE HANDS OF LEADING EDITORS AND WRITERS FOR EXCELLENT PRODUCT COVERAGE IN PRINT ARTICLES AND ONLINE.



STRATEGIC AD PLACEMENT

PAGE THROUGH THE INDUSTRY'S TOP OUTDOOR MAGAZINES AND WEAVER WILL BE THERE. WITH OVER 15 MILLION PRINT IMPRESSIONS IN PUBLICATIONS SUCH AS:

American Hunter • American Rifleman • Field & Stream • Guns & Ammo • and more

PRESS RELEASES

THE LATEST NEWS AND PRODUCT PHOTOGRAPHY DELIVERED DIRECTLY TO THE INDUSTRY'S TOP OUTDOOR COMMUNICATORS. ALSO AVAILABLE ON OUR OUTDOOR WRITERS' WEBSITE AND DIGITAL PRESS KIT.





BEYOND THE PRINTED PAGE

PRODUCT CATALOG

HIGH-QUALITY, 72-PAGE CATALOG WITH THE LATEST NEW PRODUCT INFORMATION, TECHNICAL SPECIFICATIONS AND IMAGES.



PERSONALITY ENDORSEMENTS

LED BY THE CHARISMATIC PERSONALITY OF WILLIE ROBERTSON AND A HANDFUL OF MAJOR LEAGUE BASEBALL PLAYERS, THE BUCK COMMANDERS DRAW A CROWD OF DEDICATED FANS FROM THEIR TV SHOW, DVDS AND PUBLIC APPEARANCES.



NATIONAL TV ADVERTISING

THE WEAVER MESSAGE IS DELIVERED INTO THE HOMES OF OUTDOOR ENTHUSIASTS. WITH MORE THAN 11 MILLION MEDIA IMPRESSIONS FROM THESE SHOWS ON OUTDOOR CHANNEL OR VERSUS:

Buck Commander • Dangerous Game • RMEF Team Elk



WEAVER DONATES TO RMEF

STRATEGIC PARTNERSHIPS FURTHER EXPAND THE WEAVER MESSAGE AND BUILD GOODWILL WITHIN THE OUTDOOR COMMUNITY.





SMART MARKETING SUPPORT

WEAVER WEBSITE

A NEWLY REDESIGNED WEBSITE HIGHLIGHTS PRODUCT INNOVATIONS WHILE REMAINING EASY TO NAVIGATE. BLENDING OPTICS, RINGS AND BASES, THIS NEW SITE IS A ONE-STOP SOURCE FOR OPTICS NEEDS.



SOCIAL MEDIA

ENGAGING AND LISTENING TO OUR CUSTOMERS WHILE DEVELOPING A STRONG FOLLOWING FOR OUR BRAND.



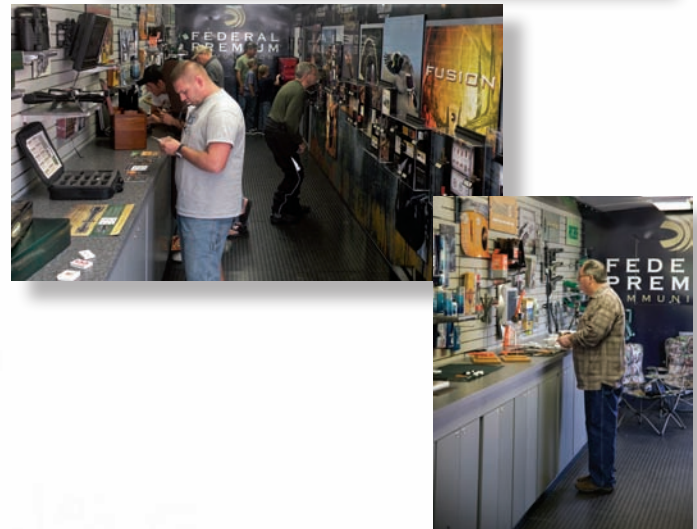
DEALER TRAILER

OUR TWO CUSTOM TRAILERS VISIT DEALER LOCATIONS ACROSS THE COUNTRY. EACH ARE LOADED WITH HANDS-ON PRODUCT, SPECIAL PROMOTIONS AND KNOWLEDGEABLE STAFF. A BIG DRAW AT EACH AND EVERY STOP.



DEALER PROMOTIONS

CONSUMER-DRIVEN PROMOTIONS DELIVERED THROUGH IN-STORE, ONLINE AND EMAIL EFFORTS TO GENERATE AWARENESS AND INSPIRE ACTION AT THE RETAIL LEVEL.





THE POWER OF PARTNERSHIP

PREMIUM PARTNERS CO-OP

GENEROUS PROGRAM WHERE DEALERS CAN ACCRUE AND SPEND CO-OP DOLLARS ON PROMOTIONAL DISPLAYS, ADVERTISEMENTS AND MORE.



IN-STORE EDUCATION

WEALTH OF MATERIALS TO EDUCATE RETAIL STAFF INCLUDING ONLINE SALES MODULES AND "WEAVER NIGHTS" TRAINING PRESENTATIONS DELIVERED BY OUR SALES REPS.



PREMIUM PARTNERS WEBSITE

ONLINE DEALER RESOURCES INCLUDING: NEWS, PRODUCT INFORMATION, ARTICLES, VIDEOS AND PHOTOGRAPHY, PLUS MANY OTHER MATERIALS AND SERVICES.



IN-STORE DISPLAYS

NEW EYE-CATCHING PROMOTIONAL SIGNS AND DISPLAYS SHOWCASE WEAVER PRODUCT WITHOUT SACRIFICING VALUABLE RETAIL SPACE.





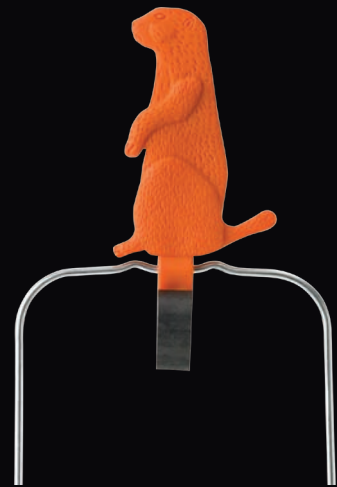
Look for these other fine products to complement your purchase:



Federal Premium®
Trophy Bonded® Tip



BLACKHAWK!®
Knoxx Stocks



Champion®
DuraSeal® Varmint Spinner



ATK Security and Sporting features a unique collection of brands that gives shooting, tactical and outdoor enthusiasts everything they need in one place. From ammunition, optics and reloading equipment to gun care and tactical gear, we offer advanced, high-performance products. Look for these leading brands.

AMMUNITION & RELOADING

OPTICS & ACCESSORIES

FEDERAL PREMIUM
AMMUNITION
www.federalpremium.com
1-800-322-2342

CCI
www.cci-ammunition.com
1-800-256-8685

speer
www.speer-ammo.com
1-800-256-8685

Speer
bullets
www.speer-bullets.com
1-800-256-8685

RCBS
www.rcbs.com
1-800-533-5000

ALLIANT POWDER
Technically Superior by Design
www.alliantpowder.com
1-800-276-9337

WEAVER
www.weaveroptics.com
1-800-635-7656

BLACKHAWK!
www.blackhawk.com
1-800-694-5263

CHAMPION
www.championtarget.com
1-800-635-7656
1-800-441-4971 (Clays)

BUCK
COMMANDER
www.buckcommander.com
1-800-635-7656

Outers
www.outers-guncare.com
1-800-635-7656

GUNSLICK
PRO
www.gunslickpro.com
1-800-635-7656

Your purchase helps us financially support many outdoor conservation organizations that protect our habitats and heritage.

Thank you.

Onalaska Operations • PO Box 39 • Onalaska, WI 54650 • 1-800-635-7656

www.weaveroptics.com

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