

# FIELD & STREAM

## THE VENISON COURSE

One of the most satisfying things about filling your deer tag is the almost-limitless meals you can make with the meat. But the task of breaking down a whole animal can be a little intimidating, and many hunters only have a few go-to recipes in their back pocket—which can lead to “not this again” meal fatigue.

So, to help hunters get the most out of their hard-earned wild game, every day in November Field & Stream will send a newsletter with cooking tips and recipes for venison. By the end of the month, you'll have the skills to process your own deer, and have a delicious collection of recipes for just about every part of a whitetail (*minus the hooves and antlers*).

### THE VENISON COURSE WILL INCLUDE:

- Recipes from award-winning chefs
- Illustrated guides to DIY butchering
- Reviews and recommendations for grinders, knives, and other kitchen gear
- How to make homemade venison sausage

### TIMING:

- 1x per day in November
- Banners due 5 days prior to send

### PRICING:

#### THE VENISON COURSE PRICING OPTIONS

#### SPONSORSHIP COMPONENTS

# of eNewsletters	Total Sends	Gross Cost	Discount	Net Cost	728x90/300x250 100% SOV	“Brought to you by” Intro copy on all eNewsletters	Surrounding Banners on Click-Through Articles
1	70 K	\$2 K	N/A	\$2 K	✓	–	–
8	560 K	\$16 K	-20%	\$12.8 K	✓	–	–
15	1.05 MM	\$30 K	-30%	\$21 K	✓	–	–
30	2.1 MM	\$60 K	-50%	\$30 K	✓	✓	–
30	2.1 MM	\$80 K	-50%	\$40 K	✓	✓	✓

