

RURAL KING

2020-2021 MARKETING SUMMIT

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OPPORTUNITIES AWAIT



Rural King Supply, America's Farm and Home Store, planted its roots in Mattoon, Illinois in 1960, when Kermit Speer and Keith Beaird observed that rural customers were being ignored by many large retailers. 60 years later, serving rural and farm customers continues to be our primary goal.

Since our first store in 1960, we have grown to 122 stores, and we continue to grow every year. Our stores are located in 13 states (Illinois, Indiana, Kentucky, Missouri, Tennessee, Ohio, Michigan, Pennsylvania, West Virginia, Virginia, North Carolina, Florida, and Alabama) and continue to serve rural customers both in stores and on our websites, www.ruralking.com, www.rkguns.com, and www.rktractors.com.

Our locations have an outstanding product mix, with items such as livestock feed, farm equipment, agricultural parts, lawn mowers, workwear, sporting goods, seasonal items, housewares, and toys. We have recently added our own line of tractors, and that market continues to grow for us, as well.

As we grow, we don't forget the core values we share with our customers. We know the meaning of hard work and the value of a dollar. We are committed to providing excellent customer service in all our locations, because we are our customer.

We encourage you to come in and take part in our 60-year tradition.



VENDOR PARTNERSHIP

SHARE IN OUR SUCCESS

Rural King's marketing and design team have years of training and experience in creating unique, sales-driving content. We utilize a variety of media outlets to make sure your products and services are getting the attention they deserve.

All our marketing options are tailored to fit the unique needs of your products and business. Whether your customers are best found through print advertising, digital advertising, social media, in-store signage, video, or radio marketing, we will help your message reach them as efficiently as possible.

Each of our marketing plans are executed in-house, using up-to-date trends in product and customer analysis. By creating a focused advertising plan, we can ensure our vendors get the most out of their marketing budget.

Whether you have existing content to share or would like us to create something for you, the Rural King marketing team is here to make sure you get the most out of your advertising dollars.

MEMORIAL DAY

A DAY TO REMEMBER. A DAY TO HONOR.

Rural King®

America's Farm and Home Store



★ ★ ★ ★ ★
60
YEARS
1960 2020

May 10th - May 23rd, 2020 | Rural King® America's Farm & Home Store

PRINT MARKETING

REACH A WIDE AUDIENCE

99

OR COM
L
ENT

SELECTION MAY VARY BY LOCATION WHILE SUPPLIES LAST

Jack Grilling Pellets

0, 039, 013, 060, 026, 041,
10, 011



20
POUNDS

Noble Round or Steel Toe Boot

Sizes 7-13, Medium & Wide
65035-118, 65036-119

NOBLE
OUTFITTERS

NOBODY
BEATS THIS PRICE!

RECEIVE A

\$50

GIFT CARD



BI-WEEKLY PRINT FLYERS

A PROVEN FORMULA

Our flyer is the most consistent driver of our marketing engine. Flyers give our vendors the chance to get their products in over 4.6 million printed circulars across 13 states! We create a digital version for each flyer volume, add to the Flipp ad network, and email to millions of customers each week.

Using store sales, customer data, and demographic information, we target our flyers to areas around our stores, where your customers are likely to be found. Also, target version flyers allow you to speak to customers within a specific state or region.

With 28+ flyers and special event publications each year, you can potentially reach over 4.6 million people for as little as \$3000.

4.6

MILLION
flyers every two weeks

4.8

MILLION
additional views online

28

FLYER
volumes per year

40000

ZIP CODES
across the US receive our flyers

May 10th - May 23rd, 2020 | Rural King® America's Farm & Home Store

MEMORIAL DAY

A DAY TO REMEMBER. A DAY TO HONOR.

Rural King

1860 YEARS 2020

America's Farm and Home Store

Americana Tees for the Family
Youth XS-XL | Adult S-3XL

\$4.99

SEE STORE OR RURALKING.COM FOR FULL ASSORTMENT

SELECTION MAY VARY BY LOCATION. WHILE SUPPLIES LAST

RUDY SPECIAL
- WHILE SUPPLIES LAST - NO RAINCHECKS -

BUY THIS Noble Round or Steel Toe Boot
Sizes 7-13, Medium & Wide
65035-118, 65036-119

NOBODY BEATS THIS PRICE!

RECEIVE A **\$50** GIFT CARD

Every Day: \$99.99
Gift Card: \$50.00
\$49.99*

*After Gift Card
LIMIT 2 PER HOUSEHOLD

5% CASH BACK*
EVERY DAY AT RURAL KING
*WITH CARD APPROVAL

20" High Velocity Floor Fan
16200001
\$39.99

30 Seconds Outdoor Cleaner
1 Gallon
10900002
\$9.99

2.5 Gallon
19900003
\$19.99

• Cleans 200-600 Sq. Ft.
• Removes Stains from Algae, Mold, & Mildew
• Spray On & Hose Off with Garden Hose
• Safe Around Lawns, Plants, & Landscaping
• Won't Stain Concrete & to Non-Corrosive to Metals

SPECIAL BUY WHILE SUPPLIES LAST - NO RAINCHECKS

3100PSI Powerstroke Yamaha Powered Gas Pressure Washer
2.4 GPM, 1800C, Factory Refurbished
12960020
\$249.98

• Yamaha 1800C OHV Engine
• Four Quick-Connect, Pro-Style Nozzles
• 30' Non-Marring High-Pressure Hose
• 1-Year Manufacturer's Warranty

FINANCING AVAILABLE!

Magnum 54" Zero Turn Mower
725CC
87061004
\$3879.00

MONTHLY PAYMENTS AS LOW AS: **\$92* ZERO DOWN**

• Dual Integrated Hydrostatic Transaxle
• 33" Thick Solid Steel Deck
• 11" Front & 18" Rear Tires
• 8 MPH Speed

SPECIAL BUY | WHILE SUPPLIES LAST - NO RAINCHECKS

5' x 8' Trailer With Gate
49519990
\$599.99

WAS \$749.99

• 2,000lb Axle
• Weighs 350lbs
• 60" W x 138" L (With Tailgate Down)

41% Glyphosate
1 Gallon
11464998
\$19.99

2.5 Gallons
11464999
\$34.99

Colored Mulch
20190014, 0095, 0103, 0107
\$1.99

WAS \$2.49

CYPRESS RED BROWN BLACK

4.5" Assorted Veggie and Herb Plants
26480490
\$2.98

Blooming Perennials #1 Pot
\$7.49

22.5" Whiskey Barrel Planter

NEW EVERY DAY PRICE

March 3rd - March 16th, 2019 | Rural King® America's Farm & Home Store

Rural King

America's Farm and Home Store

NOBODY BEATS OUR EVERY DAY LOW PRICES! NOBODY!

Straight Run Chicks
Assorted Breeds
11610010
\$1.99

Rare Breed Chicks
Assorted Breeds
11610025
\$2.99

Pullet Chicks
Farnale
11610052
\$2.99

STARTING AT

Minimum Purchase of 6
\$9.99

Minimum Purchase of 6
\$9.99

RUDY SPECIAL
- WHILE SUPPLIES LAST -

GETTYSBURG 84 GUN FIRE PROOF SAFE
221070027

- Door Organizer
- Adjustable shelf & gun rack
- Drill Resistant Hard Plate
- Weight: 375 lbs.
- 73" H x 46" W x 31"D

FREE \$80

FREE \$80
HARDWARE KIT, LIFE
PROTECTANT, & MORE

WILL RESIST UP
TO 1200°

NOBODY BEATS THIS PRICE!

COMPARE AT \$1,311.00
\$799.99

Contents of Safe Not Included

Hustler 52" Raptor Zero Turn Mower
23 HP
31204001
\$2899.99

MONTHLY PAYMENTS AS LOW AS: **\$59* ZERO DOWN**

• Ready Start Technology
• SmoothTrak Steering
• Automatic Park Brake System
• 18" Drive Tires and 11" Front Caster Tires
• Integrated Cultiphase

Crabgrass Preventer
40 lbs
09800053
\$18.99

- Covers up to 15,000 sq. ft.
- Apply in Early Spring
- Pre-Emergent Crabgrass Prevention

25 lbs
09811000
\$12.99

NOT AVAILABLE IN ALL LOCATIONS

NutraLime Pelletized Lime
40 POUNDS
\$3.49

- Covers Up to 4,000 sq. ft.
- Quick, Efficient Soil pH Management
- Blends Easily with Dry Fertilizer

T-POSTS

6' 7020025 **\$2.89**
6.5' 7020012 **\$3.79**
7' 7020011 **\$4.49**
8' 7020007 **\$5.69**

5 FREE GLUES PER POST!

MADE IN THE USA

Iniator Plus Glyphosate
1 Gallon
11464998
\$19.99

2.5 Gallon
11464999
\$34.99

2.5 GALLON

Ruger AR 556 .223/5.56 NATO
30-110
17874024
\$549.99

MSRP: \$749.00

• 6 Position Collapsible Stock
• Rapid Deploy Rear Sight
• 1-in-8 Twist Barrel

MANAGER SPECIAL | LIMITED TIME OFFER

Federal AE .223 Rem or 5.56 NATO
56 Grain, 20 Rounds
2160007, 5072, 508
\$4.69*

Manager Special: **\$5.69**

Freedom Packed MP3 Recharge: **\$7.99**

*PER BOX AFTER REBATE
*Must Purchase 3 Boxes (56 Grain) or 5 Boxes (50 Grain) to Qualify for Rebate

Victor Allen, Folgers, and Hills Bros. Coffee

30.5 oz.
25288174, 1330098, 200133010
\$5.99

YOUR CHOICE

• 30.5 Ounces
• 11.75" x 7.5" x 5.5"

BULK NUTS, BOLTS, AND WASHERS

Grade 2 SAE
1177999
\$1.79*

Grade 5 SAE
1180000
\$2.79*

Grade 8 SAE
1180001
\$3.69*

*PER POUND

Metric 10.9
1177999
\$4.69*

Metric 10.9
1177999
\$4.99*

*PER POUND

Mobil Delvac Diesel Oil
15W40, 1 Gallon
92500129
Every Day: **\$12.99**
MSRP: **\$5.00**

5 Gallons
92500149
Every Day: **\$58.99**
MSRP: **\$22.00**

\$37.99

WAS \$11.99

NEW EVERY DAY PRICE

Good Friends Crunchy Bites
16% Protein, 6% Fat
1150001
\$10.99

40 LBS

• Dogs Love the Crunch
• Cookies Help Keep Teeth Clean

MEET THE MECHANIC

We service what we sell & more!

If something goes wrong with any piece of outdoor power equipment sold at Rural King, it's not sent off to some other repair shop. Our factory-trained professionals will service your equipment on-site in our in-store Small Engine Service Center.

ARKSERVICE

Saturday March 9th 10am - 2pm

June 21st - July 4th, 2020 | Volume 27 2020 | Rural King® America's Farm

Rural King

America's Farm and Home Store

1860

WE SELL TNT™ FIREWORKS

WANT A BIG BOOM? SEE BELOW FOR OUR EXPLODING TARGET

SEE STORE

POP-UP TENTS

10' x 10' Slant-Leg
White or Blue
2260001, 003, 004
\$36.99

10' x 10' Straight-Leg
2260003, 006, 010, 016, 005, 007
\$68.99

12' x 12' Straight-Leg
2260004, 005, 007
\$99.99

SPECIAL BUY | WHILE SUPPLIES LAST - NO RAINCHECKS

Sonic Boom

Exploding Target
\$4.98

THEIRS: \$7.99*

• Non-toxic, Easy-to-Mix Two-Part Chemicals
• Highly Visible Black Charge Containers
• Produces One of the Largest & Loudest Explosions

PRICE BUSTER

30" Pedestal Shop Fan
3-Speed
2000001
\$119.99

WAS: **\$129.99**

PRICE BUSTER

Spray Paint
RUST-337
\$3.49

WAS: **\$4.29**

PRICE BUSTER

41% Glyphosate
1 Gallon
11464998
\$17.99

WAS: **\$18.99**

0% INTRO APR FINANCING FOR THE FIRST 6 MONTHS

ON ALL RURAL KING PURCHASES OVER \$299
AFTER THAT A FIXED 18% APR APPLIES*

SPECIAL BUY | LIMITED TIME OFFER

Springfield Armory XD Sub-Compact
9MM, 13RD Generation
\$299.99

DEFEND YOUR LEGACY

STRONG

Men's Graphic Tees
Sizes M-3XL
\$19.99

ASSORTMENT MAY VARY BY STORE

SPECIAL BUY | LIMITED TIME OFFER

2-Pack Cups
Wine Cups, Coffee Mugs, or Tumblers
3260002, 53, 34
\$9.98

2-Pack Cups
Wine Cups, Coffee Mugs, or Tumblers
3260002, 53, 34
\$9.98

YOUR CHOICE

Cherry • Apple • Hickory Competition • Mesquite Pecan • Oak • Char Hickory

20 POUNDS

\$8.88

WAS \$11.99

MANAGER SPECIAL

3100 Watt Inverter Generator
17260050
\$599.98

WAS: **\$749.99**

Includes:
• Oil Fuel Tank
• Goldtone Decorative Eagle
• 12-Volt DC Battery Charging Cables

SPARTAN MOSQUITO

Mosquito Eradicator
15 LB.
11725019
\$24.99

• Complete & Balanced Adult Nutrition
• Added Vitamins & Minerals

COMPARE TO PEDIGREE!

Good Friends Crunchy Bites
16% Protein | 10% Fat
1150001
\$22.99

• Each Kit Contains Two Eradicators
• Just Add Water and Hang
• Replace Every 90 Days

Propane Cylinder
15 LB.
11725019
\$14.99

PRODUCT LITERATURE

BROCHURES & CATALOGS

Educate customers and associates alike with an engaging, impactful brochure or catalog. Showcase your selection, product details, specifications, and more.

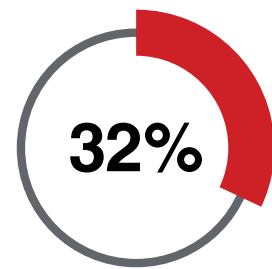
The Rural King team will work with you to create a design that highlights the most important elements of your products, utilizing product pictures, features, and benefits to create a captivating booklet.

Prices for catalogs and brochures will vary based on content creation and printing details (quantity, distribution, color, etc.). Listed prices are starting prices only. Pricing adjustments should be discussed with your category manager and the Rural King marketing team.

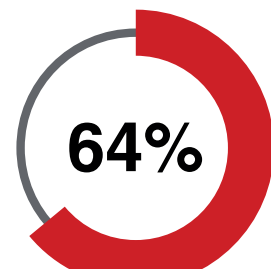
Whether your products are part of a seasonal program, carried in stores year-round, available in-store, or online only, take advantage of this opportunity to get your message in front of both our customers and our associates to drive your sales.

30 MINUTES

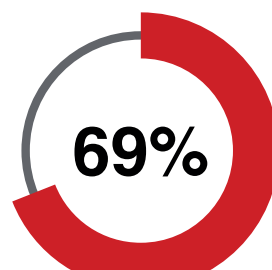
Spent viewing catalogs on average by customers (Hansel Group Marketing)



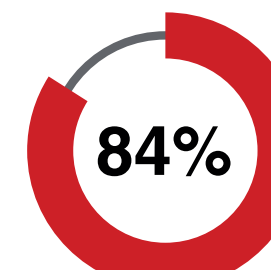
of shoppers purchase an item online if they have seen it in a catalog (Kurt Salmon)



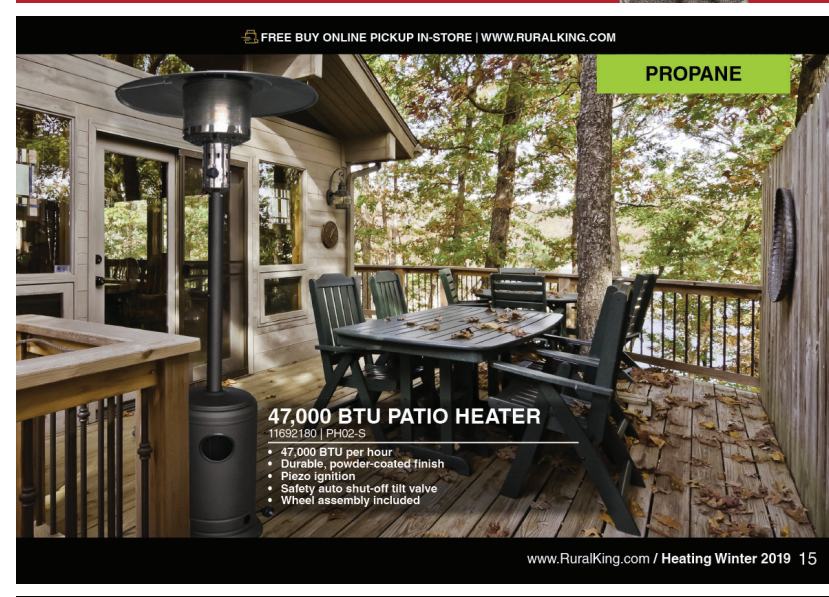
of shoppers complete their purchase in a store if they have seen it in a catalog (Kurt Salmon)



of shoppers consult a printed catalog before making an online purchase (Hansel Group Marketing)



of shoppers purchase an item after viewing it in catalog (USPS)



DIRECT MAIL

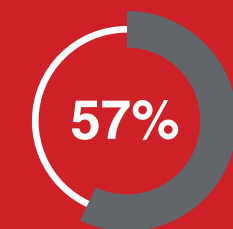
TARGETED REACH

With specific regional and demographic targeting, we can drive your brand to your desired customers with direct mail. Work with our skilled media services team to create a design and a direct mail program for you.

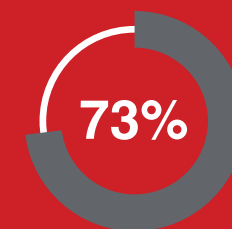
Speak directly to your audience by being part of something they receive each day, their mail. Target your message to specific store areas, specific demographics, or any focus of your choosing.

We'll work with you to determine the best targeting for your products and help you craft the message to reach the maximum number of customers.

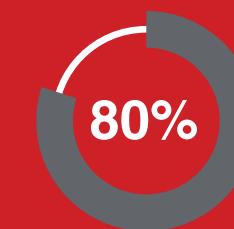
Pricing for direct mail is based on targeting options, reach, and other format variables. Rural King will always find the best price for the area. For a complete list of targeting options, please contact us.



of customers feel more valued after receiving direct mail marketing (Forbes).



of customers prefer direct mail over other types of advertising (compu-mail.com).



of recipients read every piece of their mail (compu-mail.com).



STORE EXPERIENCE

DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS

STORE SIGNAGE

SILENT SALES DRIVERS

Headers

Header signs help direct and inform the customers while they are inside the aisle. Use these to create a unique experience for your brand displays, promote new products, or educate the customer about product usage.

Our designers will create an eye-catching design that is sure to pull in customers.

Fact Tags

Fact tags provide information on individual products at shelf level.

Use fact tags to differentiate between similar products, highlight features of one product over another, and provide product pictures for boxed items that may not be easily seen while on a shelf.

Outdoor Signage

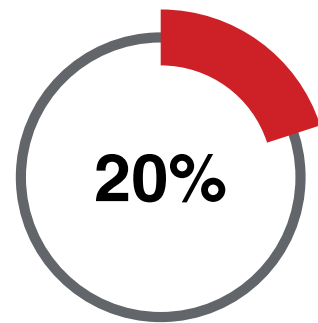
Outdoor signage can help promote customer awareness of your brand to those inside and outside the parking lot. If you have product merchandised outdoors, use signage to highlight prices and features. If you have product merchandised indoors, use outdoor signage to alert customers to your presence inside.

Custom Sign Packages

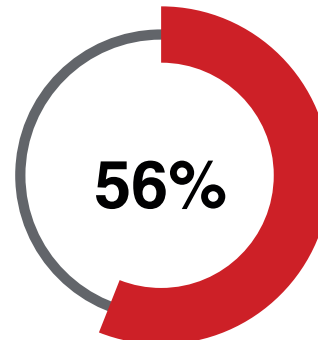
Set yourself apart from the competition within the department by helping us create a custom sign kit to make the customer experience unique.

1.4 MILLION

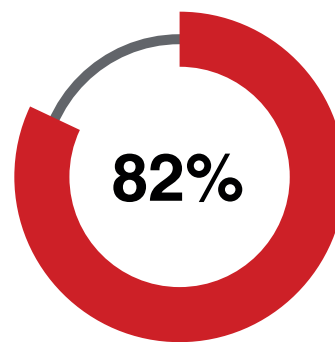
Customers Walk Through a Rural King Store Every Week



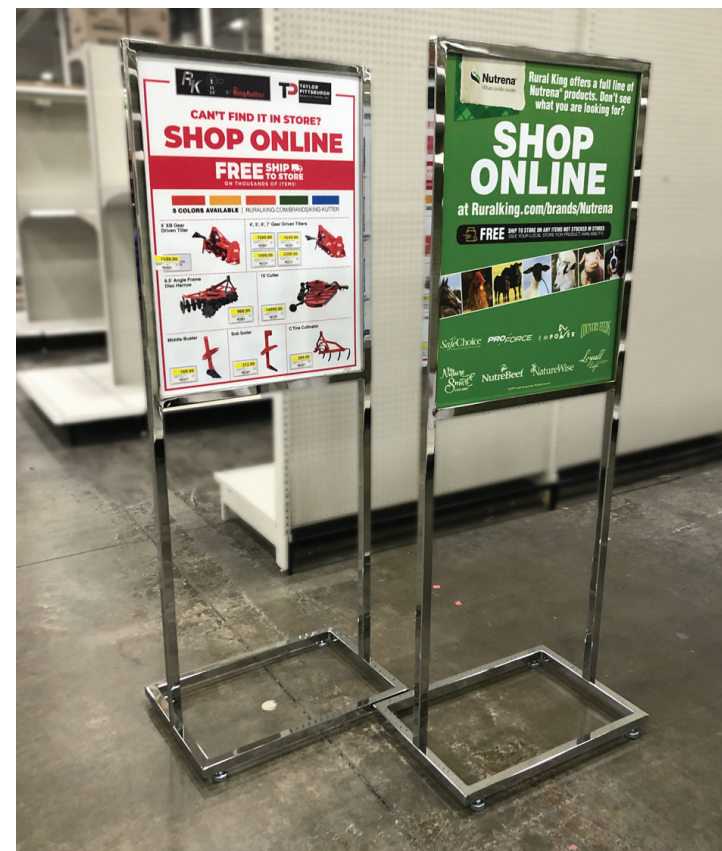
of consumers who return an online purchase in-store make an additional purchase (Synchrony)



of consumers shop in-store so they can touch, smell, try on, and hear the products (Retail Dive)



of millennials prefer in-store shopping to online shopping (smallbizgenius.net)



RUDY SPECIAL

NOBODY BEATS THIS PRICE

This is the best spot in the house. Our Rudy items are limited-time deals for our customers that help drive traffic to our stores and increase brand recognition for your products.

All Rudy items are placed on the front page of our flyer and are given the first pallet drop space in every store. They are top-of-mind for our associates, which means they are top-of-mind with our customers.

Prominent placement in our stores is extremely helpful in boosting sales and product knowledge with our associates and customers. Plus, who doesn't love a sweet, limited-time deal? An exciting call to action aligned with a multi-platform campaign is the BEST way to bring attention to your products.

103,747

AVERAGE UNITS
sold during Rudy period

26,466

AVERAGE UNIT
lift over prior year

\$519,249

AVERAGE SALES
lift over prior period



RUDY SPECIAL
- WHILE SUPPLIES LAST - NO RAINCHECKS -

5-Gallon Rotella T4 Motor Oil
15W40
80240039
Every Day: \$53.99
MFG Rebate: 20.00
\$33.99* After Rebate

2.5-Gallon
15W40
80240204
Every Day: \$26.99
MFG Rebate: 10.00
\$16.99 After Rebate

BUY ONLINE PICKUP IN-STORE

NOBODY BEATS THIS PRICE!

Shell ROTELLA T4 15W-40 ENGINE OIL

LIMIT 4 REBATES PER HOUSEHOLD

RUDY SPECIAL
- WHILE SUPPLIES LAST -

GETTYSBURG 84 GUN FIRE PROOF SAFE
221070027

- Door organizer
- Adjustable shelf & gun rack
- Drill Resistant Hard Plate
- Weight: 912lbs
- 73" H x 46" W x 31" D

WIRE RESISTANT
75 MINUTES AT 1200°

NOBODY BEATS THIS PRICE!

FREE \$80
RAPID DRAW PISTOL SAFE WITH 84 GUN SAFE PURCHASE 221070045

COMPARE AT: \$1,111.99
\$799.99

Contents of Safe Not Included

RUDY SPECIAL
- WHILE SUPPLIES LAST - NO RAINCHECKS -

10" PREMIUM HANGING BASKETS
Assorted Floral or Fern

NOBODY BEATS THIS PRICE!

PREMIUM BASKETS!
JUST IN TIME FOR MOTHER'S DAY!

COMPARE AT: \$19.98
\$8.88

SHEPHERD HOOK **\$16.99**
7.5' 55750169
Ends May 11th

RUDY SPECIAL
- WHILE SUPPLIES LAST - NO RAINCHECKS -

SPRINGFIELD ARMOY.
DEFEND YOUR LEGACY
XDS MOD. 2 PISTOL
With Viridian Laser
.45ACP or 9MM
31300287, 86

INCLUDES:
• 5 Magazines
• Notebook-Style Soft Case
• Hard Case

NOBODY BEATS THIS PRICE!

\$379.99
WAS \$489.98
\$574 VALUE!

HARD CASE LOGO MAY VARY

STORE FEATURES

ADVERTISE DIFFERENTLY

Get your products front and center with features, pallet drops, and more. Featured items attract more attention and are more likely to be added on an impulse buy. Your message will receive millions of impressions a week as customers walk through our stores. Give your products the best spots in the house with Rural King features.



STORE EVENTS

RETAILINMENT

Throughout the year, our stores host events for all customers to enjoy. Sponsor your very own store event in any or all of our Rural King locations to get the word out about new products or highlight the originals.

Our team will help you set up a fantastic display. Also, we will post signs and create social media posts to promote your in-store event.

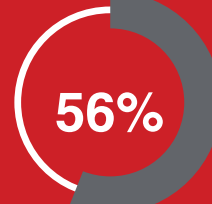
Who better to explain the best features of your product than YOU?! If you would like, you may stop in and host the event yourself. Meet your customers, answer their questions, and teach them all about your products and your brand. Don't worry - we'll still get everything set up for you AND schedule plenty of ads online and in-store.

Many of our store events have the added bonus of helping a local non-profit organization like 4-H, FFA, or local pet shelters. Associate your products and company name with customer fun and community support.

The possibilities are endless! You can sponsor a product demo, taste testing, family-friendly event, meet & greet with experts, and so much more. Let our marketing team help you brainstorm ideas and create a fun-filled event for your audience.



of consumers who return an online purchase in-store make an additional purchase (Synchrony).



of consumers shop in-store so they can touch, smell, try on, and hear the products (Retail Dive).



DIGITAL MARKETING

OUR CUSTOMERS ARE SEARCHING FOR YOU!

EMAIL ADVERTISING

DAILY OPPORTUNITIES

When you have something special to share with all our customers, make sure your products are part of our email marketing plan. Over 2 million active subscribers will have their eyes on your message. Direct them to your products online or send them to a live demo event at the stores. Both are possible with emails created by our design team.

Cyber Week Email

Our customers are most engaged during Cyber Week. Make sure your message gets in front of them when they're ready to buy! Add in videos, pictures, links – anything you want! This plan is perfect for seasonal items, gift ideas, brand awareness, and so much more.

Dedicated Email

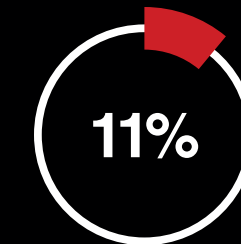
This is an email completely dedicated to your product or service. No distractions, just interactions with over 2 million people.

Feature Email

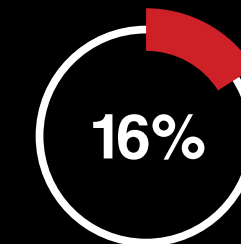
Feature two products at the top of a category email sent to each of our 2 million subscribers. This email will feature other vendors' products and services under your featured products at the top. This is a budget-friendly alternative to paying for the dedicated email blast.

Email Inclusion

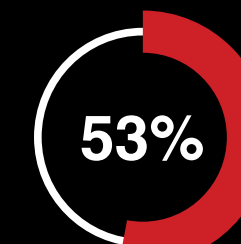
We will include a product or product line of your choosing in one of our themed emails. The item or service will be advertised with other products of its kind below any feature items.



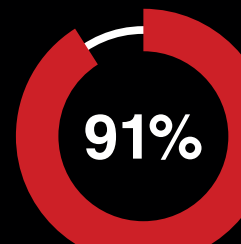
Click through rate for Rural King emails



Open rate for Rural King emails



Of all emails are opened on mobile devices (IBM, 2017)



of people like receiving emails from brands that they support (ThriveHive)

OVER 2+ MILLION
RECEIVED ONLINE ONLY WHILE SUPPLIES LAST
Total Rural King Email Subscribers

Branded Webpage

Have an entire ruralking.com page dedicated to your brand and products to increase your search engine optimization. With a branded webpage, you can choose the products and categories you would like to run in your campaign. Include the content you want on your page, including videos, product pictures, specs, graphs, and text. Our design team will organize everything to create an eye-catching illustration. Update your page up to four times a year to keep your message relevant.

Home Page Block

Online shoppers are fast-paced and looking for products now, so make sure you're capturing their attention using our home page blocks. Ruralking.com highlights a few seasonally relevant brands, categories, or products and places them at the top of the home page. Reach millions of customers with immediate product focus on our website.

Category Banner Ads

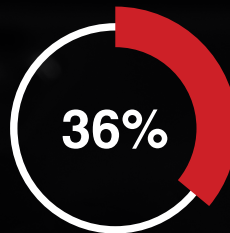
Category Banner ads appear over sections of products under a specific category, like Grills and Smokers or Livestock. Millions of customers that click through to the category page you choose will see your banner at the very top. These image-focused displays catch scrolling eyes and lead customers to your products.

Short-Term Banner Ads

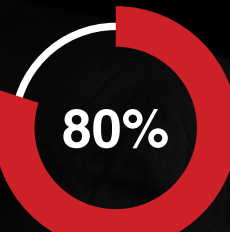
Select several search terms related to your products and let our customers come to you. Any time that search term is used, our database will show your ad at the top of the webpage. We can help pick some key words that synergize with your products and brand to get your message in front of millions of viewers.



14% growth in US ecommerce spending in 2019 (digitalcommerce360.com)

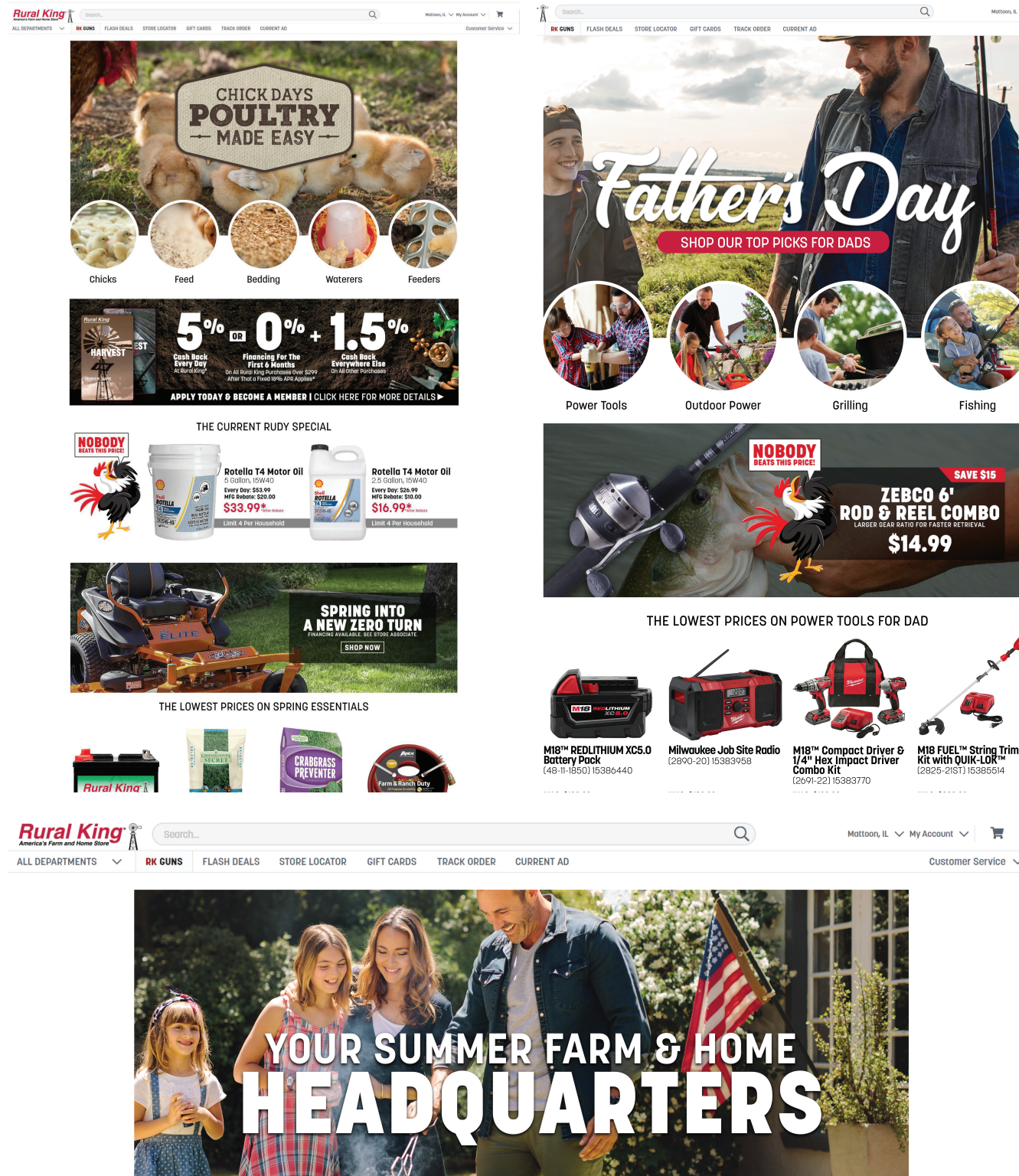


36% of American shopping budgets are spent online (bigcommerce.com)



80% of Americans made an online purchase in the last month (bigcommerce.com)

1.6 MILLION
unique visitors on Ruralking.com per month

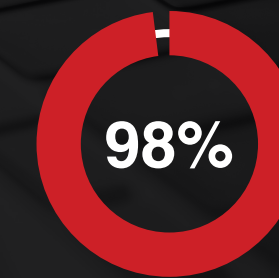


GOOGLE ADWORDS

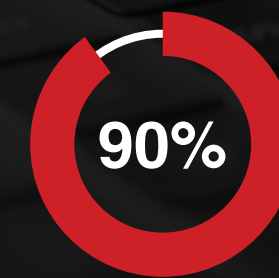
RURALKING.COM OR RKGUNS.COM

Imagine being able to reach your customer the minute they go online. Well, Google AdWords makes that possible with clickable ads (called sponsored links) in Google search results. By advertising with Google AdWords, you are able to reach customers who are looking to buy soon and we want you to be top of mind when they do.

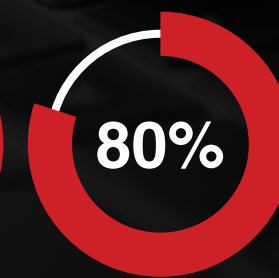
Our customers are searching for you! Use Rural King's display advertising to put your message in front of millions of rural-loving customers around the country via search engines. Display your products and services year-round.



98% of searchers choose a business that is on page 1 of the results they get



90% of the search market share is owned by Google



80% of global internet users are reached by Google display campaigns

23.65 TO 1

Return on Investments for Google Adwords

ONLINE PAGES

INCREASE YOUR REACH

As online retail grows, we continue to offer exclusive deals for our online customers. We can build online flyer pages featuring departments or design them with only you in mind. These pages run for 2 weeks on our website. The bi-weekly flyer is also emailed to our customers once a week.

Through the Flipp app and its online network, we provide an online shopping experience and help customers find the brands, products, and vendors they prefer. Flipp sends notifications when new deals are offered by those retailers and allows customers a comfortable online shopping experience.

4.8
MILLION
flyer views

7.7
MILLION
flyer opens

8.9
MILLION
flyer clicks

12
MILLION
flyer impressions

ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓

TOUGH ENOUGH

M4 Low Rise Scoundrel Boot Cut Jean
Waist size 30-40
10008403

M4 Low Rise Coltrane Boot Cut Jean
Waist size 32-40
10017511

M2 Relaxed Boot Cut Jean
Waist size 30-40
10020942



M4 Legacy Stretch Kilroy Boot Cut Jean
Waist Size 30-40
10022676

Rebar M4 Low Rise Carbine DuraStretch Boot Cut Jean
Waist size 30-40
10018221

Rebar M4 Low Rise DuraStretch Boot Cut Jean
Waist size 30-40
10018220



ONLINE EXTRAS ↑ ONLINE EXTRAS ↑ ONLINE EXTRAS ↑ ONLINE EXTRAS ↑

ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓ ONLINE EXTRAS ↓



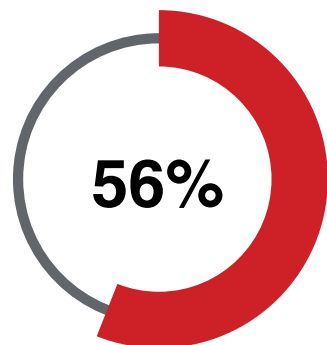
<p>Nylabone Puppy Bone 67610126</p> <p>\$4.99</p>	<p>Puppy Dental Chew 67610306, 0300</p> <p>\$4.99</p>	<p>Healthy Edibles Giant 67610201, 0213, 0216, 0249</p> <p>\$4.99</p>	<p>Nylabone Small Dog Packs 67610100</p> <p>\$7.99</p>	<p>Healthy Edibles Triple Pack 67611908</p> <p>\$7.99</p>
<p>Puppy Stater Kit 67610139</p> <p>\$7.99</p>	<p>Durachew Chicken 67610055</p> <p>\$7.99</p>	<p>Nylabone Proaction Dental Chew 67610026</p> <p>\$7.99</p>	<p>Textured Ring 67610169</p> <p>\$7.99</p>	<p>Healthy Edibles 67610204, 0219, 0252, 0195, 0210</p> <p>\$7.99</p>
<p>Durachew 67610084</p> <p>\$12.99</p>	<p>Dura Chew Antler Med 67610267</p> <p>\$7.99</p>	<p>Nylabone Durachew 67610052, 0036, 0264</p> <p>\$14.99</p>	<p>Dura Bacon Souper BL 67610285</p> <p>\$14.99</p>	<p>Nylabone Double Action Combo 67610042</p> <p>\$14.99</p>
<p>Big Chew Beef Bone 67610231</p> <p>\$14.99</p>	<p>Textured Chicken 67610154</p> <p>\$14.99</p>	<p>Healthy Edibles 67610376, 0379</p> <p>\$10.99</p>		

ONLINE EXTRAS ↑ ONLINE EXTRAS ↑ ONLINE EXTRAS ↑ ONLINE EXTRAS ↑

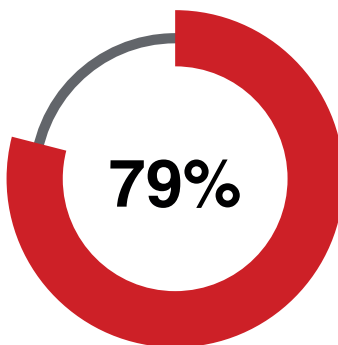
SOCIAL MEDIA

HARNESS THE POWER OF CONTENT

We're pretty popular online. Our social media team creates engaging content each week to promote our brands and vendors on all channels. You can pick and choose a social media outlet or we can create a marketing plan that involves them all. The more places our customers can find you, the better!



of adults online use more than one social media platform (Statista)



of American internet users have a Facebook account (Pew Research Center)

3.2 BILLION

social media users - which equates to about 42% of the global population (Emarsys, 2019)

357K FOLLOWERS

on Facebook (9.5% increase YOY)

35K FOLLOWERS

on Instagram (75% increase YOY)

25K FOLLOWERS

on Twitter (167% increase YOY)

Rural King Supply
Published by Hootsuite [?] · November 10, 2019 ·

This season, give your pet the gift of happiness and help support their healthiness with Hill's® Science Diet®

When you buy Hill's Science Diet pet food for your own pet, you're helping pets in shelters across the country through the Hill's Food, Shelter, & Love program
#HillsTransformingLives

Season's EATINGS
MAKE THEIR HOLIDAYS DELICIOUS

Rural King Supply
Published by Hootsuite [?] · December 22, 2019 ·

Get her the boots that work just as hard as she does. Ari boots are durable and comfortable so they are great for:
Available in-store only.

Hard Working Boots For Hard Working Women

Rural King Supply
Published by Promoboxx [?] · October 22, 2019 ·

The Floorhand waterproof work boot stands up to the test. Available with a steel toe and featuring a moisture-wicking mesh lining, these boots provide safety and additional comfort.
Order online here: <https://www.ruralking.com/W10633>

WOLVERINE

Rural King Supply
Published by Scott Smith [?] · January 15 at 3:44 PM ·

Happy #NationalHatDay!! Stop by your local Rural King to pick up an Outdoor Cap Company, Inc hat to celebrate!

Rural King Supply
Published by Hootsuite [?] · December 22, 2019 ·

Which of these foods would you eat w
A.) Corn Bread or Biscuits
B.) Tangy Slaw
C.) Mac & Cheese
D.) Peanut Butter Sandwich... See Mo

Get More Likes, Comments and S
Boost this post for \$20 to reach up to

35,226 People Reached 1,374 Engage

Linda Lindsey, John Hardaway and

ite [?] · April 24, 2019 ·

all animals this year o
ell, Tarter Farm & Ra
Animal Feeder.
pick-up for FREE from

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Linda Lindsey, John Hardaway and

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all animals this year o
ell, Tarter Farm & Ra
Animal Feeder.
pick-up for FREE from

10,863

TEXT MESSAGING

HARNESS THE POWER OF MOBILE

When an exciting promotion is coming up or something BIG just dropped in price, our customers want to know. Everyone can be in the loop with our Text Message Marketing. Over 100,000 members and counting receive notices on their phone from Rural King. When you want to share something with all our members, speak to them directly with a personalized text message highlighting your products and services.

Apply a link, picture, or video to your message to add an extra touch of flare to your message. Each additional text message sent will increase the value of the text message marketing.



VIDEO MARKETING

CREATE CONTENT THAT WILL ENTERTAIN & EDUCATE

PROMOTIONAL VIDEOS

ENGAGE, INSPIRE, EDUCATE

If a picture is worth a thousand words, a video is worth two million. Visuals have the power to get a message across 60,000 times faster than text. You won't find a more efficient way to increase sales than coupling your message with sound, motion, and effects!

Partner with the Rural King videography team to create content that will entertain, educate, demonstrate, and emotionally appeal to our customers.

How-To Video

Instructional videos are very popular, especially for assembly instructions, proper handling, and maintenance. Improve customer confidence in your brand with a straightforward guide directly from you.

Product Feature Video

You can't always be there to tell customers the most important details your products have to offer. With a video, you can highlight the features you want.

11K

FOLLOWERS

on the Rural King Youtube channel

52%

the average retention rate for videos across the board (Vidyard)



72%

of people prefer to learn about a product or service through video (Wyzowl)



95%

of consumers have watched a video to learn about a product or a service (Wyzowl)



TRAINING VIDEOS

INFORM OUR ASSOCIATES

Face-to-face advertising is still the number one way to market your product and your brand. Equip our associates with the product knowledge they need to make sales.

Well-trained associates are more likely to sell products, and there is no better trainer for our associates than the vendors whose products they are learning about!

Rural King uses our Windmill platform to host all product and associate training materials. Our associates will take information from those videos out to the sales floor and market your items with essential product knowledge for millions of Rural King customers each day.

Our videography team will create engaging, informative training modules for your products that will help our associates sell your products, or you may submit previously-created content for our use. Either way, our associates (and your sales) win!

16K

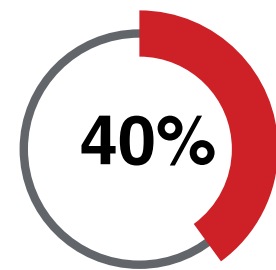
USERS

logged into the Windmill in 2019

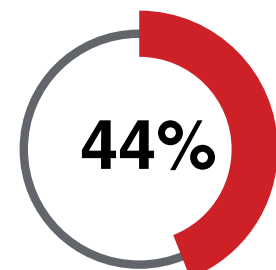
663,000

VIDEOS & MODULES

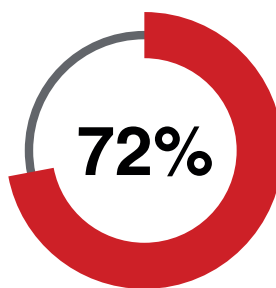
were completed in 2019



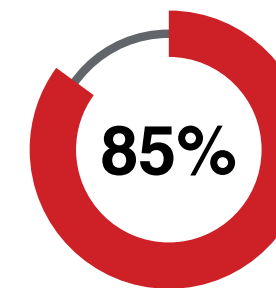
of customers prefer a salesperson who can suggest a product to solve their unique problem (Harvard Business Review)



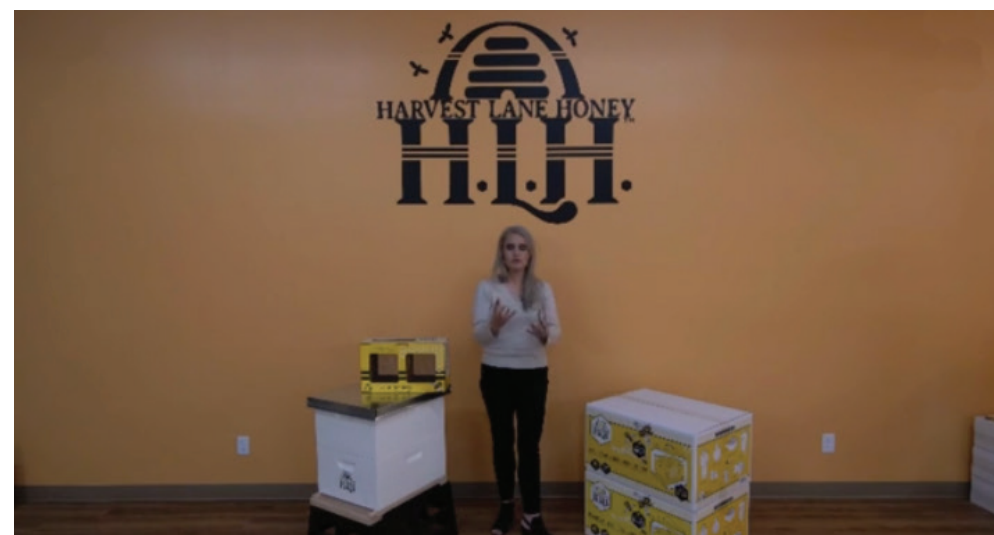
of customers typically know more about products than store associates (RapL)



of people would rather use video to learn about a product or service than read text (wyzowl, 2018)



of customers believe that in-person sales is more effective than online research (Mediapost)





RADIO MARKETING

MAKE YOUR MESSAGE LOUD AND CLEAR

TRADITIONAL RADIO

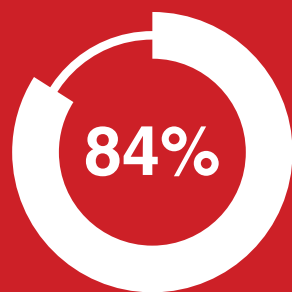
GET YOUR MESSAGE OUT

Over 90% of the country listens to the radio each day. You can't beat the reach and return of this top marketing tool. Rural King radio ads can be heard throughout our store markets and beyond. Our writers have years of experience in radio marketing to create a story that drives customers to your brand and product line. We'll work with you throughout the writing, recording, and production process to ensure you are happy with the end result.

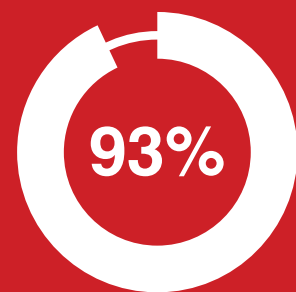
Nothing is worse than working with an advertising agency that doesn't understand you or your customer's needs. With Rural King, we are our customer! We know and love your products because we use them in our homes and on our farms. With our combined product knowledge and your guidance, we can come up with the perfect radio advertising campaign and update as needed.

Radio is a great way to get the word out about a product or event quickly and effectively. It has a rapid turnaround in production compared to most other traditional media platforms. If you ever need to edit or update your ad, it can be completed as soon as the same day. We are ready and willing to work with you every step of the way!

Each traditional radio ad will be broadcast from over 220 radio stations surrounding our store locations. That includes over 1,100 commercials weekly to get your message out.



84% of Americans listen to AM/FM radio in their primary car (Statista 2018)



93% of America is listening to radio (Nielsen)

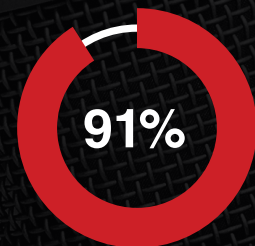
243

MILLION

adults listen to the radio each month (Nielsen)



10% of U.S. Adults listen to ad-supported Pandora daily



91% of Pandora listening is via mobile

66

MILLION

unique listeners on Pandora each month (Statista)

1.6

BILLION

hours of Radio listened to monthly on Pandora

PANDORA RADIO

TARGET YOUR RADIO

Online radio continues to grow and Pandora continues to be the leading provider. Rural King has thousands of Pandora commercials each week in over 260 counties surrounding our stores. These spots can be geographically and demographically targeted, so you can decide where you want to advertise.

IN-STORE RADIO

IMMEDIATE IMPACT

Our in-store radio network allows you the opportunity to be one of the vendors advertising at least once an hour throughout our stores. Take advantage of this captive audience and get your message directly to a motivated buyer quickly.

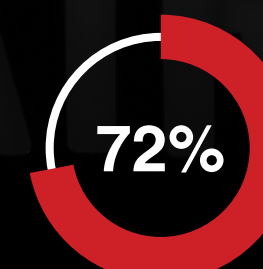
1.4

MILLION

visitors in our stores weekly



16% average sales lift by communicating your brand benefits at the point-of-purchase (Edison Research)



72% of shoppers make 1 of 4 major purchase decisions in the store

14

TIMES

the number of times each spot is heard per day



ADDITIONAL MARKETING

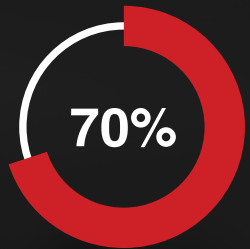
EXPAND YOUR REACH

BILLBOARDS

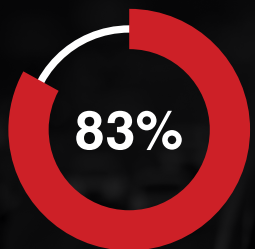
REACH A CAPTIVE AUDIENCE

Use attention-grabbing billboards to get the attention of many people in a focused market. Rural King's design team uses your products to create a message that calls customers to action.

We shop multiple companies and locations to ensure we get the best billboard locations at the best deal. We take pride in managing our marketing in-house and handling negotiations ourselves as well. We are building the business of Rural King and our vendors so we take care to spend wisely.



of an average American's waking hours are spent out of the house (Nielsen)



of consumers say they notice the message of out of home ads (Nielsen)

20 HOURS

per week are spent traveling by Americans (Nielsen)

7.1 MILLION

people drive by our billboards every week



TRAILER GRAPHICS

MOBILE BILLBOARDS

Outdoor advertising doesn't have to stay in one place. Trailer graphics act as moving billboards, traveling from distribution center to store to bring our rural customer the products they need at the lowest prices every day. This option is perfect for new product lines and promoting brand awareness.

Speak with our design and distribution team to create a marketing plan that's right for you. Together, we'll create lasting impressions on thousands of potential customers as our tractor trailers drive across the Midwest, Southwest, Southeast, and East Coast.

125

MILLION

miles travelled by Americans in 2017 (DoT)

1,000,000

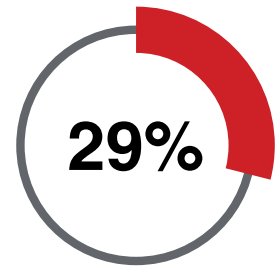
MILES ARE DRIVEN

by our RK truck drivers each month

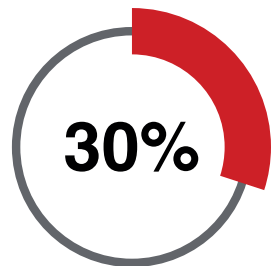
4

MILLION

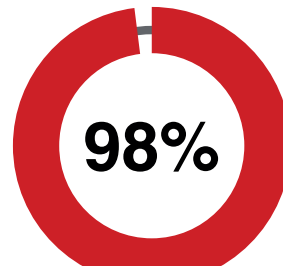
miles travelled by Americans in 2017 (Department of transportation)



of Americans said that outdoor advertising caused them to visit a retail store within a week of seeing the ad (OAAA)



of mobile outdoor viewers base their buying decisions on ads they see (OAAA)



of Americans indicated they notice media targeting drivers and passengers (OAAA)



WE SUPPORT VETERANS

THE GARY SINISE FOUNDATION

The Gary Sinise Foundation is dedicated to helping support our military veterans and first responders. Rural King supports the Gary Sinise Foundation through sales of our military bucket and specially licensed clothing. We've donated over \$31.7,000 to date.

Become part of something special with us by supporting our veterans with either a military bucket or apparel purchase.

\$317K
DONATED
to the Gary Sinise foundation to date

ASSOCIATE T-SHIRTS

YOUR MESSAGE, OUR BACKS

Rural King employs thousands of associates. Each Rural King associate could be wearing your captivating design with the help of our marketing team. Create your own design or let our team make something for you. Once your design is complete, we will distribute the shirts to our stores and our associates will take care of the rest.

8,500
ASSOCIATES
with your message and product on their backs

COUNTY & STATE FAIRS

BECOME LOCALLY INVOLVED

When fair season is underway, Rural King is out in the field celebrating with our customers. We can bring you along with branded banners and booths with your products. We'll be happy to showcase your products in front of thousands of customers in a vendor-staffed booth or you can work with our design team to create a banner all about you.

119
COUNTY FAIRS
and livestock shows attended by store associates

4-H GIFT CARDS

SUPPORT KIDS IN AG

4-H members are the future of rural living and our future customers. Rural King works with local and statewide 4-H groups to promote the rural lifestyle and afterschool clubs. All sponsors will have a unique, branded gift card design along with the 4-H logo. 4-H members will pick up your card and carry your brand with them. All Rural King 4-H donations will be made in the form of a 4-H vendor-branded Rural King gift card. Remind our future customers that you care!

\$440K
DONATED
to 4-H & FFA in 2019

MANAGER MEETING

TRAIN FROM THE TOP DOWN

Twice a year, Rural King brings the managers (and some assistant managers) from every store for training, updates, team bonding, and more. Our manager meeting lasts 3 days and is the perfect place to get in the minds of every Rural King store manager.

When our managers bring the information back to their stores, they will bring extra knowledge of your products. Their associates will take that information and inform our customers. Educate the masses, starting with those in charge.

TRAINING EVENT

TARGETED INSTRUCTION

Equip our team with the knowledge they need to talk up your products, make sales, and grow your business. Regional and district managers meet twice each year with their teams and are excited to hear more about you.

Create brand awareness and increase sales by being front and center during their training event.

Multiple programs are available, so contact the Rural King marketing department to make the most of your sponsorship.

NEW STORE GRAND OPENINGS

OPEN NEW DOORS WITH US

New Rural King stores highlight the growth and perseverance of our farm and home store. Each new Rural King store broadens our horizons by allowing us to traveling to new, interesting places, meet new people, and help them find the products they need at the lowest prices every day.

People love when new stores come to their town. They know it means more jobs and more competition for other businesses, which in turn means lower prices. But, the beginning of a new store doesn't just start when the doors open and customers rush in for the first time.

Even before we open a Rural King store, customers send in requests asking for us to look into buildings in their area. Once we have a location in mind, people from all over the area comment on local media releases.

They spread the word to their friends on social media and discuss how happy they are to have a new farm and home store within driving distance. Our customers LOVE us and they make sure we feel truly wanted in new areas as we plan to open.

With multiple stores opening per year, we are expanding rapidly. You can be a part of the story we tell new communities as we invite loyal customers and newcomers to our new store grand openings.

Be one of the first names our new customers see when they visit our store for the first time. Be featured in one of our first radio commercials, billboards, social media posts, and more.

If you want to stand out even more, make the grand opening week more about you and your products. Work with our team to create a giveaway or a contest. Donate a product or two and we will spread the word about you and your product. Everyone loves the excitement of winning something!

We always give our stores a proper launch with more than just a one day grand opening. Join in the fun and let our customers know more about you.



ALABAMA

Dothan
Huntsville
Muscle Shoals

FLORIDA

Bonita Springs
Crystal River
Gainesville
Lake Wales
Leesburg
Ocala
Springhill
Zephyrhills

ILLINOIS

Benton
Carbondale
Champaign
Charleston
Collinsville
Decatur
Effingham
Harrisburg
Litchfield
Marion
Mattoon
Murphysboro
Paris
Peru
Plano
Rantoul
Vandalia
Waterloo

INDIANA

Angola
Bedford
Bloomington
Columbus
Decatur
Evansville
Fort Wayne
Frankfort
Greensburg
Greenwood
Jasper
Jeffersonville
Kendallville
Kokomo
Lafayette
Logansport
Martinsville
Monticello
Muncie
New Castle
Princeton
Shelbyville
Terre Haute
Vincennes
West Evansville

KENTUCKY

Ashland
Elizabethtown
Georgetown
Glasgow
Henderson
Madisonville
Maysville
Owensboro
Paducah
Pikeville
Powderly
Shelbyville
Winchester

MICHIGAN

Hartland
Niles

MISSOURI

Farmington
Wentzville

NORTH CAROLINA

Morganton

OHIO

Circleville
Coshocton
Elyria
Fremont
Gallipolis
Greenville
Hamilton
Heath
Huber Heights
Lebanon
Marion
Marysville
Mt. Vernon
New Boston
New Philadelphia
Norwalk
Springfield
St. Clairsville
Steubenville
Tiffin
Van Wert
Waverly
Wooster
Xenia
Zanesville

PENNSYLVANIA

Butler
Clearfield
Connellsville
Franklin
Monaca
Washington

TENNESSEE

Clarksville
Crossville
Knoxville
Martin
Maryville
Morristown
Sweetwater

VIRGINIA

Bristol
Front Royal
Martinsville
Radford
Wytheville

WEST VIRGINIA

Bluefield
Beckley
Mt Hope
Parkersburg

COMPLETE PRICE GUIDE

INVEST IN YOUR SUCCESS

PRINT MARKETING

BI-WEEKLY FLYER OPPORTUNITIES | 08

1 Box	\$3,000
Double Box	\$5,000
Banner Space	\$8,000
Quarter Space	\$12,500
Half Page	\$35,000
Full Page	\$65,000
Wrap	\$65,000
2 Page Pullout	\$125,000
4 Page Pullout	\$250,000
Front Cover Spot	\$10,000
Back Cover Spot	\$8,000

LITERATURE | 10

Catalogs (250,000 copies)	\$65,000
Tri-Fold Brochures (120,000 copies)	\$32,500

DIRECT MAIL | 11

Direct Mail	Custom Quote
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VIDEO MARKETING

PROMOTIONAL | 32

Product Feature Video	\$1,000
How-To Video	Custom Quote

TRAINING | 34

Training Contest	\$500
Existing Vendor Product Video (Windmill)	\$500
Product Training Video (Windmill)	\$2,000

STORE EXPERIENCE

STORE SIGNAGE | 14

Headers (48" x 30" with Holders)	\$5,000
Fact Tags	\$3,000
Outdoor Signage	Custom Quote
Indoor Signage	Custom Quote
Interior Wall Signage	Custom Quote
Custom Signage	Custom Quote

RUDY SPECIAL | 16

Rudy Spot (2 Weeks)	\$18,000
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STORE FEATURES | 18

Clip Strips (60 Days)	\$4,000
Sidekicks (60 Days)	\$7,000
Margin Bins (60 Days)	\$12,500
Endcap (60 Days)	\$20,000
Pallet Drop (60 Days)	\$30,000

STORE EVENTS | 19

Retailtainment	Custom Quote
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RADIO MARKETING

TRADITIONAL RADIO | 38

Full Run (1 Week)	\$14,000
Select Market	Custom Quote

PANDORA RADIO | 39

Targeted	\$2,000
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IN-STORE RADIO | 39

In-Store Radio (1 Week)	\$1,000
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DIGITAL MARKETING

EMAIL OPPORTUNITIES | 22

Cyber Week Email	\$7,000
Dedicated Email	\$3,500
Feature Email	\$2,000
Email Inclusion	\$1,000

ECOMMERCE | 24

Banner Ads (1 Week)	\$500
Home Page Block (1 Week)	\$1,500
Brand/Category Page (Annually)	\$5,000
Search Term Banner	Custom Quote

GOOGLE ADWORDS | 25

Shopping	\$5,000
Text Ads	\$5,000
Display Ads	\$5,000

ONLINE-ONLY PAGES | 26

Full Page	\$5,000
Full Page + Dedicated Email	\$7,000

SOCIAL MEDIA | 28

Instagram	\$500
Twitter Post	\$1,000
Text Message Marketing	\$2,000
Facebook Post	\$5,000
Facebook Boosted Post	\$2,500 + Boost Cost

ADDITIONAL MARKETING

BILLBOARDS | 42

Billboard	Varies By Market
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TRAILER GRAPHICS | 44

Trailer Graphic (1 Year)	\$7,500
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MILITARY BUCKET | 46

Bucket (40,000 Buckets Minimum)	\$40,000
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ASSOCIATE T-SHIRTS | 46

T-Shirts (12,000 Shirts)	\$50,000
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COUNTY & STATE FAIRS | 47

Fair Banners	\$500
Fair Booths	\$2,000

4-H GIFT CARDS | 47

4-H Gift Card Program	\$25,000 Minimum
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MANAGER MEETING | 48

Banner	\$500
Booth	\$5,000
Title Sponsorship (2 Available)	\$50,000

TRAINING EVENT | 49

Training Event Sponsorship	Custom Quote
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NEW STORES | 50

Giveaways	\$500
Contests	\$500
Billboards (1 Month)	\$2,000
Radio	Custom Quote
Direct Mail	Custom Quote
Outdoor Signage	Custom Quote
Indoor Signage	Custom Quote
Interior Wall Signage	Custom Quote



2021 CALENDAR

THE YEAR AHEAD

JANUARY

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 01						01	02
WEEK 02	03	04	05	06	07	08	09
WEEK 03	10	11	12	13	14	15	16
WEEK 04	17	18	19	20	21	22	23
WEEK 05	24	25	26	27	28	29	30
WEEK 06	31						

FEBRUARY

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 06		01	02	03	04	05	06
WEEK 07	07	08	09	10	11	12	13
WEEK 08	14	15	16	17	18	19	20
WEEK 09	21	22	23	24	25	26	27
WEEK 10	28						

MARCH

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 10		01	02	03	04	05	06
WEEK 11	07	08	09	10	11	12	13
WEEK 12	14	15	16	17	18	19	20
WEEK 13	21	22	23	24	25	26	27
WEEK 14	28	29	30	31			

APRIL

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 14					01	02	03
WEEK 15	04	05	06	07	08	09	10
WEEK 16	11	12	13	14	15	16	17
WEEK 17	18	19	20	21	22	23	24
WEEK 18	25	26	27	28	29	30	

MAY

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 18							01
WEEK 19	02	03	04	05	06	07	08
WEEK 20	09	10	11	12	13	14	15
WEEK 21	16	17	18	19	20	21	22
WEEK 22	23	24	25	26	27	28	29
WEEK 23	30	31					

JUNE

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 23			01	02	03	04	05
WEEK 24	06	07	08	09	10	11	12
WEEK 25	13	14	15	16	17	18	19
WEEK 26	20	21	22	23	24	25	26
WEEK 27	27	28	29	30			

JULY

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 27					01	02	03
WEEK 28	04	05	06	07	08	09	10
WEEK 29	11	12	13	14	15	16	17
WEEK 30	18	19	20	21	22	23	24
WEEK 31	25	26	27	28	29	30	31

AUGUST

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 32	01	02	03	04	05	06	07
WEEK 33	08	09	10	11	12	13	14
WEEK 34	15	16	17	18	19	20	21
WEEK 35	22	23	24	25	26	27	28
WEEK 36	29	30	31				

SEPTEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 36				01	02	03	04
WEEK 37	05	06	07	08	09	10	11
WEEK 38	12	13	14	15	16	17	18
WEEK 39	19	20	21	22	23	24	25
WEEK 40	26	27	28	29	30		

OCTOBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 40						01	02
WEEK 41	03	04	05	06	07	08	09
WEEK 42	10	11	12	13	14	15	16
WEEK 43	17	18	19	20	21	22	23
WEEK 44	24	25	26	27	28	29	30
WEEK 45	31						

NOVEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 45		01	02	03	04	05	06
WEEK 46	07	08	09	10	11	12	13
WEEK 47	14	15	16	17	18	19	20
WEEK 48	21	22	23	24	25	26	27
WEEK 49	28	29	30				

DECEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 49				01	02	03	04
WEEK 50	05	06	07	08	09	10	11
WEEK 51	12	13	14	15	16	17	18
WEEK 52	19	20	21	22	23	24	25
WEEK 01	26	27	28	29	30	31	

JANUARY

- 01** NEW YEAR'S DAY
- 18** MARTIN LUTHER KING JR. DAY

FEBRUARY

- 14** VALENTINE'S DAY
- 15** PRESIDENTS' DAY

MARCH

- 17** ST. PATRICK'S DAY

APRIL

- 04** EASTER
- 22** EARTH DAY

MAY

- 09** MOTHER'S DAY
- 31** MEMORIAL DAY

JUNE

- 20** FATHER'S DAY

JULY

- 04** INDEPENDENCE DAY

AUGUST

- 08** INTERNATIONAL CAT DAY
- 26** NATIONAL DOG DAY

SEPTEMBER

- 06** LABOR DAY

OCTOBER

- 11** COLUMBUS DAY
- 31** HALLOWEEN

NOVEMBER

- 11** VETERANS DAY
- 25** THANKSGIVING DAY

DECEMBER

- 25** CHRISTMAS DAY
- 31** NEW YEAR'S EVE

THANK YOU

OUR PARTNERS

3M

Agratronix / Farmex/ Powerwizard

Agri-Fab

Allied Tool

Alpine Corporation

American Tactical

Apex Tool Group

A.R. North America

Ariat

Arm Scor

Arnold Corporation

Bad Boy Mowers

Baleco International INC.

Baron Manufacturing Company

Battenfeld / Summit

Bekaert Corporation

Beretta

Berne Apparel

Bestway

Black & Decker

Black Diamond Group

Buck Wear

C.O. Lynch Enterprises INC.

Cam2 International LLC

Cargill Animal Nutrition

Cargill INC.

Carhartt Kids Apparel

Carhartt, INC.

Carolina Hosiery

Carpenter

Carry-on Trailer

Central Life Sciences

CID Resources

Coleman Powersports

Columbia Sportswear

Cordova

Crocs

Crosman

Dare Products INC.

Decko Products

Diamond Pet Care

DLF Pickseed

Earthkind

Earthway Products, INC.

Edsal MFG Company

Essick Air

Eukanuba

European Home Designs

Evergreen Enterprises

Exide

Feit

Fiskars

Fna Group

Forney

Founding Fathers Products

Fram Group Operations

Garden Tech

Gina Group

Global Harvest Foods LTD

Gordini Carhartt Gloves

Gorilla Glue

Gracious Living

GSM, LLC.

GT Industrial Products

Hanesbrand

Headwind

Henkel Loctite

Hills Pet Nutrition, INC.

Hisun Motors

Hobart Welders

Honeywell Safety Products

Hoover Hatchery

Hopkins Manufacturing Corporation

Hornady

Huhtamaki

Husqvarna

Igloo Corp

Imports Exclusive LLC

Ingersoll Rand

ITW Global Brands

J.M. Smuckers

Jama Corporation, INC.

Jerent

Jetcoat

JMF Company

John B. Sanfilippo

Justin Boot Company

Kaytee

Keen, INC. / Utility

Keystone Consolidated Industries, INC.

Kimber

Kinco LLC DBA Kinco International

King Kutter INC.

Kitchen Cooked

Knaack, LLC

Komelon

Kontoor Brands Lee / Wrangler

Lamplight Farms "Tiki"

Libman

Lucas Oil

Lumileds

M&F Western

Manna Pro Products LLC

Mars Pet Care Pedigree

Martin Wheel Company

Massimo Zanetti

Master Lock Company LLC

MAT

Mattel

Melissa & Doug

Merrick

Midwest Fastener

Midwestern Pet Foods, INC.

Miller Manufacturing Company

Milton Industries

Milwaukee Tool

Misco Home and Garden

Morrell Manufacturing

Motomco

MTD

MWI Animal Health

National Hardware

Neogen Corporation

Nestle Purina

Oberto

Old Wisconsin

Olin Corp Winchester Div

Origin Point Brands LLC

Outdoor Cap

PBI Gordon Corp. (Ag chem)

Pelican

Performance Seed

PetIQ

Petoskey Plastics

Phillips - Eukanua/Royal Canin

Phillips Feed & Pet Supply

Pic Corporation

Pivotal Partners

Plano Molding Company

Plantation Products

Plews Eddelman

Plumb Pak

Power Service Products INC.

Precision Products

Proctor and Gamble

Promika

Pure Fishing

Quincy Compressor

Ragan & Massey, INC.

Reckitt Benckiser LLC

Red Devil

Red Wing Shoes

Remington

Renfro Carhartt Socks

RFG Distributing

Rocky (Durango)

Roebic Laboratories

Royal Brass & Hose

Ruckers

Ruger

Rust-oleum Corp.

Sanco Chemical

Savage Arms INC.

Schleich

Scotts Pet Products

Shopvac

Shur-Line

Sig Sauer

Smith & Wesson

Smitty's

SPG

Springfield

Spypoint Trail Cameras

Standlee

Star Snacks

Sterilite

Sterling International

Suncast Corporation

Sunnyside Corporation

Sunshine Mills

Sutton Home Fashions

T&N

T.F.H Publications

Tarter Gate Co. LLC

Taurus

Teknor

Texas Armament & Technology LLC

The Clorox Sales Company

The Scotts Company

Timberland Pro

Trilliant

Truper S.A. De C.V

Tuff Stuff Products

Tuthill / Fill-Rite

United Industries / Spectrum

Valley Industries

Valvoline

VG Supply

Vista Outdoor

Vortex

W.M. Barr & Company, INC.

Wayne Water Systems

Weaver Leather

Wells Lamont

Werner

Wildlife Sciences

Williamson-Dickie

Wolverine

World and Main (Cranbury, LLC)

Yenkin-Majestic Paint Corp

Y-tex

Rural King[®]
America's Farm and Home Store

