

# Wholesale Terms 2026 ATA



## ATA SHOW BONUS: EXTRA +5% DISCOUNT!

### ATA 2026 Wholesale Program

All ATA orders receive an additional **+5% bonus discount** above standard wholesale tiers.  
Bonus also applies to reorders placed before 1/1/27

**Tier Minimums: Tier 1 – \$500 • Tier 2 – \$1,500 • Tier 3 – \$5,000**

| Product               | MSRP     | MAP      | Tier 1<br>(35%+5%) | Tier 2<br>(40%+5%) | Tier 3<br>(45%+5%) |
|-----------------------|----------|----------|--------------------|--------------------|--------------------|
| 4-Play Original       | \$129.99 | \$124.99 | \$78               | \$72               | \$65               |
| 4-Play Classic        | \$114.99 | \$109.99 | \$69               | \$64               | \$58               |
| 4-Play Rafter         | \$164.99 | \$159.99 | \$99               | \$91               | \$83               |
| Old Time Box          | \$59.99  | \$54.99  | \$36               | \$33               | \$30               |
| Sweet Talker Pot Call | \$69.99  | \$64.99  | \$42               | \$39               | \$35               |
| 4-Pack Diaphragm      | \$35.99  | \$32.99  | \$22               | \$20               | \$18               |
| Single Diaphragm      | \$11.99  | \$10.99  | \$8                | \$7                | \$6                |
| Box Call Chalk        | \$4.99   | \$4.49   | \$3                | \$3                | \$3                |



*What Every Tom Wants!*

## 4-Play Turkey Calls

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