

# 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 (35%+5%)	Tier 2 (40%+5%)	Tier 3 (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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