

2009 Advertising Rates

the buzz on the flyfishing biz

Angling TRADE

CIRCULATION AND FREQUENCY

Angling Trade is published four times a year with a print run of 10,000 copies. It is distributed free of charge to individuals and businesses in all facets of the flyfishing industry. Angling Trade also operates a website.

2009 ADVERTISING RATES

Back Cover	\$2,000
Inside Front Cover	\$2,000
Inside Back Cover	\$1,800
Full Page	\$1,650
2/3 Page	\$1,250
1/2 Page	\$1,000
1/3 Page	\$ 750
1/6 Page	\$ 450

Frequency discounts are available:
5% for 2 issues/ 7.5% for 3 issues/ 10% for 4 issues

COPY AND CONTRACT CONDITIONS

Contract Year: Advertising must be inserted within one year of first placement to earn the frequency discounts. Cancellation of any portion of a contract nullifies all rate protection for the remainder.

First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due.

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking others advertisers directly or indirectly.

Advertising Responsibility: The purchaser of advertising space assumes all responsibility for the entire content of any advertising printed for him or her in Angling Trade and assumes responsibility for any claims or costs of litigating claims arising there from against themselves or the publisher.

MECHANICAL REQUIREMENTS

ALL ADS MUST BE SUPPLIED ACCORDING TO THE SPECIFICATIONS LISTED ON THIS PAGE.

All ads must be flattened files saved/exported as a jpg, flattened tiff, or pdf with type converted to outlines at 300 dpi. Trim, live area, and bleed specifications are listed to the right. If wrong ad dimensions are submitted, advertiser may run risk of ad being proportioned as necessary. Please convert all files to CMYK, use only 100% black for text. To insure color accuracy, please mail a hard copy proof. No crop marks please.

Design and Prepress Services: Provided at publishers cost and billed directly to advertiser by graphic designer.

THE ACCURACY OF ALL ADS SUPPLIED IS THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

GENERAL INFORMATION

No cancellations allowed after closing date. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provisions of this rate card.

All verbal instructions regarding contracts or insertions must be confirmed in writing.

Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.

PUBLICATION SCHEDULE 2008-09

Issue	Art Due	Space Closing
December 5th 2008	November 21st	November 7th
March 5th	February 20th	February 6th
June 5th	May 22nd	May 8th
September 1st	August 21st	August 7th
December 4th	November 20th	November 6th

ADVERTISING SIZES

Ad Size	Trim	Live Area	Bleed
Full	7 7/8" x 10 3/8"	7 7/8" x 10 3/8"	
Full Bleed	8 3/8" x 10 7/8"	7 7/8" x 10 3/8"	8 7/8" x 11 3/8"
2/3 Vertical	5 1/8" x 10 3/8"	5 1/8" x 10 3/8"	
2/3 Vertical Bleed	5 5/8" x 10 7/8"	5 1/8" x 10 3/8"	5 7/8" x 11 3/8"
1/2 Horizontal	7 7/8" x 5 1/8"	7 7/8" x 5 1/8"	
1/2 Horizontal Bleed	8 3/8" x 5 3/8"	7 7/8" x 5 1/8"	8 7/8" x 5 5/8"
1/2 Vertical	5 1/8" x 7 3/4"	5 1/8" x 7 3/4"	
1/3 Vertical	2 1/2" x 10 3/8"	2 5/8" x 10 3/8"	
1/3 Vertical Bleed	2 3/4" x 10 7/8"	2 1/2" x 10 3/8"	3" x 11 3/8"
1/3 Square	5 1/4" x 5 1/4"	5 1/4" x 5 1/4"	
1/6 Horizontal	5 1/8" x 2 1/2"	5 1/8" x 2 1/2"	
1/6 Vertical	2 1/2" x 5 1/8"	2 1/2" x 5 1/8"	

Please see anglingtrade.com for visual ad layout diagram.

AD SUBMISSIONS

Please upload files via FTP to our server using the info below:
Host: www.anglingtrade.com/ **Username:** angling_ads
Password: adv3rt1s3rs

If uploading files via FTP is not possible, please email files under 10mb to tim@anglingtrade.com. If the file exceeds 10mb, please send to PO Box address below. **Please also send hard copy of color accurate proof to insure print accuracy.**

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