

National Fisherman

2010 Rate Card

Display Advertising Rates

Black & White	12x	7x	4x	1x
Full Page	3,685	3,955	4,225	4,495
½ Page Island	3,130	3,360	3,590	3,820
½ Page	2,875	3,085	3,295	3,505
1/3 Page	2,025	2,175	2,320	2,470
¼ Page	1,585	1,705	1,820	1,935
1/6 Page	1,180	1,265	1,355	1,440

Four Color	12x	7x	4x	1x
Full Page	4,950	5,220	5,490	5,760
½ Page Island	4,395	4,625	4,855	5,085
½ Page	4,140	4,350	4,560	4,770
1/3 Page	2,910	3,060	3,205	3,355
¼ Page	2,470	2,590	2,705	2,820
1/6 Page	2,065	2,150	2,240	2,325

Cover Rates	12x	7x	4x	1x
C2	6,060	6,410	6,760	7,710
C3	5,690	6,015	6,335	6,660
C4	6,240	6,605	6,970	7,335

4/C charge, 1/2 page and larger.....	\$1,265
4/C charge, 1/3 page and smaller.....	\$885
2/C charge, 1/2 page and larger.....	\$395
2/C charge, 1/3 page and smaller.....	\$295
PMS color charge, full page or fractional.....	\$565

Requirements & Material Specifications

Acceptable formats - Ads should be created in In Design and must include all postscript printer and screen fonts. We accept supporting files for graphics, logos and art in the following applications.

- Adobe Illustrator (v 8.0 and higher) eps/ai (PC or MAC) (All fonts should be converted to outlines, all logos should be embedded).
- Adobe Photoshop (v 4.0 and higher) eps/tiff/pcx (PC or MAC) Text should be created in separate vector based program for optimum resolution.
- Adobe Acrobat (v 4.0 and higher)

Note: The resolution for pixel-based graphics must be no lower than 300 dpi. The resolution for line art (including all headlines and text) must be 1200 dpi for optimum resolution.

Production Charges - Production charges will be incurred for file preparation, or other services that may be required by the publisher to make the ad print ready. If supplied material does not meet size specifications or arrives without an approved color proof, charges may be incurred for resizing the ad or providing an approved color proof for press match.

Sizes and Dimensions

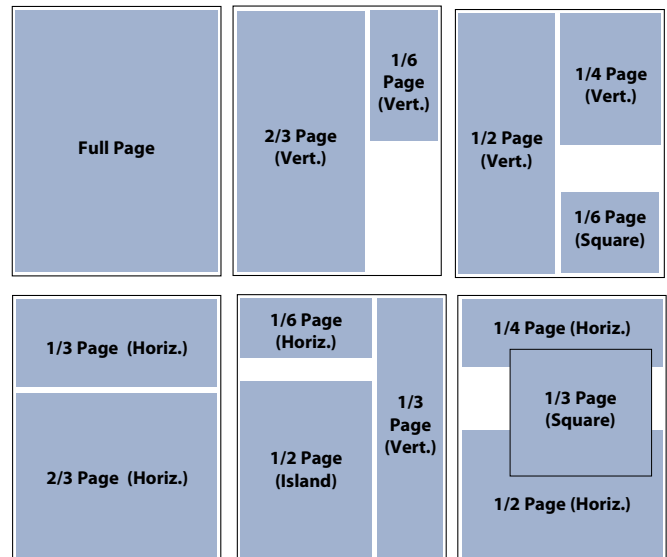
Trim Size - 8 1/8" x 10 7/8"

Bleeds -Bleed size: 8 3/8"w x 11 3/8"h. Two-page spread: 16.75" x 11.375"h. Keep live area, including test, a minimum of 3/8" from trim edges of 8 1/8" x 10 7/8"

Sizes and Dimensions (for live matter):

Unit	Vertical (width x height)	Horizontal (width x height)
Full page	7" x 10" (non-bleed)	
2/3 Page	4 9/16" x 10"	7" x 6 1/2"
1/2 Page	3 5/16" x 10"	7" x 4 7/8"
1/2 Page Island	4 1/2" x 7"	
1/3 Page	2 3/16" x 10"	7" x 3 1/4"
1/3 Page Square	4 9/16" x 4 7/8"	
1/4 Page	3 5/16" x 4 7/8"	7" x 2 3/8"
1/6 Page	2 3/16" x 4 7/8"	4 9/16" x 2 5/16"
1/6 Page Square	3 5/16" x 3 3/16"	

Display Ad Configurations



Proofs

If proofs are requested, copy and artwork must be submitted 10 days prior to ad closing date. All corrections on proofs due by closing date. Proofs are provided on request only for ads requiring production work.