

# National Fisherman

## 2010 Business Classified Ad Rates

### Sizes and Dimensions

#### Column Dimensions:

1 column: 1.3125"      4 columns: 5.6"  
2 columns: 2.75"      5 columns: 7.05"  
3 columns: 4.18"

minimum height: 1"  
maximum height: 9.5"

**Size:** To determine your ad size (columns per inch), first multiply the number of columns by the number of inches deep.

### Requirements & Material Specifications

Acceptable formats - Ads should be submitted as high resolution PDF files. Ads created in InDesign 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: Photos submitted should be at a resolution of 300 dpi or higher as a jpeg/tiff/eps.

Design/Production Department - The classifieds have a full-service design department to create all types of classified ads. All classified ads are designed *free of charge*.

**Cancellations or Changes** – Please contact classified department 2 months before cover date to cancel or by the 1st of each month to change to an existing ad for the next available issue.

**Payment** – No agency commission on classified ads. Ads must be prepaid in advance unless otherwise stipulated by contract or credit application.

### Classified Rates

#### Display Rates:

**8-12 issues** – \$60 per column inch  
**1-7 issues** – \$70 per column inch

**Cost:** To determine your ad cost, multiply your ad size by the price per column inch for the number of issues you are scheduling.

### Deadlines

<i>Issue</i>	<i>Materials Due</i>
March	Jan 8
April	Feb 5
May	Mar 5
June	Apr 9
July	May 7
August	June 11
September	July 9
October	Aug 6
November	Sep 10
December	Oct 8
January 2011	Nov 5
February 2011	Dec 10

### For More Information

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