

Black's

SPORTING DIRECTORIES
FLY FISHING

2010

RATES & SIZES



RATES

| DISPLAY | B&W | COLOR | LOGOS |
|--------------|---------|---------|--------|
| Full Page | \$2,590 | \$3,025 | 3 Free |
| 3/4 Page | \$2,125 | \$2,295 | 2 Free |
| 1/2 Page | \$1,430 | \$1,720 | 2 Free |
| 1/3 Page | \$1,145 | \$1,430 | 1 Free |
| 1/4 Page | \$850 | \$1,145 | 1 Free |
| 1/6 Page | \$595 | \$805 | 1 Free |
| COVERS | B&W | COLOR | LOGOS |
| Inside Front | n/a | \$5,040 | 3 Free |
| Inside Back | n/a | \$4,625 | 3 Free |
| Back Cover | n/a | \$5,280 | 3 Free |

COVER BONUS: All cover advertisers receive a 1/2 Page 4/C ad in an appropriate listing section at no additional charge.

LOGO & PRODUCT DESCRIPTION ENHANCEMENT \$185 (B&W) \$285 (4/C)

Enhance your basic listing with a logo and a detailed product or service description and web address. Short of a display ad, there is no more cost-effective way for you to get the most out of *Fly Fishing's* sales-oriented listing format.

PRODUCT SHOWCASE

Features 6 products per page. Includes company logo, product image, 75-word description and contact information in full color. Conveniently located in the front of the directory!

FOR DISPLAY ADVERTISERS RUNNING:

1/4 PAGE OR LARGER \$450/SPOT
PRODUCT SHOWCASE ONLY \$650/SPOT

**All companies represented in the Product Showcase section will also receive a complimentary B&W logo listing!*

POLYBAG PIECES

Include your catalog or special promotional piece inside the directory's polybag! Not only will you have your message delivered directly to the buyer, but you will also save on costly postage!

IMPORTANT DATES

Space Reservation: September 30, 2009
Material Deadline: October 7, 2009
Publication Date: December 2009

SIZES

| ITEM | WIDTH | HEIGHT |
|---------------------------|--------|--------|
| 3/4 Page (3 columns wide) | 5 1/2" | 9 3/4" |
| 1/2 Page (4 columns wide) | 7 3/8" | 4 7/8" |
| 1/2 Page (3 columns wide) | 5 1/2" | 6 3/8" |
| 1/2 Page (2 columns wide) | 3 5/8" | 9 3/4" |
| 1/3 Page (4 columns wide) | 7 3/8" | 3 1/8" |
| 1/3 Page (3 columns wide) | 5 1/2" | 4 1/4" |
| 1/3 Page (2 columns wide) | 3 5/8" | 6 1/2" |
| 1/4 Page (4 columns wide) | 7 3/8" | 2 3/8" |
| 1/4 Page (3 columns wide) | 5 1/2" | 3 1/4" |
| 1/4 Page (2 columns wide) | 3 5/8" | 4 7/8" |
| 1/4 Page (1 column wide) | 1 3/4" | 9 3/4" |
| 1/6 Page (2 columns wide) | 3 5/8" | 3 1/4" |

FULL PAGE

| | | |
|-----------|--------|---------|
| Trim | 8 3/8" | 10 7/8" |
| Bleed | 8 5/8" | 11 1/8" |
| Live Area | 7 5/8" | 10 1/8" |

**Please keep all illustrative & copy not intended to bleed within the LIVE AREA*

ADVERTISING FEE/PAYMENT INFORMATION

SPECIAL POSITIONS: Guaranteed positions charged an additional 15%.

ADVERTISING DESIGN: Display ads can be built by in-house production staff, for a \$75 fee.

MULTIPLE AD DISCOUNT: The above display rates are based on a single advertising purchase. Advertisers running more than one ad in each annual edition are entitled to a 5% discount on the second ad; 10% on each additional ad. (Ad sequence determined by ad size - largest ads first.)

AGENCY COMMISSIONS: 15% of the gross to recognized agencies.

PAYMENT TERMS: NET 30 days. 2% discount if payment within 10 days of invoice date. A service charge of 1.5% per month will be added on all accounts more than 30 days past due. All orders accepted subject to publisher's credit terms.

ADVERTISING MATERIALS/MEDIA INFORMATION

DIGITAL AD MATERIALS: The preferred file type for ad materials is a PDF. We will also accept an InDesign document, TIFF, EPS or JPEG. Please be sure to include all fonts and images if applicable. All color should be CMYK process and all images should be high resolution (266 dpi or higher). Incorrectly sized ads will be adjusted to fit the space ordered.

CONTACT: Tivi Radder, Production Manager

FTP SITE: Upload ad files to the *Black's Sporting Directories* folder on our FTP site.

FTP address: ftp.grandviewmedia.com

User ID: ftpgvmedia

Password: deer1

E-MAIL: Ad files under 10 megabytes may be e-mailed to: tivi@grandviewmedia.com

FILES ON CD: Please send all advertising materials, proofs and/or copy to:

 **GRAND VIEW MEDIA GROUP**
5959 Baker Road, Suite 300 • Minnetonka, MN 55345
1-800-766-0039

ADVERTISING CONTACTS:

- Jared Pfeifer (800) 766-0039, ext. 103
- Chad Nelson (800) 766-0039, ext. 109
- Josh Bjorklund (800) 766-0039, ext. 114



AFFTA'S ONLY OFFICIAL GUIDE TO THE FLY FISHING INDUSTRY!