

Six issues published annually:

January/February March/April May/June July/August
September/October November/December

Trim Size:

8.125 X 10.75

Bleed:

***Full page bleeds must have .125 image bleed on all sides.** No additional charge for bleed ads.

Full Bleed = 8.375 (8 3/8") x 11

Standard Space Units	Width	Depth
2-page spread bleed	16.5	11
Full page*	7	10
2/3 page vertical	4.625	10
2/3 page vertical w/bleed	5.125	11
1/2 page vertical	3.375	10
1/2 vertical bleed	4.0625	11
1/2 page horizontal	7	4.75
1/2 page horizontal bleed	8.4375	5.375
1/2 page island	4.625	7.375
1/3 page square	4.625	4.75
1/3 page vertical	2.125	10
1/4 page square	3.375	4.75
1/6 page vertical	2.25	4.75
1/8 page (Offshore Market Only)	3.375	2.3125

Hold live matter 1/2" from trim on all sides. On bleeds, allow 1/8" on all sides. Crop marks should set at 12 points.

Digital/Computer Created Files

We encourage the submission of digital files. Any Macintosh formatted disc, Tiff, EPS, or PDF files accepted.

If you have any questions please contact our art department for further specifications.

Please send digital files to **steveo@biggamefishingjournal.com**. All emails **must** have name of Ad as the subject.

Proofing

You must include a digital proof (Color or B&W) which represents the final digital file. We will not accept responsibility when proofs are not submitted.

Production Service

Artwork, including layout, lettering, typesetting, illustration, stats, retouching and outlining will be billed extra.

Ad production services are available at a nominal fee. Rates upon request.

Ad materials not called for after six months will be destroyed.

Shipping Instructions

Deliver any advertising related material to:

Advertising Department
Big Game Fishing Journal
1800 Bay Avenue
Point Pleasant NJ, 08742

Display Rates

	COVERS		
	1 X	3 X	6 X
2nd Cover	\$6,391	\$6,199	\$5,943
3rd Cover	\$6,097	\$5,914	\$5,670
4th Cover	\$6,677	\$6,476	\$6,209

	FOUR COLOR		
	1 X	3 X	6 X
Full Page	\$5,808	\$5,634	\$5,401
2/3 Page	\$4,354	\$4,224	\$4,050
1/2 Page	\$3,483	\$3,379	\$3,239
1/3 Page	\$2,323	\$2,253	\$2,160
1/4 Page	\$1,742	\$1,689	\$1,620
1/6 Page	\$1,161	\$1,126	\$1,080

	TWO COLOR		
	1 X	3 X	6 X
Full Page	\$4,618	\$4,480	\$4,295
2/3 Page	\$3,465	\$3,361	\$3,222
1/2 Page	\$2,772	\$2,688	\$2,578
1/3 Page	\$1,847	\$1,792	\$1,718
1/4 Page	\$1,386	\$1,345	\$1,288
1/6 Page	\$923	\$896	\$858

	BLACK & WHITE		
	1 X	3 X	6 X
Full Page	\$4,064	\$3,942	\$3,779
2/3 Page	\$3,049	\$2,957	\$2,835
1/2 Page	\$2,439	\$2,366	\$2,269
1/3 Page	\$1,625	\$1,577	\$1,512
1/4 Page	\$1,340	\$1,183	\$1,134
1/6 Page	\$812	\$788	\$755

Offshore Market & Boat Brokerage Rates

	FOUR COLOR		
	1 X	3 X	6 X
Full Page	\$3,062	\$2,812	\$2,562
2/3 Page	\$2,296	\$2,096	\$1,896
1/2 Page	\$1,990	\$1,850	\$1,710
1/3 Page	\$1,377	\$1,252	\$1,127
1/4 Page	\$1,010	\$950	\$890
1/6 Page	\$612	\$590	\$570
1/8 Page	\$535	\$510	\$475

	TWO COLOR		
	1 X	3 X	6 X
Full Page	\$2,362	\$2,212	\$2,039
2/3 Page	\$1,687	\$1,592	\$1,492
1/2 Page	\$1,535	\$1,435	\$1,335
1/3 Page	\$975	\$925	\$875
1/4 Page	\$779	\$730	\$680
1/6 Page	\$472	\$450	\$425
1/8 Page	\$370	\$350	\$310

	BLACK & WHITE		
	1 X	3 X	6 X
Full Page	\$1,919	\$1,862	\$1,785
2/3 Page	\$1,439	\$1,397	\$1,338
1/2 Page	\$1,151	\$1,117	\$1,071
1/3 Page	\$767	\$744	\$713
1/4 Page	\$576	\$558	\$535
1/6 Page	\$383	\$372	\$357
1/8 Page	\$229	\$223	\$214

Agency Commission & Payment Terms

A 15% commission will be provided to recognized agencies on display rates. Agency commission does not apply to Offshore Market, Boat Brokerage, Travel & Charter Section ads. Camera-ready ad materials meeting published print specifications are required to qualify. A 3% cash discount off the net rate is offered for payment within 10 days of invoicing. Terms for companies qualified for open account is 30 days after invoice date. Agency discount may be disallowed on payments not received within 60 days of invoice date. Accounts over 60 days will be aged at 1.5% per month.

Offshore Market, Boat Brokerage Rates No agency commission. Production services available at nominal cost to advertiser.

Contract & Copy Requirements

The publisher will not be bound by any conditions, printed or otherwise, appearing on insert order blanks or copy instructions when such conditions conflict with company policies, unless authorized in writing by the publisher. Advertisements are published on the representation that written consent to publish has been obtained by the advertiser or agency submitting said advertisement. The publisher assumes no responsibility for insertion or incorrect key numbers or omission of any advertisement. Cancellations of advertising reservations will not be accepted after issue closing date. Timely submission of ad materials meeting the publisher's specifications is the responsibility of the advertiser and/or their agency. Advertisers will be billed in full for advertisements not run as a result of their failure to provide advertising materials prior to the closing date.