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## **PRINTING SPECIFICATIONS**

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Preferred material

Electronic Specifications: Resolution 300 DPI or higher. Create in Quark Files for Macintosh. Photos saved to Photoshop. Text saved to Pagemaker. All printer fonts and screen fonts used in the ad must be downloaded to the disk.

Film negatives (right reading emulsion side down) and camera-ready art accepted. Preferred screens: B&W - 133; 4/C - 150. Proofs required with 4/C advertising.

Nominal charge for typesetting, art and layout.

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## **ADVERTISING CLOSING DATES**

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<b><u>Issue</u></b>	<b><u>Close</u></b>	<b><u>On Sale</u></b>
Winter (Jan-Feb-Mar)	November 1	December 21
Spring (Apr-May-Jun)	February 1	March 21
Summer (Jul-Aug-Sep)	May 1	June 21
Fall (Oct-Nov-Dec)	August 1	September 21

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## **CIRCULATION INFORMATION**

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Established 1976. Single copy \$3.50. Basic subscription \$11.75 per year. Gulf Coast Fisherman is distributed throughout the entire south. Distribution through subscription, tackle stores and newsstands is concentrated in the five Gulf Coast states: Florida, Alabama, Mississippi, Louisiana and Texas.

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## **SHIPPING/MAILING INSTRUCTIONS**

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All insertion orders, and payments (make checks payable to: Gulf Coast Fisherman) should be sent to Gulf Coast Fisherman, P.O. Drawer 8, Port Lavaca, Texas 77979, or for deliveries requiring a street address send to 211 Oakglen Dr., Port Lavaca, Texas 77979

Phone & FAX (361) 552-8864.

# **Gulf Coast Fisherman**

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RATE CARD 15

Effective January 2001

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**For the Bay and Offshore Fisherman  
of the Gulf of Mexico**

# Gulf Coast Fisherman

## EDITORIAL PROFILE

Gulf Coast Fisherman (est. 1976) is a year around reference guide for the saltwater fishermen of both the coastal and offshore waters of the Gulf of Mexico. Its key feature is the Wells Daily Fishing Forecast which fishermen have used consistently since 1957 to plan their fishing in advance. The proven accuracy of the information published has created exceptional reader loyalty and is used extensively by readers in planning their fishing trips.

All editorial is intended to provide readers informative and "how to" articles on fishing, camping, boating, traveling and equipment handling.

## PERSONNEL

Publisher/Editor: Gary Ralston  
Production Manager: Janna Ralston  
Circulation: Jonell Wisenbaker  
Advertising: Janna Ralston  
Newsstand: Warner International Periodical Distributors

## CONTRIBUTING EDITORS

David Ayers, Robert Brodie, Pete Copper, Fred Everson, Mike Holmes, John Hook, Annette LeBouef, Patrick Lemire, Jim Martin, Chester Moore, Jr., Joe Ott, Robert Sloan, Colby Sorrells, Mike Thompson

## COMMISSIONS/TERMS

A 15% commission will be granted to recognized agencies when camera-ready copy is provided. Payment must accompany all orders unless credit has been established. Terms are net 30 days, with a 2% cash discount allowed for payment within 10 days of invoice receipt.

## GENERAL POLICY

All advertising material is subject to the approval of the publisher. No cancellation of space orders will be accepted after space closing deadline. Contracts with ad cancellations prior to completion will be short rated to the lowest earned rate. Rebate of credit earned by reaching a higher frequency discount level will be applied to the advertiser's account. No advertising which violates commonly accepted procedure or the intent for which **Gulf Coast Fisherman** is published will be accepted.

Advertisers and their agencies assume liability for all content, including text, representations and illustration, of advertisements published and for all claims arising therefrom made against the publisher.

## RATES

B&W Rates	1X	4X
Full Page .....	\$1320 .....	\$1190 .....
2/3 Page .....	\$1100 .....	\$990 .....
1/2 Page .....	\$745 .....	\$670 .....
1/3 Page .....	\$470 .....	\$420 .....
1/4 Page .....	\$370 .....	\$330 .....
1/6 Page .....	\$255 .....	\$230 .....
1/8 Page .....	\$190 .....	\$170 .....
One Inch .....	\$60 .....	\$48 .....

## Color

Standard color (ROP): Earned rate plus \$145.

Matched Color: Earned rate plus \$235.

Four Color: Standard Process Colors:

Earned rate plus \$360.

Available for 1/4 to full page units.

Covers: 2nd:+20%, 3rd:+15%, 4th:+25%

## Other

Bleed: Full page - earned rate plus 10%, all other 15%

## PRE-PRINTED INSERTS

Prices for inserts will be quoted on request when accompanied by a sample of the piece or a mock-up to the exact size and fold of the insert.

## SPECIAL PAGES - POSITIONS

Forecast Adjustment, Advance Planning Calendars, and Offshore Forecast pages are prime locations due to frequent reference by fishermen. These and other specified positions are priced at earned rate plus 10%.

## MECHANICAL REQUIREMENTS

### (offset) DIMENSIONS

#### Single page

Trim size is 8 1/2" X 11".

Bleed size - 8 3/4" X 11 1/4"

Keep live matter within

8" X 10 1/2" area.

#### Spread ads

Trim size is 17" X 11"

Bleed size is 17" X 11-1/4"

Keep live matter within

16 1/2" X 10 1/2" area.

Standard column size: 2 1/4".

Unit	Size	Column Inches
1 Page .....	7 1/4" X 10" .....	30
2/3 Page V .....	4 3/4" X 10" .....	20
1/2 Page H .....	7 1/4" X 4 7/8" .....	15
1/2 page V .....	4 3/4" X 7 3/8" .....	15
1/2 page V .....	3 1/2" X 10" .....	15
1/3 page H .....	4 3/4" X 4 7/8" .....	10
1/3 page V .....	2 1/4" X 10" .....	10
1/4 pge H .....	4 3/4" X 3 3/4" .....	7 1/2
1/4 page V .....	3 1/2" X 4 7/8" .....	7 1/2
1/6 page V .....	2 1/4" X 4 7/8" .....	5
1/8 page H .....	3 1/2" X 2 3/8" .....	3 1/2
1/8 page V .....	2 1/4" X 3 5/8" .....	3 1/2