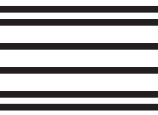
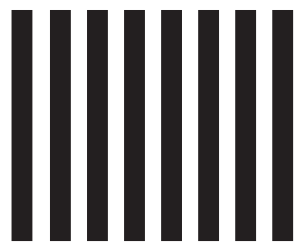


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 305 DANIA BEACH, FL

POSTAGE WILL BE PAID BY ADDRESSEE

INTERNATIONAL GAME FISH ASSOCIATION
300 GULF STREAM WAY
DANIA BEACH, FL 33004-9968



CIRCULATION AND DISTRIBUTION

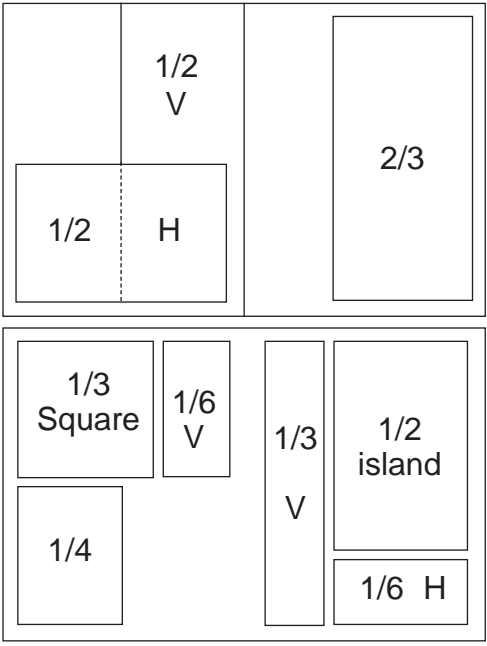
The *International Angler* is distributed to all members of the International Game Fish Association - the most exclusive listing of serious sport fishermen and women and the largest and most up-to-date listing of fishing clubs in the world. The *International Angler* also reaches the majority of outdoor writers and publishers, private and government fishery agencies and organizations, libraries, and many fishing tournaments. The guaranteed first printing is 28,000

COMMISSION AND CASH DISCOUNT

Commission to advertising agencies recognized by the publisher is 15% on gross billing provided invoice is paid within 30 days of billing date.

Cash discount - 2% of net, after agency commission, allowed on invoices paid within 10 days of billing date.

AD DIMENSIONS



INTERNATIONAL GAME FISH ASSOCIATION
INTERNATIONAL FISHING HALL OF FAME
300 GULF STREAM WAY
DANIA BEACH, FLORIDA 33004 USA
PHONE (954) 927-2628 - FAX (954) 924-4299
E-MAIL: HQ@IGFA.ORG • WWW.IGFA.ORG



INTERNATIONAL ANGLER
RATE CARD No. 7
WITH SPACE RESERVATIONS POSTCARD



The International Game Fish Association is a not-for-profit organization committed to the conservation of game fish and the promotion of responsible, ethical angling practices through science, education, rule making and record keeping.

INTERNATIONAL GAME FISH ASSOCIATION
LOG ON TO WWW.IGFA.ORG

INTERNATIONAL ANGLER

Reach an exclusive listing of saltwater and freshwater anglers all year long

PUBLISHER

International Game Fish Association, 300 Gulf Stream Way, Dania Beach, Florida 33004 USA - serving recreational anglers since 1939 as the official keeper of world game fish records and international angling rules.

EDITORIAL PROFILE

The International Angler is published bimonthly for serious sport fishermen around the world - a select audience of anglers who contribute their dollars toward furtherance of their sport and support of ethical angling and conservation practices. It contains updates on world saltwater, freshwater, and fly fishing records, plus freshwater records for all 50 U.S. states. Feature stories are published on conservation, fishing hotspots, and reports on fishing activities throughout the world.

ISSUE AND CLOSING DATES

September/October	July 15, 2008
November/December	September 15, 2008
January/February	November 15, 2008
March/April	January 15, 2009
May/June	March 15, 2009
July/August	May 15, 2009

PRINTING SPECIFICATIONS

Trim size: 8 3/8 x 10 7/8
 Printing: Offset, perfect bound, 3 columns to page.
 Ad sizes:

SPACE	NON-BLEED	BLEED
Full page	7" x 10"	8-5/8" x 11-1/8"
2/3 page	4-5/8" x 10"	5-7/16" x 11-1/8"
1/2 page	3-3/8" x 10"	4-1/4" x 11-1/8"
1/2 island	4-5/8" x 7-3/8"	5-7/16" x 8-1/8"
1/2 horizontal	7" x 4-7/8"	8-5/8" x 5-7/8"
1/3 page vert.	2-1/4" x 10"	3-1/16" x 11-1/8"
1/3 square	4-5/8" x 4-7/8"	5-7/16" x 5-3/8"
1/4 page	3-3/8" x 4-7/8"	----
1/6 page vert.	2-1/4" x 4-7/8"	----
1/6 horizontal	4-5/8" x 2-5/16"	----

- A) BLEED: keep all live matter at least 3/8" inside trim.
- B) SUPPLYING ADVERTISING MATERIAL: Ads may be supplied by electronic mail to graphics@igfa.org or on a disc. (CD, Zip) All ads must be accompanied by a laser proof. It **must also be in its final and correct form.**
- C) ACCEPTABLE FORMATS: Ads must be created in or converted to process colors and should contain high resolution images (300 DPI or larger). They may be furnished as any of the following: PDF, TIFF, EPS, JPEG. If materials are to be supplied as a file directly from an application program such as Quark Xpress, Photoshop, or Illustrator, all elements including fonts and support files must also be included.
- D) CONVERSION CHARGES for E-Mail and disk ads will be determined by pre-press production cost.
- E) ADVERTISING MATERIAL will be returned on written request. Material will be retained for 16 months from issue date.

FOUR COLOR

1-2 issues

3-4 issues

5-6 issues

Full page	\$1295	\$1210	\$1125
Two-thirds page	1155	1095	1040
One-half page	980	920	865
One-third page	865	810	750
One-fourth page	810	750	695
One-sixth page	635	575	520

ADVERTISING RATES

• COVERS - 2nd cover (inside front) 1730, 1550, 1395. 3rd cover (inside back) 1730, 1550, 1395

CONTRACT AND COPY REGULATIONS

All advertising is subject to the approval of the publisher. Advertisers assume all responsibility for all content of their advertisements published and for all claims arising therefrom made against the publisher.

SPACE RESERVATION FOR THE INTERNATIONAL ANGLER

TO BE SURE YOU'RE IN "THE ANGLER"
RESERVE YOUR AD SPACE BELOW.

- Full page.....
- Two-thirds page.....
- One-half page vertical.....
- One-half page horizontal.....
- One-half page island.....
- One-third page vertical.....
- One-third page square.....
- One-fourth page.....
- One-sixth page vertical.....
- One-sixth page horizontal.....

Name of

Advertiser: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Name, address, phone & fax of ad agency, if any.

Bill to: agency advertiser

Authorized by:

Name: _____

Title: _____

Signature: _____

Date: _____

TEAR OFF POSTCARD AND PLACE IN MAIL TODAY.