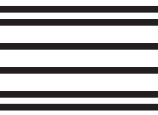
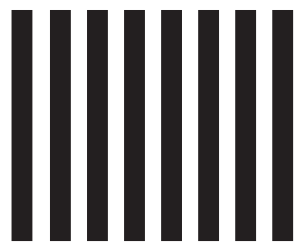


NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**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



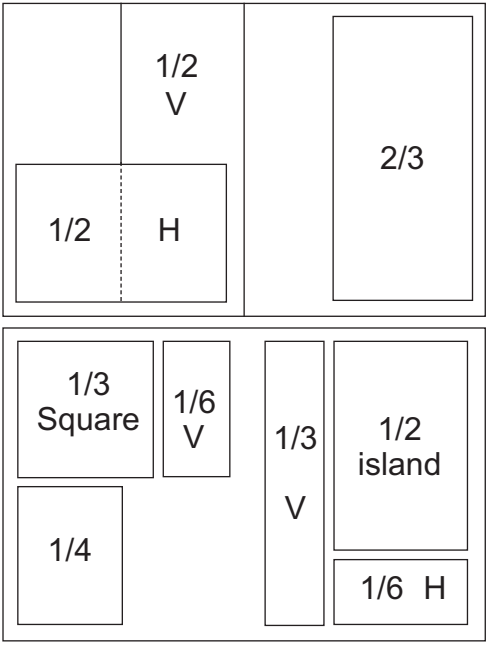
**CIRCULATION AND DISTRIBUTION**

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 *International Angler* is also available to members on the IGFA website at [www.igfa.org](http://www.igfa.org).

**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  
300 GULF STREAM WAY  
DANIA BEACH, FLORIDA 33004 USA  
PHONE (954) 927-2628 • FAX (954) 924-4299  
E-MAIL: [HQ@IGFA.ORG](mailto:HQ@IGFA.ORG) • [WWW.IGFA.ORG](http://WWW.IGFA.ORG)



**INTERNATIONAL ANGLER**

**RATE CARD No. 9**  
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](http://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, 2010
November/December	September 15, 2010
January/February	November 15, 2010
March/April	January 15, 2011
May/June	March 15, 2011
July/August	May 15, 2011
September/October	July 15, 2011

## PRINTING SPECIFICATIONS

Trim size: 8 3/8 x 10 7/8  
 Printing: Offset, perfect bound  
 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](mailto: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.

## 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.....

STARTING ISSUE: \_\_\_\_\_

NUMBER OF ISSUES: \_\_\_\_\_

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.

## 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.