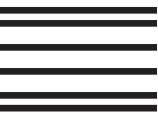
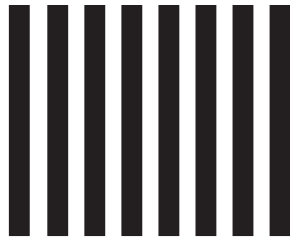


NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**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**

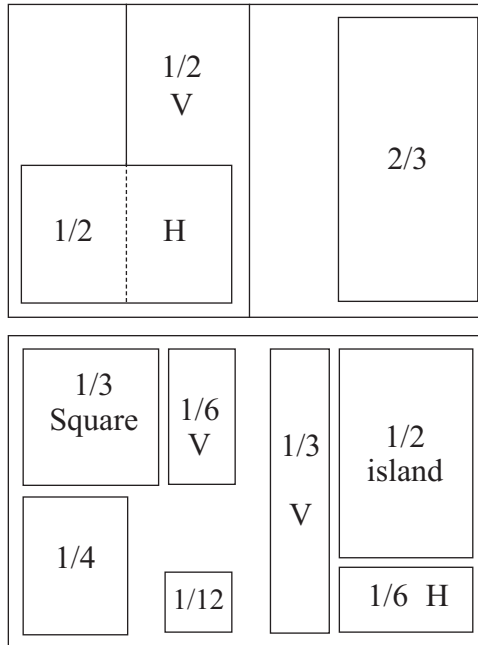
*World Record Game Fishes* is distributed to all members of the International Game Fish Association - the most exclusive listing of serious sport fishermen and women and the largest and most up-to-date listing of fishing clubs in the world. The book also reaches the majority of outdoor writers and publishers, private and government fishery agencies and organizations, and libraries. Guaranteed first printing 30,000.

**COMMISSION AND CASH DISCOUNT**

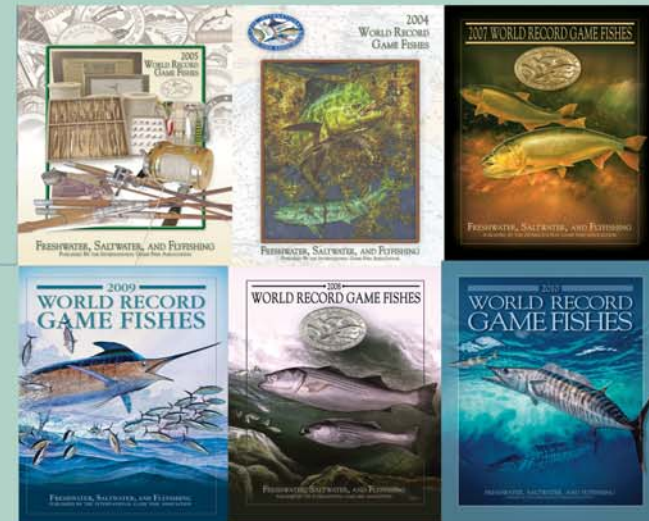
Commission to advertising agencies recognized by the publisher is 15% on gross billing provided invoice is paid within 30 days of billing date.

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

**AD DIMENSIONS**



FRESHWATER, SALTWATER, FLYFISHING  
**2011 WORLD RECORD  
GAME FISHES BOOK**  
RATE CARD No. 34



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 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)



# 2011 WORLD RECORD GAME FISHES

Reach an exclusive listing of saltwater and freshwater anglers

## SPACE RESERVATION

### 2011 WORLD RECORD GAME FISHES

#### 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

*World Record Game Fishes* is published annually 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.

This annual book is the official guide to world saltwater, freshwater, and fly fishing records. In addition, it contains junior angler records. It gives the equipment and angling regulations adopted worldwide by tournaments and fishing clubs, illustrated articles by renowned writers, species identification information, guides to fishing knots, a summary of tag and release programs throughout the world, and more.

Editorial content takes a no-nonsense approach, providing practical reference and educational material for the angler by specialists in their fields. It's "The Book" of recreational angling, referred to repeatedly by its readers all year long.

#### ADVERTISING RATES

SPACE	B & W	2-COLOR	4-COLOR
One-page	\$2245	\$2805	\$3200
Two-thirds	1575	2250	2380
One-half	1230	1470	1810
One-third	840	1115	1180
One-fourth	680	795	840
One-sixth	465	555	590
One-twelfth	255	305	335

• **COVERS** - Rates are based on 4-color ads only. 2nd cover (inside front) and 3rd cover (inside back) \$3475, 4th cover (back) \$3930.

• **SPECIAL POSITIONS** (non-cancelable) a) Acceptable specified positions: earned rate plus 15%. b) Every effort will be made to place advertisements in requested positions, but only covers and paid for special positions can be guaranteed.

#### CONTRACT AND COPY REGULATIONS

- A) All advertising is subject to the approval of the publisher. Advertising which violates commonly accepted procedure or the intent for which the annual is published will not be accepted.
- B) Advertisements set to simulate editorial material will be accept-

ed only at the publisher's option, and the publisher reserves the right to insert the word "advertisement" above or below such copy.

- C) Advertisers and their agencies assume liability for all content of advertisements published and for all claims arising therefrom made against the publisher.

#### MECHANICAL REQUIREMENTS AND PRINTING SPECIFICATIONS

- A) Trim size: 8 1/4" x 10 7/8".  
 B) Printing: Offset, perfect bound  
 C) Ad sizes

SPACE	NON-BLEED	BLEED
Full page	7" x 10"	8-3/8" x 11-1/8"
2/3 page	4-5/8" x 10"	5-7/16" x 11-1/8"
1/2 page, vert.	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"	8-3/8" 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"	----
1/12 page	2-1/4" x 2-1/4"	----

- D) BLEED: keep all live matter at least 3/8" inside trim.
- E) 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 that indicates whether the ad is Color or B/W. It must also be in its final and correct form.
- F) 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.
- G) CONVERSION CHARGES for E-Mail and disk ads will be determined by pre-press production cost.
- H) ADVERTISING MATERIAL will be returned on written request. Material will be retained for 16 months from issue date.

#### ANNUAL CLOSING DATE

- A) Published annually. Issued in first quarter of each year.
- B) ADVERTISING SPACE CLOSING DATE IS SEPTEMBER 30, 2010.**
- C) ALL AD MATERIAL MUST BE SUBMITTED BY OCTOBER 21, 2010**
- D) Cancellations or changes in orders not accepted after closing date. Covers are not cancelable.

(Continued on Reverse Side)

TO BE SURE YOU'RE IN "THE BOOK,"  
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.....
- One-twelfth page.....
- \*\*Repeat last year's ad as is.....
- \*\*Repeat last year's ad with changes.....

B&W     2 Colors     4 Colors

\*\*Repeat ads whether "As-Is" or "With Changes" must be followed up with a copy of a previously printed ad as confirmation or to indicate where changes are to be made.

Name of Advertiser: \_\_\_\_\_

(for index): \_\_\_\_\_

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.