



# 2012 WORLD RECORD GAME FISHES

## ADVERTISING RATES & SPECIFICATIONS

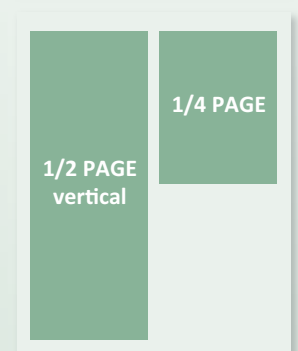
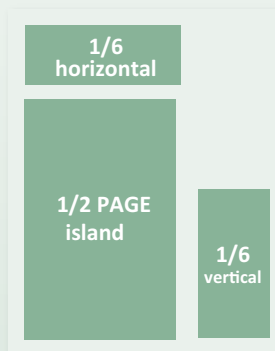
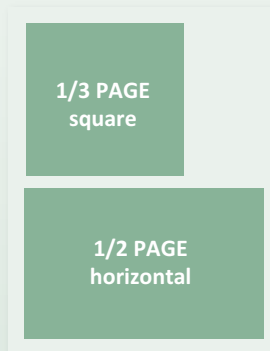
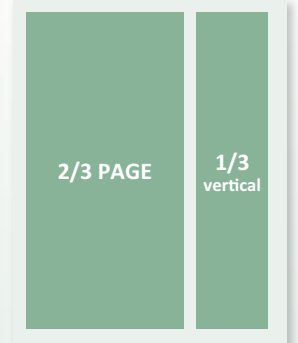
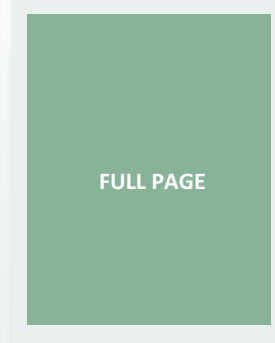
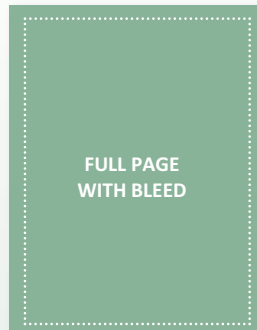
#35  
Effective July 2011



<b>RATES</b> 4-color (CMYK)	<i>World Record Game Fishes</i>
Covers 2 & 3	\$3675
Back cover	\$4200
FULL PAGE	\$3300
2-PAGE SPREAD	\$6000
2/3 PAGE	\$2450
1/2 PAGE	\$1865
1/3 PAGE	\$1215
1/4 PAGE	\$865
1/6 PAGE	\$610
1/12 PAGE	\$345

<b>2012 WORLD RECORD GAME FISHES CLOSING DATES</b>	
Space Reservation: September 30, 2011	Artwork Deadline: October 21, 2011

<b>SPECIFICATIONS</b> Size of Ad Width X Height		
FULL PAGE TRIM	8.125" 206 mm	10.75" 274 mm
FULL PAGE BLEED	8.75" 222 mm	11" 280 mm
2-PAGE SPREAD BLEED*	16.5" 420 mm	11" 280 mm
2-PAGE SPREAD TRIM	16.25" 412 mm	10.75" 274 mm
2/3 PAGE VERTICAL	4.5" 114 mm	10" 254 mm
1/2 PAGE HORIZONTAL	7" 178 mm	4.75" 120 mm
1/2 PAGE ISLAND	4.5" 114 mm	7.25" 184 mm
1/3 PAGE VERTICAL	2.125" 54 mm	10" 254 mm
1/3 PAGE SQUARE	4.5" 114 mm	4.75" 120 mm
1/4 PAGE VERTICAL	3.35" 85 mm	4.75" 120 mm
1/6 PAGE VERTICAL	2.25" 57 mm	4.75" 120 mm
1/6 PAGE HORIZONTAL	4.5" 114 mm	2.375" 60 mm
1/12 PAGE SQUARE	2.25" 57 mm	2.25" 57 mm



### 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.

### SHIPPING INSTRUCTIONS

INTERNATIONAL GAME FISH ASSOCIATION  
PUBLICATIONS DEPARTMENT

Attn: Adrian Gray  
300 Gulf Stream Way  
Dania Beach, FL 33004

Phone: 954-924-4237 Email: [graphics@igfa.org](mailto:graphics@igfa.org)



# DIGITAL REQUIREMENTS & SPACE RESERVATION CONTRACT

## IGFA Publications Specifications

**Trim Size:** 8.125" x 10.75"

**Bleed Size:** 8.75" x 11.125"

No live matter within .25" of final trim size. On spreads allow .125" safety on each side of the gutter. If using registration marks, they should be offset at least .125" from trim. **All ads supplied must be CMYK and in final form.**

**AD SIZE :** All ads must be **created to exact size specifications listed here** or charges will incur for resizing. On bleed ads use trim size as your document size. No live matter within .25" of gutter or trim on full page or spread ads.

**REQUIRED FORMAT :** PDF format is the preferred file format for submission. TIFF files and high resolution JPEGs are acceptable. All graphics and images must be **no less than 300 dpi in resolution.** Files should conform to SWOP guidelines, and total ink density is not to exceed 300%.

**FILE TRANSFER:** Ad files can be delivered electronically via email to [graphics@igfa.org](mailto:graphics@igfa.org) or uploaded to IGFA's FTP site (email [graphics@igfa.org](mailto:graphics@igfa.org) for address and instructions). For ads supplied electronically, advertiser must supply an additional low-resolution flattened layered proofing file (ie: jpeg). Ad files can be mailed to IGFA Fishing Hall of Fame & Museum on CD, DVD, or flash drive.

### • Incorrect Format or Specifications:

Supplied materials that do not comply with the following specifications will be corrected and advertiser billed for required production.

### • 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:

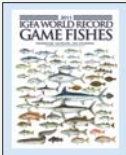
- a) All advertising is subject to the approval of the publisher (IGFA). Advertisers assume all responsibility for all content of their advertisements published and for all claims arising therefrom made against the publisher.
- b) Advertisements set to simulate editorial material will be accepted only at the publisher's option, and the publisher reserves the right to insert the word "advertisement" above or below such copy.

## SUBMIT SPACE RESERVATION TO:

Denise Hartman  
 IGFA Advertising and Marketing Coordinator  
 300 Gulf Stream Way  
 Dania Beach, Florida, USA, 33004  
[dhartman@igfa.org](mailto:dhartman@igfa.org)  
 call: 954-924-4243 fax: 954-924-4299

## Space Reservation Contract

To secure your advertisement in the *World Record Game Fishes* book, please reserve your space below.

<p>Please place a check mark <input checked="" type="checkbox"/> next to the advertisement size</p>	 <b>World Record Game Fishes</b>
BACK COVER	<input type="checkbox"/>
COVER 2 (Inside Front)	<input type="checkbox"/>
COVER 3 (Inside Back)	<input type="checkbox"/>
FULL PAGE TRIM	<input type="checkbox"/>
FULL PAGE BLEED	<input type="checkbox"/>
2-PAGE SPREAD BLEED	<input type="checkbox"/>
2-PAGE SPREAD TRIM	<input type="checkbox"/>
2/3 PAGE VERTICAL	<input type="checkbox"/>
1/2 PAGE HORIZONTAL	<input type="checkbox"/>
1/2 PAGE ISLAND	<input type="checkbox"/>
1/3 PAGE VERTICAL	<input type="checkbox"/>
1/3 PAGE SQUARE	<input type="checkbox"/>
1/4 PAGE VERTICAL	<input type="checkbox"/>
1/6 PAGE VERTICAL	<input type="checkbox"/>
1/6 PAGE HORIZONTAL	<input type="checkbox"/>
1/12 PAGE SQUARE	<input type="checkbox"/>

### World Record Game Fishes ad placement request

Fisherman's Marketplace     Special Travel

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: \_\_\_\_\_