



International Angler Digital Advertising Rates & Specifications

#16
Effective August 2017

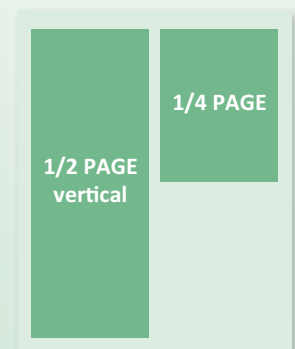
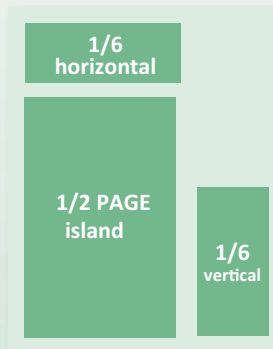
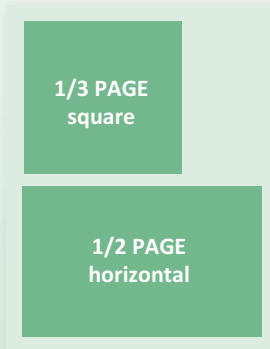
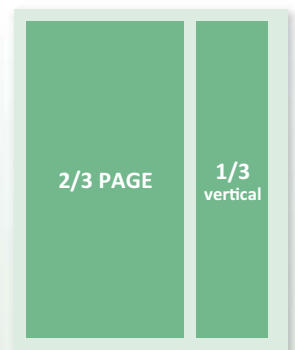
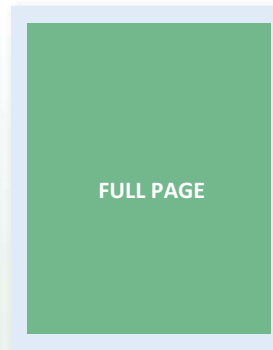
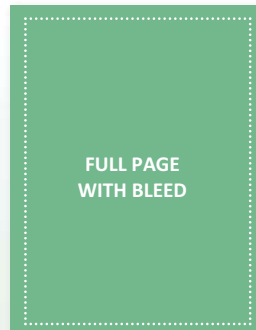
RATES (USD) 4-Color CMYK	International Angler 1 issue	International Angler 2-3 issues	International Angler 4 issues
	* All prices are per issue		
Covers 2 & 3	\$1905	\$1705	\$1535
BACK COVER	\$2755	\$2755	\$2755
FULL PAGE	\$1425	\$1335	\$1240
2-PAGE SPREAD	\$2670	\$2510	\$2420
2/3 PAGE	\$1270	\$1205	\$1145
1/2 PAGE	\$1080	\$1015	\$955
1/3 PAGE	\$955	\$890	\$825
1/4 PAGE	\$890	\$825	\$765
1/6 PAGE	\$695	\$635	\$570

ISSUE	CLOSING DATES	MATERIAL DUE
Jan/Feb/March 2018 <i>International Angler</i>	November 1, 2017	November 15, 2017
April/May/June 2018 <i>International Angler</i>	February 1, 2018	February 15, 2018
Jul/Aug/Sept 2018 <i>International Angler</i>	May 1, 2018	May 15, 2018
Oct/Nov/Dec 2018 <i>International Angler</i>	August 1, 2018	August 15, 2018
Jan/Feb/March 2019 <i>International Angler</i>	November 1, 2018	November 15, 2018

SPECIFICATIONS

Size of Ad Width X Height

FULL PAGE TRIM	8.125" 206 mm	10.75" 274 mm
FULL PAGE BLEED	8.5" 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
1/2 PAGE VERTICAL	3.35" 85 mm	10" 254 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



SHIPPING INSTRUCTIONS

INTERNATIONAL GAME FISH ASSOCIATION
PUBLICATIONS DEPARTMENT

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

Phone: 954-924-4237 Email: agray@igfa.org



Digital Requirements & Space Reservation Contract

IGFA Publications Specifications

Trim Size: 8.125" x 10.75"

Bleed Size: 8.5" 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**. 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%.

All full page advertisers and Level 5 Corporate Members have the option to embed videos in the digital *International Angler* magazine. Advertiser must provide the video in .MP4 or .MOV format.

FILE TRANSFER: Ad files can be delivered electronically via email to agray@igfa.org or uploaded to IGFA's dropbox (email agray@igfa.org for link 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 Headquarters on CD, DVD, or flash drive at the address below.

• Incorrect Format or Specifications:

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

• Special positions (non-cancelable):

Every effort will be made for requested advertisement placement, 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, 33004 USA
dhartman@igfa.org
call: 954-924-4243 fax: 954-924-4299

Space Reservation Contract

To secure your advertisement in the *International Angler* please reserve your space below.

Please place a check mark <input checked="" type="checkbox"/> next to the advertisement size	 <i>International Angler</i>
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"/>
1/2 PAGE VERTICAL	<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"/>

International Angler starting issue _____

Number of issues (1x, 2x, 3x, 4x) _____

Name of Advertiser: _____

Address: _____

City: _____

State/Zip: _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____

Name, address, phone & fax of ad agency, if any: _____

Bill to: agency advertiser

Authorized by: _____

Name: _____

Title: _____

Signature: _____

Date: _____