

# NORTHWEST *Fly Fishing*    SOUTHWEST *Fly Fishing*    EASTERN *Fly Fishing*

## 2012 Advertising Rates

Match the hatch in every region with *Northwest*, *Southwest* and *Eastern Fly Fishing* magazines. Regional magazines are far and away the publications of choice for fly anglers who live or fish in the areas covered by each of our magazines. Join the growing list of advertisers who have discovered the power of regional advertising, and reach the core market of fly fishing in every region.

### Publication Schedules

#### 2012 Issue & Closing Dates

##### Northwest Fly Fishing: Issued Bi-monthly

	On Sale	Space Close	Material Due
Jan/Feb 2012	1/1/12	10/14/11	10/21/11
Mar/Apr 2012	3/1/12	12/16/11	12/23/11
May/June 2012	5/1/12	2/8/12	2/17/12
Jul/Aug 2012	7/1/12	4/6/12	4/17/12
Sep/Oct 2012	9/1/12	6/6/12	6/15/12
Nov/Dec 2012	11/1/12	8/8/12	8/17/12

##### Southwest Fly Fishing: Issued Bi-monthly

	On Sale	Space Close	Material Due
Jan/Feb 2012	1/1/12	10/14/11	10/21/11
Mar/Apr 2012	3/1/12	12/16/11	12/23/11
May/June 2012	5/1/12	2/8/12	2/17/12
Jul/Aug 2012	7/1/12	4/6/12	4/17/12
Sep/Oct 2012	9/1/12	6/6/12	6/15/12
Nov/Dec 2012	11/1/12	8/8/12	8/17/12

##### Eastern Fly Fishing: Issued Quarterly

	On Sale	Space Close	Material Due
Winter (Jan/Feb/Mar)	1/1/12	10/14/11	10/21/11
Spring (Apr/May/June)	4/1/12	12/16/11	12/23/11
Summer (Jul/Aug/Sep)	7/1/12	4/6/12	4/17/12
Fall (Oct/Nov/Dec)	10/1/12	6/6/12	6/15/12

### Space Dimensions

Ad Size (Non-Bleed)	Width	Depth
Spread	14 <sup>3</sup> / <sub>4</sub> "	9 <sup>3</sup> / <sub>4</sub> "
1/2 Page Spread	14 <sup>3</sup> / <sub>4</sub> "	4 <sup>3</sup> / <sub>4</sub> "
Full Page	7"	9 <sup>3</sup> / <sub>4</sub> "
2/3 Page	4 <sup>5</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>4</sub> "
1/2 Page Vertical	4 <sup>5</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>4</sub> "
1/2 Page Horizontal	7 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/3 Page Vertical	2 <sup>1</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>4</sub> "
1/3 Page Square	4 <sup>5</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/6 Page Vertical	2 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/6 Page Horizontal	4 <sup>5</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> "
1/6 Page (Fly Shop)	2 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/12 Page (Destinations)	2 <sup>1</sup> / <sub>4</sub> "	2 <sup>3</sup> / <sub>8</sub> "
1/6 Page (Destinations)	2 <sup>1</sup> / <sub>4</sub> "	4 <sup>15</sup> / <sub>16</sub> "

Ad Size (Bleed)	Width	Depth
Spread	16"	11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Spread	16"	5 <sup>5</sup> / <sub>8</sub> "
Full Page	8 <sup>1</sup> / <sub>2</sub> "	11 <sup>1</sup> / <sub>8</sub> "
2/3 Page	5 <sup>3</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Horizontal	8 <sup>1</sup> / <sub>2</sub> "	5 <sup>5</sup> / <sub>8</sub> "

### Display Rates (per ad, per magazine)

	1x	3x	4x	6x	9x	12x	16x
<b>4-color</b>							
Full Page	2195	1995	1930	1830	1695	1595	1495
2/3 Page	1610	1520	1480	1430	1330	1230	1130
1/2 Page	1400	1330	1295	1260	1190	1120	1065
1/3 Page	1195	1130	1095	1060	990	920	865
1/6 Page	650	595	570	535	515	495	465
1/2 Spread	1955	1845	1735	1625	1515	1405	1300
Spread	3035	2860	2685	2510	2335	2160	1990
Cover 2*	2235	2135	2085	2015	1915	1815	1715
Cover 3	2135	2035	1985	1915	1815	1715	1615
Opposite T.O.C.	2135	2035	1985	1915	1815	1715	1615

Destinations	1x	3x	4x	6x	9x	12x	16x
1/12 Page	295	265	240	195	185	170	150
1/6 Page	395	365	340	295	285	270	250

Fly Shop	1x	3x	4x	6x	9x	12x	16x
1/9 Page	380	350	330	310	290	270	250

\* Not offered in *Eastern Fly Fishing*

### Mechanical Requirements

**Printing: Web offset**      **Trim Size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"**

**PDF:** All colors MUST be in CMYK (we do not accept ads submitted in RGB or Solid colors). Embed ALL fonts. Images must be at least 300 dpi at 100% scale. PDF files must be set up exactly to size based on your reserved ad space (PDF files need crop marks and bleeds if applicable). All PDF files must include a contract color proof (*Northwest Fly Fishing*, *Southwest Fly Fishing* and *Eastern Fly Fishing* assumes no responsibility for reproduction of ads submitted without a contract color proof).

**Special Sections:** Fly Shop and Destinations ads are produced in-house. Advertiser must submit typed ad copy, along with a color photo or slide and logo (optional). Logo's may be submitted as line art or provided electronically as eps or bmp files. All fonts must be converted to paths. Ad copy not supplied on disk must be typed.

**Bleeds:** Spread, 1/2 page spread, full page, 2/3 page, and 1/2 page horizontal. Please keep live matter 1/2" from bleed dimensions.

### Terms & Conditions

**Agency Commission:** 15% to agencies who provide print ready artwork.

**Cancellations:** Cancellations or changes must be made in writing and received prior to the space closing date of the issue/s being cancelled.

**Frequency Discounts:** Frequency discounts are based on total insertions run in a contract year (a contract year may start at any time). Advertisers who run in more than one magazine can combine their frequencies for additional savings. Advertisers who cancel or do not fulfill their contract will be billed the difference between the rate earned and the contract rate.

**Liability:** The advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

**Payment:** Terms for advertisers are net 30 days from invoice date. A 1.5 percent service charge (18 percent annual percentage rate) will be added to account balances not paid within 30 days of the invoice date.

**Pre-payment:** Pre-payment is required for first-time advertiser's first insertion. All future insertions are billed upon publication.

### Shipping and Contact Information

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