

2020 Print Advertising Rates

the buzz on the fly-fishing biz

Angling[®] TRADE

CIRCULATION AND FREQUENCY

Angling Trade magazine is printed twice a year. It's a free subscription, supported by advertisements, and available to anyone associated with retailing, manufacturing, guiding, outfitting, travel, lodges or other sectors of the fly-fishing industry.

2020 ADVERTISING RATES

Two Page Spread	\$3,500
Back Cover	\$2,500
Inside Front Cover	\$2,500
Inside Back Cover	\$2,300
Full Page	\$1,975
2/3 Page	\$1,750
1/2 Page	\$1,350
1/3 Page	\$950
1/6 Page	\$650

Frequency discounts are available: 5% for 2 issues

COPY AND CONTRACT CONDITIONS

Contract Year: Advertising must be inserted within one year of first placement to earn the frequency discounts. Cancellation of any portion of a contract nullifies all rate protection for the remainder.

No agency discounts are given.

First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due.

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly or indirectly.

Advertising Responsibility: The purchaser of advertising space assumes all responsibility for the entire content of any advertising printed for him or her in Angling Trade and assumes responsibility for any claims or costs of litigating claims arising there from against themselves or the publisher.

MECHANICAL REQUIREMENTS

ALL ADS MUST BE SUPPLIED ACCORDING TO THE SPECIFICATIONS LISTED ON THIS PAGE.

All ads must be flattened files saved/exported as a jpg or flattened tiff at 300 dpi. Bleed specifications are listed on our [visual ad layout diagram](#). If wrong ad dimensions are submitted, advertiser may run risk of ad being proportioned as necessary. Please convert all files to CMYK, use only 100% black.

Design and Pre-press Services: Provided at publishers cost and billed directly to advertiser by graphic designer.

THE ACCURACY OF ALL ADS SUPPLIED IS THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

GENERAL INFORMATION

No cancellations allowed after closing date. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provisions of this rate card.

All verbal instructions regarding contracts or insertions must be confirmed in writing.

Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized used of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.

PUBLICATION SCHEDULE 2020

Issue	Space Closing	Art Due
May 8th, 2020	April 3rd, 2020	April 17th, 2020
September 18th, 2020	August 21st, 2020	September 4th, 2020

ADVERTISING SIZES

Ad Size	Trim	Live Area	Bleed
Two Page Spread	16 3/4" x 10 7/8"	16 1/4" x 10 3/8"	17 1/4" x 11 3/8"
Full	7 7/8" x 10 3/8"	7 7/8" x 10 3/8"	
Full Bleed	8 3/8" x 10 7/8"	7 7/8" x 10 3/8"	8 7/8" x 11 3/8"
2/3 Vertical	5 1/8" x 10 3/8"	5 1/8" x 10 3/8"	
2/3 Vertical Bleed	5 5/8" x 10 7/8"	5 1/8" x 10 3/8"	5 7/8" x 11 3/8"
1/2 Horizontal	7 7/8" x 5 1/8"	7 7/8" x 5 1/8"	
1/2 Horizontal Bleed	8 3/8" x 5 3/8"	7 7/8" x 5 1/8"	8 7/8" x 5 5/8"
1/2 Vertical	5 1/8" x 7 3/4"	5 1/8" x 7 3/4"	
1/3 Vertical	2 1/2" x 10 3/8"	2 5/8" x 10 3/8"	
1/3 Vertical Bleed	2 3/4" x 10 7/8"	2 1/2" x 10 3/8"	3" x 11 3/8"
1/3 Square	5 1/8" x 5 1/8"	5 1/8" x 5 1/8"	
1/6 Horizontal	5 1/8" x 2 1/2"	5 1/8" x 2 1/2"	
1/6 Vertical	2 1/2" x 5 1/8"	2 1/2" x 5 1/8"	

Please download our [visual ad layout diagram](#) for detailed information on ad sizes.

AD SUBMISSIONS

Please upload files via FTP to our server using the info below:

Host: www.anglingtrade.com
Password: adv3rt1s3rs

Username: angling_ads

If uploading files via FTP is not possible, please email files under 10mb to tim@anglingtrade.com. If the file exceeds 10mb, please send to PO Box address below. Please also send hard copy of color accurate proof to insure print accuracy.

Advertising Contact:

Tim Romano
Fax: 303.495.2454

Phone: 303.495.3967
tim@anglingtrade.com

Mail Address:

Angling Trade
PO Box 17487
Boulder, CO 80308
www.anglingtrade.com

Street Address:

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