

BASSIN[®]

RATE CARD

| | 1X | 3X | 5X (+) |
|-------------------|-----------|-----------|---------------|
| 2 PG Spread | \$16,000 | \$12,800 | \$12,000 |
| Full Page | \$8,200 | \$6,500 | \$6,000 |
| 2/3 Page | \$6,750 | \$5,400 | \$5,075 |
| 1/2 Page | \$4,500 | \$3,600 | \$3,375 |
| 1/3 Page | \$3,500 | \$2,800 | \$2,600 |
| 1/4 Page | \$2,500 | \$2,000 | \$1,875 |
| 1/6 Page | \$1,725 | \$1,375 | \$1,300 |
| Inside Front/Back | \$9,800 | \$7,850 | \$7,350 |
| Back | \$10,700 | \$8,550 | \$8,025 |

TACKLE SHOP

| | 1X | 3X | 5X (+) |
|----------------|-----------|-----------|---------------|
| 1/6 Page | \$1,100 | \$1,000 | \$900 |
| 3-inch Display | \$500 | \$450 | \$400 |
| 2-inch Display | \$350 | \$325 | \$300 |
| 1-inch Display | \$200 | \$180 | \$160 |
| Text Ads | \$50/line | \$45/line | \$40/line |

BASSIN' AND CRAPPIE WORLD MAGAZINE SALES

Shelley Hughes, Associate Publisher
shughes@freshwatermediagroup.com
Tel.: 918-366-6191 x113

Shannon Land, Classified/Advertising Sales
shannon.land@freshwatermediagroup.com
Tel.: 918-366-6191 x139

The Powell Group

Doyle Powell, Advertising Sales
dpowell@powellgroup.biz
Tel: 334-271-6100

Davy Taff, Advertising Sales
dtaff@powellgroup.biz
Tel: 334-271-6100



PRODUCTION REQUIREMENTS

Bleed: 1/8" beyond trim. Keep live matter 1/4" from trim edge.

Digital files are preferred.

Adobe PDF files are preferred.

Native application files in InDesign, Illustrator or PhotoShop are accepted.

Font and graphic files are required for all files.

Minimum resolution of 300 dpi at 100% is required.

Store all documents in one self-extracting Stuffit or zip folder.

Submissions: All submissions must be accompanied by a hard-copy proof and complete format details.

Transmit digital files via FTP:

ftp://natcomproduction.com

Username: bassin

Password: fishing

Send files via mail:

Bassin'

Attn: Ad Coordinator

12818 S. Memorial Dr. Ste. 100

Bixby, OK 74008

ISSUE RESERVATION & CLOSING DATES

| Issue | Deadline | Materials Due | On Sale Date |
|-----------|----------|---------------|--------------|
| March | 12-1-09 | 12-10-09 | 1-26-10 |
| May | 2-1-10 | 2-19-10 | 3-23-10 |
| July | 4-1-10 | 4-9-10 | 5-18-10 |
| Sept. | 6-1-10 | 6-11-10 | 7-20-10 |
| Nov. | 8-2-10 | 8-13-10 | 9-21-10 |
| Jan. 2011 | 10-1-10 | 10-15-10 | 11-23-10 |



MECHANICAL REQUIREMENTS

Printed: web-offset process

Trim size: 8" x 10.5", Type page is 7" x 9.75" deep.

Three columns per page: 2.25" x 9.75" deep.

AD SIZES

| | |
|---------------------|---|
| Full Page, Bleed | 8.25" x 10.75" (7.75" x 10.25" live area) |
| Spread, Bleed | 16.25" x 10.75" |
| 2/3 Page, Bleed (V) | 4.75" x 10.75" (4.5" x 10.25" live area) |
| 1/2 Page, Bleed (H) | 8.25" x 5.375" (7.75" x 5" live area) |
| 1/3 Page, Bleed (V) | 2.75" x 10.75" (2.5" x 10.25" live area) |
| 1/3 Page (Square) | 4.625" x 4.75" |
| 1/4 Page | 3.375" x 4.75" |
| 1/4 Page (Square) | 4.625" x 3.75" |
| 1/6 Page | 2.25" x 4.75" |

BASSIN' AND CRAPPIE WORLD MAGAZINE SALES

Shelley Hughes, Associate Publisher
shughes@freshwatermediagroup.com
Tel.: 918-366-6191 x113

Shannon Land, Classified/Advertising Sales
shannon.land@freshwatermediagroup.com
Tel.: 918-366-6191 x139

The Powell Group
Doyle Powell, Advertising Sales
dpowell@powellgroup.biz
Tel: 334-271-6100

Davy Taff, Advertising Sales
dtaff@powellgroup.biz
Tel: 334-271-6100