

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

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