

# FRESH WATER

## MEDIA GROUP

### RATE CARD

(Includes advertising in both Bassin' and Crappie World magazines.)



### BASSIN' AND CRAPPIE WORLD MAGAZINE SALES

	1X	3X	5X (+)
2 PG Spread	\$18,200	\$16,380	\$15,470
Full Page	\$9,625	\$8,660	\$8,180
2/3 Page	\$7,890	\$7,100	\$6,710
1/2 Page	\$5,515	\$4,960	\$4,690
1/3 Page	\$4,320	\$3,890	\$3,670
1/4 Page	\$3,220	\$2,900	\$2,740
Inside Front/Back	\$11,340	\$10,200	\$9,640
Back Cover	\$12,350	\$11,115	\$10,500

#### NatCom Publications

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### TACKLE SHOP

	1X	3X	5X (+)
1/6 Page	\$1,625	\$1,425	\$1,225
3-inch Display	\$820	\$720	\$620
2-inch Display	\$565	\$515	\$465
1-inch Display	\$335	\$310	\$285
Text Ads	\$75/line	\$70/line	\$65/line

#### The Powell Group

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