

Space reservation and art deadlines

MAR/APR 2009 Issue

Jan. 12: Ad Space Deadline

Jan. 15: Ad Finished art

MAY/JUNE 2009 Issue

Mar. 13: Ad Space Deadline

Mar. 16: Ad Finished art

JUL/AUG 2009 Issue

May 12: Ad Space Deadline

May 15: Ad Finished art

SEP/OCT 2009 Issue

July 13: Ad Space Deadline

July 16: Ad Finished art

NOV/DEC 2009 Issue

Sept. 11: Ad Space Deadline

Sept. 15: Ad Finished art

JAN/FEB 2010 Issue

Nov. 12: Ad Space Deadline

Nov. 16: Ad Finished art

MAR/APR 2010 Issue

Jan 12: Ad Space Deadline

Jan 15: Ad Finished Art

deadlines

Ads received after the deadline will not run. For contracted advertisers, a previously run ad will be picked up if a new ad is not received by the advertising deadline. Unless otherwise indicated, advertising deadlines are roughly 6 weeks before publication of the magazine.

GENERAL ADVERTISING INFORMATION

The publisher reserves the right to refuse advertising that is not in keeping with the publication's quality and standards. In support of fishing conservation, *TIDE* magazine will not run photographs of obviously dead or bleeding fish, or those on stringers or gaffs.

space reservations

For space reservations, contact Robert Taylor at 713-626-4234 or rataylor@JoinCCA.org
NO AD WILL RUN without a signed advertising contract or insertion order.

placement

Position requests are accommodated when possible, but they are not guaranteed—except back and inside covers. Guaranteed positions will be billed at an additional 15 percent of the posted advertising space rates.

cancellations

Contact Robert Taylor at least eight weeks prior to mailing dates for cancellations and schedule changes.

All cancellations or changes in ad schedules must be received in writing.

inserts

Rates available upon request.

USE OF THE CCA LOGO IN ADVERTISEMENTS

Advertisers must receive approval from CCA before incorporating CCA logos into advertisements. Contact Ted Venker at CCA, 1-800-201-FISH, for guidelines.

ALABAMA

CONNECTICUT

FLORIDA

GEORGIA

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MISSISSIPPI

NEW HAMPSHIRE

NEW YORK

NORTH CAROLINA

OREGON

SOUTH CAROLINA

TEXAS

VIRGINIA

WASHINGTON



TIDE

Advertising Rate Card



Effective 1/1/09



editorial profile

TIDE is the bi-monthly magazine of Coastal Conservation Association, a national organization of conservation-minded sportsmen and women dedicated to the conservation of marine life and coastal habitat. *TIDE*'s editorial content is a careful balance of information, education and entertainment on subjects of interest to inshore and offshore fishermen along the Gulf, Atlantic and Pacific Northwest coasts.

Since 1977, Coastal Conservation Association's members in 17 state chapters have worked diligently to improve and enhance our nation's coastal fisheries and marine environment.

circulation

88,631 (as of 9/06/08)

return/release of art work

Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping materials beyond one year. The publisher is not responsible for advertising materials damaged during shipping.

*** CCA does not endorse or support any of the products or services appearing in photographs accompanying the editorial content of the magazine. Photographs are selected based on relevance to the story, quality and availability.

TIDE advertising contacts

Robert Taylor
TIDE Advertising Representative
6919 Portwest, Suite 100
Houston, TX 77024
Phone: 713-626-4234
rataylor@JoinCCA.org

ad dimensions

full-page with bleed: Including bleed, a full-page ad should measure 8-3/4" x 11- 3/8" (8.75" x 11.375")

printed full page: 8-1/4" x 10-7/8" (8.25" x 10.875")

full-page live area: 7-1/8" x 9-7/8" (7.125" x 9.875")

2/3 vertical: 4-11/16" x 9-7/8" (4.687" x 9.875")

1/2 vertical: 4-11/16" x 7-3/8" (4.687" x 7.375")

1/2 horizontal: 7-1/8" x 4-7/8" (7.125" x 4.875")

1/3 vertical - 2-1/4" x 9-7/8"
(2.25" x 9.875")

1/3 square - 4-11/16" x 4-7/8"
(4.687" x 4.875")

1/6 vertical - 2-1/4" x 4-7/8"
(2.25" x 4.875")

1/6 horizontal - 4-11/16" x 2-3/8"
(4.687" x 2.375")

1/12 - 2-1/4" x 1-3/4"
(2.25" x 1.75")

mechanical requirements

- Ads should be saved in CMYK and furnished as a 300-dpi pdf or a high-resolution TIFF format. Ads must be produced to the correct size. *TIDE* will not manipulate graphics or text.
- All ads should be furnished on a CD or emailed to the contact information below. The CD should be labeled according to content.
- All CDs should include a laser print of the disk directory and a proof-laser print for black and white ad, or a color laser print for a color ad.

SEND FINISHED AD TO:

Cheri Gossett
3795 Westerman, Houston, TX 77005
Email advertising material to:
cherigossett@aol.com
Phone: 713-899-6356

national advertising rates

four color	1x	3x	6x	12x
full page	\$2,115	\$1,990	\$1,930	\$1,850
2/3 page	1,820	1,700	1,640	1,585
half page	1,335	1,270	1,230	1,175
1/3 page	1,130	1,060	1,000	945

b & w	1x	3x	6x	12x
full page	\$1,475	\$1,410	\$1,350	\$1,250
2/3 page	1,400	1,340	1,270	1,180
half page	960	910	865	770
1/3 page	750	705	645	590
1/6 page	495	445	395	370
1/12 page	265	235	210	190

covers

Inside front cover	\$2,450
Inside back cover	\$2,310
Back cover	\$2,580

AGENCY DISCOUNTS: Recognized agencies are allowed a 15 percent discount if the account is paid within 30 days of invoice date.

PAYMENT TERMS: Due upon receipt