

# 2024 Print Advertising Rates



## Per Insertion

### Display Ads (4-Color)

1x

3x

6x

12x

\*\*\*Black & white rates available upon request

Full Page	\$ 3,192	\$ 3,088	\$2,854	\$ 2,291
2-Page Spread	\$ 5,108	\$ 4,939	\$4,554	\$3,333
2/3 Page	\$ 2,597	\$ 2,462	\$ 2,257	\$ 1,926
1/2 Page	\$ 2,359	\$ 2,308	\$ 2,151	\$ 1,752
1/3 page	\$ 1,860	\$ 1,819	\$ 1,694	\$ 1,347
1/4 page	\$ 1,694	\$ 1,631	\$ 1,476	\$ 1,146
1/5 page	\$ 1,579	\$ 1,533	\$ 1,453	\$ 1,078
1/6 page	\$ 1,559	\$ 1,526	\$ 1,436	\$ 1,008
Outside Back	\$ 4,144	\$ 3,984	\$3,800	\$3,099
Inside Front	\$ 4,008	\$ 3,825	\$ 3,567	\$2,964
Inside Back	\$ 3,852	\$ 3,776	\$ 3,462	\$2,860

### Problem Solvers

BW

2-Color

4-Color

12x contract only

4.5 x 4			\$ 6,199
4.5 x 2	\$ 1,685	\$ 2,830	\$3,099
4.5 x 1	\$ 1,010	\$ 2,156	\$ 2,426
2.1875 x 1	\$ 573	\$ 1,718	\$ 1,987

### Classified

BW

Per column inch

1-4x	\$ 92
5-8x	\$ 74
9-12x	\$ 63

### Other Charges

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

# 2024 Print Advertising Specifications



fishermensnews.com

Photo: Keith Greba

Full Page  
(Bleed)  
8.625" x 11.125"  
(Trim)  
8.375" x 10.875"

Full Page  
(No Bleed)  
7.25" x 9.75"

2/3 Page  
Vertical  
4.5" x  
9.75"

Island 1/2 Page  
4.5" x 7"

1/2 Page  
7" x 4.875"

1/3 Page  
Vertical  
2.1875" x  
9.75"

1/3 Page  
Square  
4.5" x  
4.875"

1/4 Page Vertical  
3.375" x 4.875"

1/4 Page Horizontal  
4.5" x 3.5"

1/5 Page Horizontal  
4.5" x 2.875"

## PAGE UNIT (by inches)

	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"

• Unlisted sizes accepted. Please call.

## MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

## PRINTING SPECIFICATIONS

*Fishermen's News Magazine* is printed on an offset press using a computer- to-plate production method. Paper is 67.6# coated stock using 150 line screen.

## IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

GRAPHIC FORMATS ACCEPTED: HIGH RESOLUTION PDF, JPG

SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

## E-MAILING FILES

Files of 10MB and smaller can be e-mailed to:

Katie Higgins at [katie@maritimepublishing.com](mailto:katie@maritimepublishing.com).

For files larger than 10MB please call for more information:

206-914-4248 (mobile).

ADVERTISING SALES Katie Higgins • [katie@maritimepublishing.com](mailto:katie@maritimepublishing.com) • 206-914-4248