

RUN OF SITE AD POSITIONS

AD UNIT	RATE
Premium Square 300x250	\$25 CPM
Leaderboard 728x90	\$20 CPM
Skyscraper 160x600	\$17 CPM

HOME PAGE AD POSITION

Horizontal Banner 468x60	\$1,000 per month
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COMMUNITY (FORUM) AD POSITIONS

Leaderboard 728x90	\$1,150 per month
Square 180X150	\$575 per month

SECTION SPONSORSHIPS

Home Page Spotlight 2 spots available, link to advertorial	\$1,150 per month
Regional Fishing Report 180x150 Banner Fish Bites Section, Top of page, Exclusive	\$1,000 per month
Fish Files Advertiser Logo Fish Files Section, Top of page, Exclusive	\$1,000 per month
Landing Page Tile 180x150 Travel, Boats, Engines, Electronics, Species, Gear, or Techniques section Center of page, Exclusive per section	\$575 per month
Region Destination Tile 180x150 Center of page, Exclusive per region	\$575 per month

LEAD GENERATION

Polls or Surveys Run of site right column 1 spot per month	\$1,150 per month
Contest Listed in Contest section, includes eNews banner and Site banner. Runs 90 days	\$5,750 each
Monthly eNewsletter Sponsorship	
Horizontal Banner 468x60	\$500 per issue
Vertical Banner 120x240	\$290 per issue
Custom Advertiser Email 1 exclusive per month	\$150 CPM

NOTE: Electronic materials required. Interactive Advertising Bureau standards and guidelines apply.



WEBSITE DIGITAL REQUIREMENTS

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 pixels	30 kb max	Gif, Jpg, Swf
Horizontal Banner	468 x 60 pixels	30 kb max	Gif, Jpg, Swf
Skyscraper	160 x 600 pixels	30 kb max	Gif, Jpg, Swf
Premium Square	300 x 250 pixels	30 kb max	Gif, Jpg, Swf
Tile	180 x 150 pixels	30 kb max	Gif, Jpg, Swf
Enews	120 x 240 pixels	15 kb max	Gif, Jpg
Enews	468 x 60 pixels	15 kb max	Gif, Jpg

Custom Advertiser Email

- 600 pixels wide, no limit to length
- Images, links, and text only
- No embedded forms or Flash
- Use simple HTML with no CSS style sheet.
- Use Alt tags for images

CREATIVE GUIDELINES

- Submit url with banner creative
- All click through urls must open in a new browser
- Creatives cannot have transparent backgrounds.
- Banner expansion must be user-initiated.
- Videos must have functioning pause/stop/play and audio controls.

- Flash Versions 7 – 9 only
- Flash creatives must be delivered as .swf Flash Player files.
- Flash ads must include click Tag tracking that contains the following action script:

```
on(release){  
  getURL(clickTAG,"_blank");  
}
```

Online Contacts

Online Director:

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Online Sales Manager:

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1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
6. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
7. Publisher is not liable for delays in delivery and/or non-delivery in the

- event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. All ads run on a prepay basis until credit is approved.