

Rate Card No. 15
 Effective Date of Rates:
 January/February 2008 Issue
 Rate Base: 27,000

2008 DISPLAY RATES

	1X	3X	6X
FOUR COLOR			
■ Spread	\$8,240	\$7,640	\$7,085
■ Full-Page	4,340	4,020	3,735
■ 2/3 Page	3,560	3,310	3,050
■ 1/2 Page (Isl)	3,145	2,910	2,695
■ 1/2 Page (H)	2,830	2,630	2,425
■ 1/3 Page	2,235	2,080	1,925
■ 1/6 Page	1,385	1,285	1,195
■ 1/12 Page	815	760	700

	1X	3X	6X
TWO COLOR			
■ Spread	\$7,415	\$6,865	\$6,370
■ Full-Page	3,900	3,615	3,345
■ 2/3 Page	3,045	2,830	2,615
■ 1/2 Page (Isl)	2,695	2,510	2,315
■ 1/2 Page (H)	2,420	2,250	2,085
■ 1/3 Page	1,905	1,775	1,645
■ 1/6 Page	1,170	1,085	1,005
■ 1/12 Page	660	610	565

	1X	3X	6X
BLACK & WHITE			
■ Spread	\$6,175	\$5,735	\$5,315
■ Full-Page	3,245	3,020	2,795
■ 2/3 Page	2,540	2,360	2,180
■ 1/2 Page (Isl)	2,240	2,085	1,930
■ 1/2 Page (H)	2,015	1,870	1,725
■ 1/3 Page	1,595	1,475	1,365
■ 1/6 Page	975	900	845
■ 1/12 Page	550	500	465

	1X	3X	6X
COVERS & SPECIAL POSITIONS			
■ Cover 2	\$4,995	\$4,630	\$4,285
■ Cover 3, Pages 3, 4, 7, 9	4,760	4,415	4,095
■ Cover 4	5,425	5,040	4,665

	9X	12X	15X
BULK RATES			
■ Four Color	\$3,685	\$3,645	\$3,510
■ Two Color	3,320	3,285	3,165
■ Black & White	2,760	2,735	2,635

Note: Rates are gross, agency commissionable.

OUTFITTERS

	1X	3X	6X
FOUR COLOR			
■ 1/6 Page	\$550	\$525	\$475
■ 1/12 Page	330	310	285
TWO COLOR			
■ 1/6 Page	--	\$430	\$405
■ 1/12 Page	--	280	245

	1X	3X	6X
BLACK & WHITE			
■ 1/6 Page	--	\$360	\$330
■ 1/12 Page	--	245	220

Note: Rates are net, noncommissionable.

GUIDES/DESTINATIONS

	1X	3X	6X
FOUR COLOR			
■ 1/6 Page	--	\$500	\$415
■ 1/12 Page	--	280	220

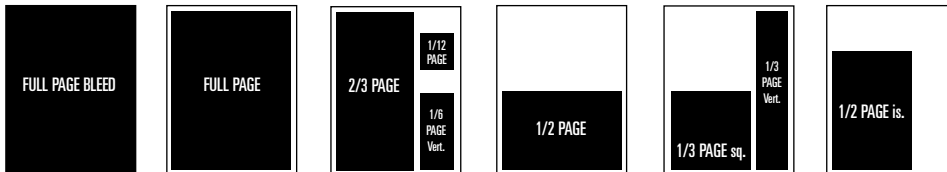
Note: Rates are net, non-commissionable.

CLOSING DATES

2008 Issue	Reserve Space	Material Due	On Sale Date
Jan/Feb	11/15/07	11/19/07	01/08/08
Mar/Apr	01/22/08	01/24/08	03/11/08
May/June	03/11/08	03/13/08	04/29/08
July/Aug	05/12/08	05/14/08	07/01/08
Sept/Oct	07/15/08	07/17/08	09/02/08
Nov/Dec	09/16/08	09/18/08	11/04/08

AD SIZES	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE WITH BLEED	8-3/8" (8.375")		11"
FULL PAGE (live area)	7"		10"
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11"
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2/3 PAGE VERTICAL ONLY	4-9/16" (4.5625")		10"
1/2 PAGE HORIZONTAL	7"		4-7/8" (4.875")
1/2 PAGE ISLAND	4-9/16" (4.5625")		7-3/8" (7.375")
1/3 PAGE VERTICAL	2-3/16" (2.1875")		10"
1/3 PAGE SQUARE	4-9/16" (4.5625")		4-7/8" (4.875")
1/6 PAGE VERTICAL	2-3/16" (2.1875")		4-7/8" (4.875")
1/6 PAGE HORIZONTAL	4-9/16" (4.5625")		2-3/8" (2.375")
1/12 PAGE SQUARE	2-3/16" (2.1875")		2-3/8" (2.375")

Hold live matter 1/2" from trim on all sides of full page ads.



GENERAL CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content 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 advertisement, 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 granted, in writing, by the Publisher.

6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental 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.

7. Advertiser and its Agency shall be 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 attorney fees, expenses, and costs incurred in connection with collection of all monies due.

8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

9. Until credit is approved, Advertisements are run on a prepaid basis only.

SHIPPING INSTRUCTIONS

**Questions? Please contact Jennifer Derviss,
Advertising Services Manager, at 407-571-4892.**

PHOTOS, COPY, LOGOS, MATERIALS, ETC.
FOR AD DESIGN SERVICES AT
FLY FISHING SHIP TO:
Fly Fishing in Salt Waters
Advertising Services Manager
460 North Orlando Avenue, Suite 200
Winter Park, FL 32789
Phone 407-571-4666

FINAL AD MATERIALS
(READY TO PRINT)
SHIP TO:
RR Donnelley & Sons Company
Lancaster Premedia Center
Attn: Fly Fishing Ad Management Module
216 Greenfield Road, Lancaster, PA 17601
Phone 717-481-2890

DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

PREFERRED FORMAT: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

ACCEPTED FORMATS: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output." Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

FONTS: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS: All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

FOR MORE INFORMATION: Contact your *Fly Fishing in Salt Waters* Production Manager, at 407-571-4892. Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect, foot jog.

INSERTS: Consult your advertising representative.

Production and prepress services are available; rates upon request.