

AD POSITIONS

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE
LEADERBOARD 728X90 TOP OF SITE	Top of page COMMON TO ALL PAGES	4 in rotation	\$2,450 per month
CPM PREMIUM 300X250 SQUARE	Top right side of page COMMON TO ALL PAGES	CPM only / impression based	\$25.00 CPM
HORIZONTAL BANNER 468X60 HORIZONTAL	Top of page below logo COMMON TO ALL PAGES	4 in rotation	\$1,725 per month
SQUARE 1 180X150 SQUARE	Right column middle COMMON TO ALL PAGES	4 in rotation	\$575 per month
SQUARE 2 180X150 SQUARE	Right column bottom COMMON TO ALL PAGES	4 in rotation	\$290 per month
BOTTOM LEADERBOARD 468X60 BOTTOM OF SITE	Bottom of page COMMON TO ALL PAGES	1 exclusive 100% SOV	\$1,150 per month
SPOTLIGHT	Homepage spotlight	2 spots linked to advertorial	\$1,150 per month
SPECIAL OFFERS TEXT LINKS	Right column middle COMMON TO ALL PAGES	5-10 spots Text-only one-line links	\$290 per month
LANDING PAGES 180X150 SQUARE CENTER OF PAGE	Main Section NEWS, GEAR, TECHNIQUES, SPECIES, TRAVEL, BOATS, ENGINES, ELECTRONICS	1 exclusive per section	\$575 per month
REGION DESTINATION 180X150 SQUARE CENTER OF PAGE	Region level section GUIDES AND DESTINATIONS	1 exclusive per region	\$575 per month
GUIDES & DESTINATIONS DIRECTORY LISTING & CUSTOM AD PAGE, LEADS, CONTACT FORM	Premium Guide	Annual listing	\$290 per year
PHOTO GALLERY WINDOW 468X60 BANNER	Gallery pop-up window	4 in rotation	\$500 per month
FORUMS LEADERBOARD 728X90 TOP OF SITE	Forum pages	4 in rotation	\$1,150 per month
FORUMS RIGHT SIDE 180X150 SQUARE	Forum pages	Right side of forum in rotation	\$575 per month

COMMON ON ALL 3 FISHING SITES

GUIDES & DESTINATIONS DIRECTORY LISTING & CUSTOM AD PAGE, LEADS, CONTACT FORM	Premium Accommodation	Annual listing	\$575 per year
BUSINESS DIRECTORY CUSTOM ADVERTISER MESSAGE PAGE, LEADS, CONTACT FORM	Business	Annual listing	\$500 per year

LEAD GENERATION

POLLS OR SURVEYS	Run of site right column	1 spot per month	\$1,150 per month
CONTEST OR SPECIAL PROMOTION	Contest section	Runs 90 days	\$5,750 each
INCLUDES ENEWS LINK, SITE BANNER, LISTING ON MAIN CONTEST PAGE			
ENEWSLETTER SPONSORSHIP	Monthly eNews standard	4 spots	\$290 per issue
120X240 OR SAME AS AREA TEXT/LINK			
CUSTOM ADVERTISER ENEWSLETTER	Custom email	1 exclusive	\$3,450 per issue
SPECIAL ADVERTORIAL CUSTOM EMAIL			

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
LEADERBOARD	728 x 90 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
HORIZONTAL BANNER	468 x 60 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
SKYSCRAPER	160 x 600 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
CPM PREMIUM SQUARE	300 x 250 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
SQUARE 1, 2 OR LANDING	180 x 150 pixels 72 dpi	20 kb max	Gif, Jpg, Swf: include Fla file
ENEWSLETTER	120 x 240 pixels 72 dpi	15 kb max	Gif, Jpg

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

PRODUCTION CHARGES - \$75 PER HOUR (NET)

STATIC GIF / JPG	Up to 728 x 90 pixels	Electronic photo and text supplied by client	\$115
FLASH / ANIMATED GIF	Up to 728 x 90 pixels	Electronic photo and text supplied by client	\$290

SPECIAL AD UNITS

Pop-ups, Pop-under, Floating and Full-page Blocking Ads

Call for availability and quote.

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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.