

Rate Card No. 14
 Effective Date of Rates:
 January/February 2007 Issue
 Rate Base: 27,000

2007 DISPLAY RATES

	1X	3X	6X
FOUR COLOR			
■ Spread	\$7,850	\$7,275	\$6,750
■ Full-Page	4,135	3,830	3,555
■ 2/3 Page	3,390	3,150	2,905
■ 1/2 Page (Isl)	2,995	2,770	2,565
■ 1/2 Page (H)	2,695	2,505	2,310
■ 1/3 Page	2,130	1,980	1,835
■ 1/6 Page	1,320	1,225	1,140
■ 1/12 Page	775	725	665

	1X	3X	6X
TWO COLOR			
■ Spread	\$7,060	\$6,540	\$6,065
■ Full-Page	3,715	3,445	3,185
■ 2/3 Page	2,900	2,695	2,490
■ 1/2 Page (Isl)	2,565	2,390	2,205
■ 1/2 Page (H)	2,305	2,140	1,985
■ 1/3 Page	1,815	1,690	1,565
■ 1/6 Page	1,115	1,035	955
■ 1/12 Page	630	580	540

	1X	3X	6X
BLACK & WHITE			
■ Spread	\$5,880	\$5,460	\$5,060
■ Full-Page	3,090	2,875	2,660
■ 2/3 Page	2,420	2,250	2,075
■ 1/2 Page (Isl)	2,135	1,985	1,840
■ 1/2 Page (H)	1,920	1,780	1,645
■ 1/3 Page	1,520	1,405	1,300
■ 1/6 Page	930	855	805
■ 1/12 Page	525	475	445

	1X	3X	6X
COVERS & SPECIAL POSITIONS			
■ Cover 2	\$4,755	\$4,410	\$4,080
■ Cover 3, Pages 3, 4, 7, 9	4,535	4,205	3,900
■ Cover 4	5,165	4,800	4,445

	9X	12X	15X
BULK RATES			
■ Four Color	\$3,510	\$3,470	\$3,345
■ Two Color	3,160	3,130	3,015
■ Black & White	2,630	2,605	2,510

Note: Rates are gross, agency commissionable.

OUTFITTERS

	1X	3X	6X
FOUR COLOR			
■ 1/6 Page	\$525	\$500	\$455
■ 1/12 Page	315	295	270

TWO COLOR			
■ 1/6 Page	--	\$410	\$385
■ 1/12 Page	--	265	235

BLACK & WHITE			
■ 1/6 Page	--	\$345	\$315
■ 1/12 Page	--	235	210

Note: Rates are net, noncommissionable.

GUIDES/DESTINATIONS

FOUR COLOR			
■ 1/6 Page	--	\$475	\$395
■ 1/12 Page	--	265	210

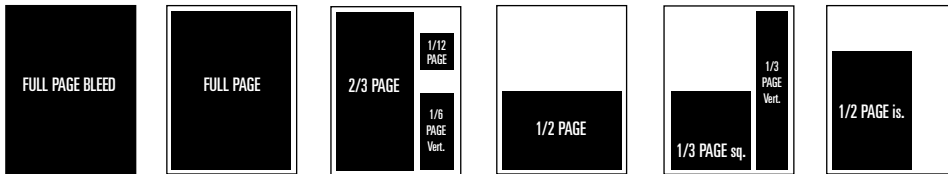
Note: Rates are net, non-commissionable.

CLOSING DATES

2007 Issue	Reserve Space	Material Due	On Sale Date
Jan/Feb	11/16/06	11/20/06	01/09/07
Mar/Apr	01/23/07	01/25/07	03/13/07
May/June	03/20/07	03/22/07	05/08/07
July/Aug	05/14/07	05/16/07	07/03/07
Sept/Oct	07/17/07	07/19/07	09/04/07
Nov/Dec	09/25/07	09/27/07	11/13/07

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

- 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.
- 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, reader service number or advertisers index.
- 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.
- 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.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- 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 quasigovernmental 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 pre-pay basis until credit is approved.

SHIPPING INSTRUCTIONS

**Questions? Please contact Tricia Mitchelson,
Advertising Services Manager, at 407-571-4666.**

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

Fly Fishing in Salt Waters utilizes a digital workflow and requires all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

MEDIA TRANSFER: CD-ROM, ZIP disk. WE DO NOT ACCEPT ADS VIA EMAIL.

PREFERRED FORMATS: InDesign with associated graphic files and fonts. Files should conform to SWOP guidelines, total area density should not exceed 300%. View specifications online at www.swop.org.

ACCEPTED FORMATS: Native Desktop Application Files (InDesign, Quark, Illustrator, PhotoShop), Scitex Files, Tiff/IT-P1, or PDF.

AD SIZES: Spread files should be set up as two single facing pages. All ads must be created to exact size specifications on the rate card, or will incur charges for re-sizing. No live matter within 1/2" of gutter or trim.

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 4-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.

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). Quark & InDesign users: To ensure you have all the necessary files, including fonts, use Quark "Collect for Output" or InDesign "Package" feature.

PROOFS: All 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. Proofs are required for every ad. If contract proof is not supplied, we will generate an Iris proof at a charge of \$42 per page. A confirmation PDF proof at a \$11 charge may be sent to advertiser for approval.

For more detailed digital information visit www.rrd-lpc.com/wp or contact your Fly Fishing in Salt Waters Ad Services Manager, Tricia Mitchelson at 407-571-4666.

Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Saddlestitch. Foot jog.

INSERTS: Consult your advertising representative.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Production and prepress services are available; rates upon request.