

## Advertising Rates for the New Jersey Angler Magazine - Print Edition

SIZE	DIMENSIONS	1 TIME*	3 TIMES*	6 TIMES*	12 TIMES*
1/16th	1 5/8" X 2 3/16" or 3 3/8" X 1"	150.00	74.00	63.00	56.00
1/8th	1 5/8" X 4 1/2" or 3 3/8" X 2 3/16"	200.00	138.00	120.00	109.00
1/4 Page	3 3/8" X 4 1/2" or 7" X 2 3/16" or 1 5/8" X 9 3/16"	300.00	225.00	204.00	189.00
1/2 Page	7" X 4 1/2" or 3 3/8" X 9 3/16"	450.00	365.00	336.00	311.00
1 Page	7" X 9 3/16"	700.00	591.00	545.00	507.00

\* Pricing per month on black-and-white ad. For 4-color add \$175.

Trim size: 8" x 10 3/8". Full page bleeders allow for 1/2-inch bleed. Non-standard ad sizes please call our office. Most common file formats such as PDF, JPG, TIFF, EPS, PSD accepted. Basic ad design services provided at no charge. **Note:** We are PC format.

### Get FREE Internet Exposure!!!

All advertisers who meet a small, minimum advertising commitment with us get a FREE listing and web link on the "Products/Services" page of our new and fast-growing website NJAngler.com. Check it out!

### Special Position Pages

#### Front Inside Cover (Glossy):

1 Page	1X	3X	6X	12X
	\$1,030	\$948	\$885	\$822

#### Back Inside Cover (Glossy):

1 Page	1X	3X	6X	12X
	\$1,030	\$948	\$885	\$822

#### Back Cover (Glossy):

1 Page	1X	3X	6X	12X
	\$1,075	\$998	\$904	\$852

#### Center Spread (Glossy Paper or Newsprint) CALL FOR PRICING

**NEW "Fish Finder" Section:**  
call for details

### Editorial Calendar

Our editorial content is seasonal, meaning that each and every issue contains articles that are appropriate for the given time of year. However, each issue does have a primary focus, which drives the cover artwork and approximately three feature articles:

January:	Winter Outdoor Shows	July:	Offshore Issue
February:	Winter Boat Shows	August:	Mid-Summer Fishing
March:	Spring Striped Bass	September:	Fall Boat Shows
April:	Opening Day Trout	October:	Surf Fishing
May:	Spring Special	November:	Fall Striped Bass
June:	Fluke Special Edition	December:	Holiday Gift Guide