MEDIA KIT 2009

Commercial Fisheries News

Compass Publications Inc.
Fisheries Division
PO Box 37
Stonington, ME 04681
800.989.5253
fax: 207.367.2490
ads@fish-news.com

Editorial Calendar

Readership Information

Advertising Rates

Advertising Space Agreement

Technical Requirements



2009 EDITORIAL CALENDAR AND ADVERTISING PLANNER

ISSUE	THEME OR HIGHLIGHT	SHOWS
JAN ad closing 12/5	**ANNUAL BOATBUILDING ISSUE** *Includes recap of 2008 New Boat launches*	East Coast Commercial Fishermen's & Aquaculture Expo, Ocean City, MD
FEB ad closing 1/9	**SPRING SHOW PREVIEW**	Mass. Lobstermen's Association Annual Weekend & Show, Hyannis, MA Eastern CAN Fisheries Expo, Yarmouth, NS
MARCH ad closing 2/6	**SHOW ISSUE** *Maine Fishermen's Forum and Trade Show*	Maine Fishermen's Forum & Trade Show, Rockport, ME Maine Boatbuilders Show, Portland, ME
APRIL ad closing 3/6	**GEARING UP FOR SPRING FISHING**	
MAY ad closing 4/7	**BREAKING NEWS AS IT HAPPENS!**	
JUNE ad closing 5/8	**ANNUAL MARINE POWER ISSUE** *Includes comprehensive marine engine directory* *Plus: Special Supplement, "CFN's Guide to the Lobster Boat Races"*	Maine Boats, Homes & Harbors Show, Rockland, ME
JULY ad closing 6/5	**ANNUAL "BIG FISH" ISSUE** *Preseason look at bluefin tuna and more*	See Commercial Fisheries News at Lobster Boat Races and Summer Festivals Throughout New England
AUG ad closing 7/6	**LOBSTERING NEWS IN EVERY ISSUE!**	
SEPT ad closing 8/7	**SHOW ISSUE:** *New Bedford Working Waterfront Festival*	Working Waterfront Festival, New Bedford, MA Oceans '09, Biloxi, MS
OCT ad closing 9/4	**BREAKING NEWS AS IT HAPPENS!** *Lobster boat racing season wrap-up*	
NOV ad closing 10/2		
DEC ad closing 11/3	**Management coverage in every issue!**	

REGULARLY FEATURED:
The Enforcement Report; market reports; new boat launchings and fleet additions; Along the Coast; Shop Talk; Safe Boat; Sick Bay; Brian Robbins' Bearin's; provocative editorials; and the region's biggest and best-read industry Classifieds.

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Circulation Data

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***Commercial Fisheries News* is the only regionwide, paid circulation, subscriber-based publication serving the commercial fishing industry in the Northeast and Mid-Atlantic states.**

Average distribution per issue.

Mailed to paid subscribers	4,896
Distributed via paid newsstands	1,569
Distributed via trade shows/sales promotions	572
TOTAL:	**7,037**

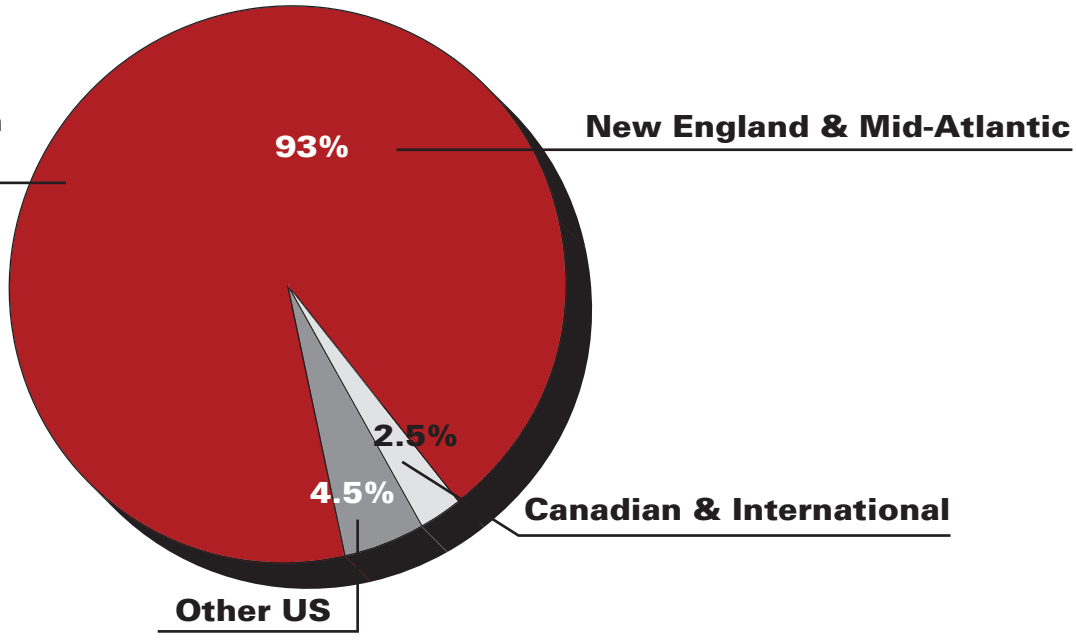
Field served

Commercial Fisheries News is the Atlantic fishing industry newspaper, covering: waterfront news, new boats, gear, technology, boat building, market and fish handling developments, profiles, and fish and lobster prices. Monthly coverage of state and regional fishery councils and pertinent national political issues. Articles cover activities and methods of each major fishery. Special issues including boat building, marine engines, and selected show issues.

Definition of recipient qualification

Qualified recipients are boat owners, captains, crew, brokers, processors, dealers, suppliers, manufacturers, and others allied to the field.

Geographical distribution of qualified circulation





Advertising Rates 2009

Rate Card 27

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B&W RATES

UNIT	24x	12x	7x	4x	1x
Full Page	$1350	$1425	$1455	$1500	$1575
Standard Pg†	920	970	990	1020	1075
1/2 page	765	810	825	850	875
3/8 page	605	635	650	670	695
1/3 page	530	560	570	590	605
1/4 page	430	455	465	480	495
1/6 page	290	305	310	320	345
1/8 page	245	255	260	270	285
1/10 page	190	200	205	210	225

†Standard Page guaranteed only ad on page;
all rates quoted and payable in U.S. funds

DISPLAY AD SIZES

	Vertical	Horizontal
Full page	10 x 13 1/2	N/A
Standard page	7 1/2 x 10	N/A
1/2 page	5 x 13 1/2	10 x 7 1/2
3/8 page	N/A	7 1/2 x 7 1/2
1/3 page	5 x 10	10 1/4 x 5
1/4 page	5 x 7 1/2	7 1/2 x 5
1/6 page	2 7/16 x 10	5 x 5
1/8 page	N/A	7 1/2 x 2 1/2
1/10 page	2 7/16 x 6	5 x 3

SPECIFICATIONS:

Web offset on newsprint.

Tabloid format – 10" x 13 1/2". 4 columns per page, classifieds are 5 columns per page. 54 column inches per page.

COLOR:

Any single standard color: $100
Four-color process: $400

CLASSIFIEDS & CLASSIFIED DISPLAY

Classified: Up to 30 words, $20/issue (prepaid);
$48 for 3 issues (prepaid); $24/issue (balance due).
Additional words, 50¢ each. No charge for photo with prepaid ad.
Classified display: $35 per column inch.

TERMS AND CONDITIONS

FREQUENCY DISCOUNTS:

Frequency must be established by a written contract. Short rate applied to cancelled contracts. Advertisers will be billed/credited for discounts earned to date.

AGENCY COMMISSIONS:

15% commission paid to recognized agencies for camera-ready material, if payment is made within 30 days of invoice date.

TERMS:

Bills rendered on publication of issue. Accounts 30 days past due are subject to interest charges of 1 1/2 % per month on balance. Payments applied to oldest outstanding balance.

ELECTRONIC FILES:

All advertising materials must be furnished digitally. Advertising copy must arrive at publishers' offices by published deadlines (see Editorial & Advertising Planner) and conform to publishers' guidelines to qualify for discounts and/or avoid production surcharges.

CONTACT INFO:

All inquiries regarding rates, deadlines or materials are directed to:

STEVE CURTIS, FRAUN MARTIN or BRIAN ROBBINS
(207) 367-2396
FAX (207) 367-2490



Advertising Space Agreement

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ADVERTISER

COMPANY NAME _____
ADDRESS _____
CITY/STATE/ZIP _____
CONTACT _____
PHONE _____
FAX _____
EMAIL _____

ADVERTISING AGENCY

COMPANY NAME _____
ADDRESS _____
CITY/STATE/ZIP _____
CONTACT _____
PHONE _____
FAX _____
EMAIL _____

The advertiser above orders the following advertising space in Commercial Fisheries News or the *Commercial Marine Directory*.

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
20 ____												
20 ____												

20 ____ Commercial Marine Directory

Frequency rate at which advertiser or agency is to be billed (check one):

☐ 1X ☐ 4X ☐ 7X ☐ 12X ☐ 24X

Rate breakdown, conditions & comments: _____

This contract is subject to the prices, terms, and conditions of Rate Card No. _____ dated _____

(Signature for advertiser or agency) Date



Electronic Advertisement Reference

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We prefer to receive all files in .pdf format.

Most software programs, regardless of operating platform, can now produce reliable press ready .pdf files.

You can also create .pdf files on the web:

http://createpdf.adobe.com/

Optional Formats

.TIFF - .JPG - .PNG - .GIF

We do not reccomend using this option.
Files received in these formats will be accepted but are not editable and produce less reliable files than .pdf.
Minimum resolution of 300dpi is required.

File Delivery

• Please **mail** or **FAX** a copy of your ad to be used as a proof. Note regarding 4-color ads: Compass Publications is not responsible for color accuracy unless a match print or color keys are provided, color lasers can be used for reference only.
FAX: 207-367-2490 (attn: Production Department)

• Send by **e-mail** (ID ad in subject line) -
Send to: production@fish-news.com

• Please e-mail the above address for .ftp instructions for ads larger than 20MB.

• Sending **discs** - (CD-R/RW only please)
TO: Commercial Fisheries News
Attn: Production Department
PO Box 37
Stonington, ME 04681

DISPLAY AD SIZES

	Vertical	Horizontal
Full page	*10 x 13-1/2*	*N/A*
Standard page	*7-1/2 x 10*	*N/A*
1/2 page	*5 x 13-1/2*	*10 x 7-1/2*
3/8 page	*N/A*	*7-1/2 x 7-1/2*
1/3 page	*5 x 10*	*10-1/4 x 5*
1/4 page	*5 x 7-1/2*	*7-1/2 x 5*
1/6 page	*2-5/16 x 10*	*5 x 5*
1/8 page	*N/A*	*7-1/2 x 2-1/2*
1/10 page	*2-5/16 x 6*	*5 x 3*

SPECIFICATIONS:
Web offset on newsprint.
Tabloid format – 10" x 13-1/2". 4 column per page, 54 column inches per page.

Please call Keith at 1-800-989-5253 with any questions about how to set up your ad.

