# MEDIA KIT 2006

## 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

2006 Editorial Calendar

Readership Information

Advertising Rates

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# Commercial Fisheries News

Dear Advertiser:

Now is the time to begin or renew your advertising program with *Commercial Fisheries News*. Enclosed you will find:

• 2006 editorial calendar, rates, and readership information; and

• who-to-contact for assistance with all of your advertising, editorial, and/or subscriber, needs.

For more than 32 years, *Commercial Fisheries News* has served the Atlantic Northeast's fishing industry as its newspaper of record. No other publication comes close to delivering the number of pages every single month of timely, accurate, comprehensive, firsthand coverage of Northeast regional fisheries coverage.

That unequalled coverage is provided by the largest, most experienced, best-respected fisheries news team in the business. This award-winning commitment to unsurpassed editorial excellence and integrity is why *Commercial Fisheries News* enjoys outstanding reader and advertiser loyalty.

They expect and receive proven performance.

Your advertising program in *Commercial Fisheries News* delivers results. Results you can measure,
performance you can count on.

Call Steve Curtis, Dave Jackson, Frank Simonds, or Fraun Cragg Martin, your *Commercial Fisheries News* advertising sales representatives, at (800) 989-5253 to plan your 2006 advertising program today.

Sincerely,

Richard W. Martin
Publisher



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# 2006 EDITORIAL CALENDAR AND ADVERTISING PLANNER

| ISSUE | THEME OR HIGHLIGHT | SHOWS |
|---|---|---|
| **JAN**<br>ad closing 12/2 | **SPECIAL REPORT**<br>• *ICCAT - Includes: Swordfish, tuna, shark* | Mass. Lobstermen's Show |
| **FEB**<br>ad closing 1/6 | **SPRING SHOW PREVIEW** | |
| **MARCH**<br>ad closing 2/3 | **"LOBSTERING" ISSUE**<br>*Show Issue: Maine Fishermen's Forum* | Maine Fishermen's Forum<br>Maine Boatbuilders Show |
| **APRIL**<br>ad closing 3/3 | *SHOW ISSUE:* ***FISH EXPO*** | Fish Expo - Atlantic |
| **MAY**<br>ad closing 4/7 | **ANNUAL MARINE ENGINE ISSUE**<br>*Includes comprehensive engine directory* | |
| **JUNE**<br>ad closing 5/5 | **"BIG FISH" ISSUE**<br>*BONUS: CFN's Guide to the Boat Races & Lobster Boat Race Season Preview* | See Commercial Fisheries News at Lobster Boat Races and Summer Festivals Throughout New England |
| **JULY**<br>ad closing 6/9 | | |
| **AUG**<br>ad closing 7/7 | **CHECK CFN'S EXCLUSIVE TUNA MARKET REPORTS ALL SEASON LONG** | |
| **SEPT**<br>ad closing 8/4 | | Oceans '06 |
| **OCT**<br>ad closing 9/8 | **FISHING TRENDS - ANNUAL FOCUS** | Working Waterfront Festival |
| **NOV**<br>ad closing 10/6 | **SPECIAL SUPPLEMENTS**<br>*Product News; Lobster Boat Race Season Wrap-Up* | |
| **DEC**<br>ad closing 11/3 | **ANNUAL BOAT BUILDING ISSUE**<br>*Review: New Boats of 2006* | |

**FEATURED IN EVERY ISSUE:**
The Enforcement Report • Market reports • Boat launchings • Along the Coast • Brian Robbins' Bearin's; • FISH SAFE • Provocative editorials - and the region's 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 | 4,802 |
| Distributed via paid newsstands | 1,601 |
| Distributed via trade shows/sales promotions | 690 |
| **TOTAL:** | **7,093** |

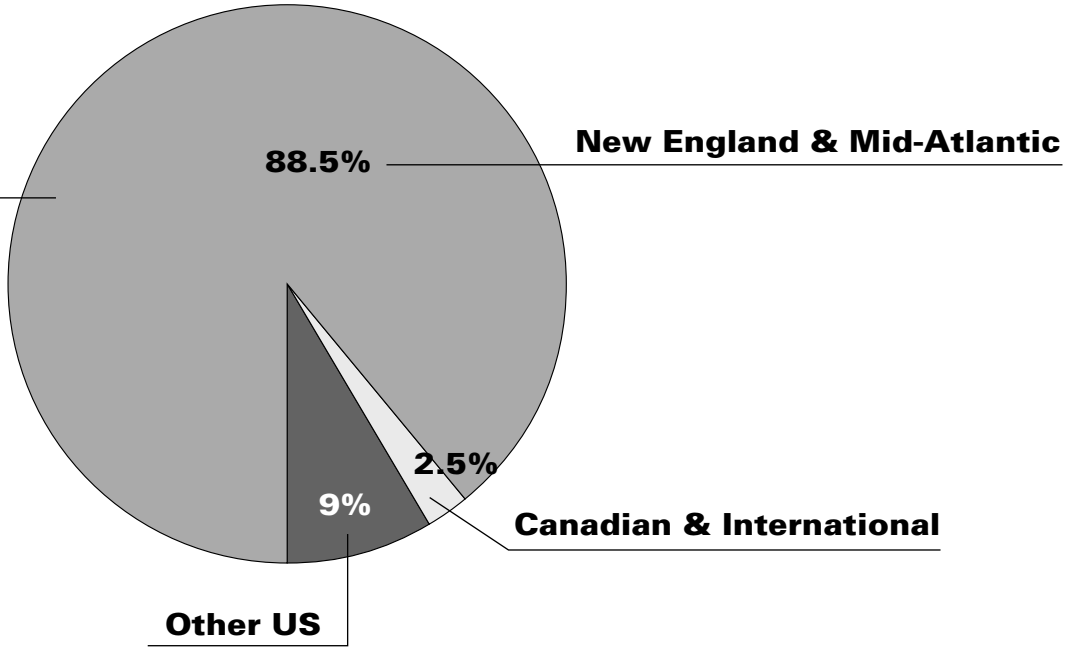
## Field served

*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**






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# Advertising Rates 2006

***Rate Card 26***

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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, 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.

## 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**
**(207) 367-2396**
**FAX (207) 367-2490**



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# 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



BACK

# 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.**

**"How to create .pdf files for print" document from Adobe's website can be found at this address:**

http://partners.adobe.com/public/asn/en/print_resource_center/Acrobat6PrintPress.pdf

**Users of older versions of Adobe Acrobat should review this documentation:**

http://www.adobe.com/products/postscript/pdfs/pdfforprint.pdf

## Optional Formats

### .EPS

For creating native files in Photoshop, Illustrator or other Adobe software please consult adobe.com

**Reliable .eps files created in Illustrator have guidelins found here:**

http://www.adobe.com/support/techdocs/311742.html

Also review this document before creating .eps files:

http://www.adobe.com/print/features/psvspdf/main.html

**Freehand users should consult:**

http://www.macromedia.com

to ensure reliable .pdf files from all Macromedia software

### .TIFF - .JPG - .PNG - .GIF

Files received in these formats will be accepted but are not editable and produce less reliable files than .pdf and .eps formats.

### 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)

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

**DISPLAY AD SIZES**

| | Vertical | Horizontal |
|---|---|---|
| Full page | 10 x 13½ | N/A |
| Standard page | 7½ x 10 | N/A |
| 1/2 page | 5 x 13½ | 10 x 7½ |
| 3/8 page | N/A | 7½ x 7½ |
| 1/3 page | 5 x 10 | 10¼ x 5 |
| 1/4 page | 5 x 7½ | 7½ x 5 |
| 1/6 page | 2⅞ x 10 | 5 x 5 |
| 1/8 page | N/A | 7½ x 2½ |
| 1/10 page | 2⅞ x 6 | 5 x 3 |

**SPECIFICATIONS:**
Web offset on newsprint.
Tabloid format – 10" x 13½". 4 column per page, 54 column inches per page.

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

• Send by **e-mail** (ID ad in subject line) -
Send to: production@fish-news.com
NOTE: We are able to receive files up to 10MB in size. Please use compression software where necessary. Please send a disc if your ad exceeds this standard.



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