

Commercial Fisheries News



MEDIA KIT **2017**

For advertising inquiries:

Richard W. Martin
(800) 989-5253
<rmartin@fish-news.com>

Brian D. Robbins
(207) 624-2764
<brobbs@fish-news.com>

International advertisers:

John Gold
+44 20 8641 7717
<johnfgold@gmail.com>

PO Box 600, Deer Isle, ME 04627 • (800) 989-5253 • www.fish-news.com/cfn

EDITORIAL CALENDAR AND ADVERTISING PLANNER

2017

ISSUE	THEME OR HIGHLIGHT	SHOWS
JAN ad closing 12/2/16	SPRING SHOW PREVIEW <i>MaLA Annual Weekend</i>	<ul style="list-style-type: none"> * MaLA Annual Weekend and Show, Falmouth, MA * East Coast Commercial Fishermen's Expo, Ocean City, MD
FEB ad closing 1/6	CFN's Exclusive <i>2016 Year of New Boats Review</i>	
MARCH ad closing 2/3	SHOW ISSUE: <i>Maine Fishermen's Forum and Trade Show</i>	<ul style="list-style-type: none"> * Maine Fishermen's Forum and Trade Show, Rockport, ME * Commercial Marine Expo, Providence, RI * Maine Boatbuilders Show, Portland, ME
APRIL ad closing 3/3		
MAY ad closing 4/7		
JUNE ad closing 5/5		
JULY ad closing 6/2	TUNA FOCUS ISSUE	See <i>Commercial Fisheries News at Lobster Boat Races and Summer Festivals Throughout New England</i>
AUG ad closing 7/7	Annual MARINE POWER Issue <i>Includes comprehensive marine engine directory</i>	
SEPT ad closing 8/4		
OCT ad closing 9/1	SPECIAL FOCUS: <i>Women in the fisheries</i>	
NOV ad closing 10/6		
DEC ad closing 11/3	Annual BOATBUILDING Issue	
BONUS ad closing 12/1/16	COMMERCIAL MARINE DIRECTORY <i>The Fisherman's Phone Book</i>	REGULARLY FEATURED: Comprehensive fisheries news coverage; the Lobster Market Report; new boat launchings; Along the Coast; Shop Talk; Safe Boat; Fish Safe; Brian Robbins' Bearin's; provocative editorials; and the region's biggest and best-read industry Classifieds.

CIRCULATION DATA 2017

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 and paid single-copy sales	3,579
Mailed to industry license holders and/or distributed at industry trade shows	1,440
Paid electronic copies	344
TOTAL:	5,363

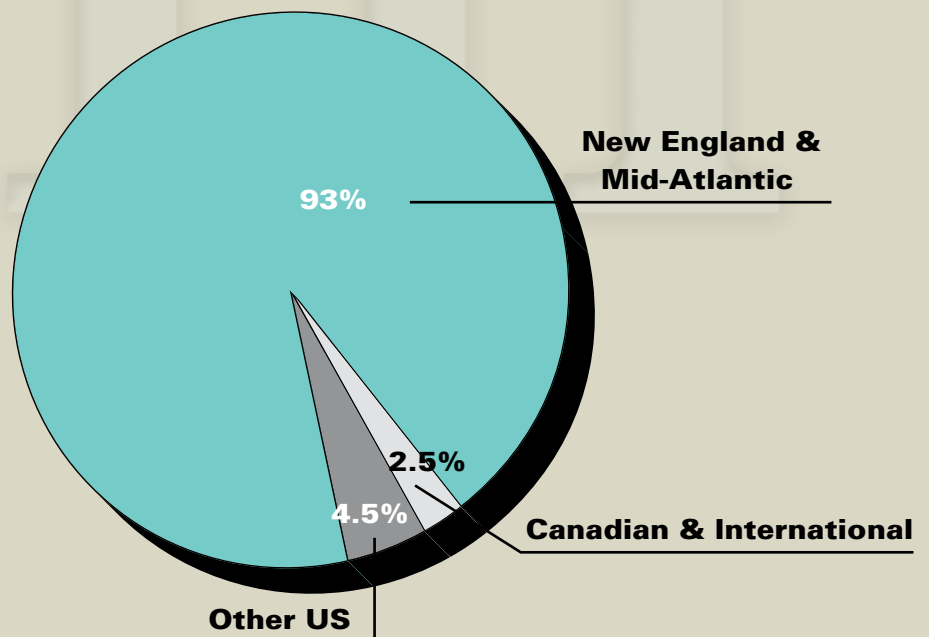
Field served

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.

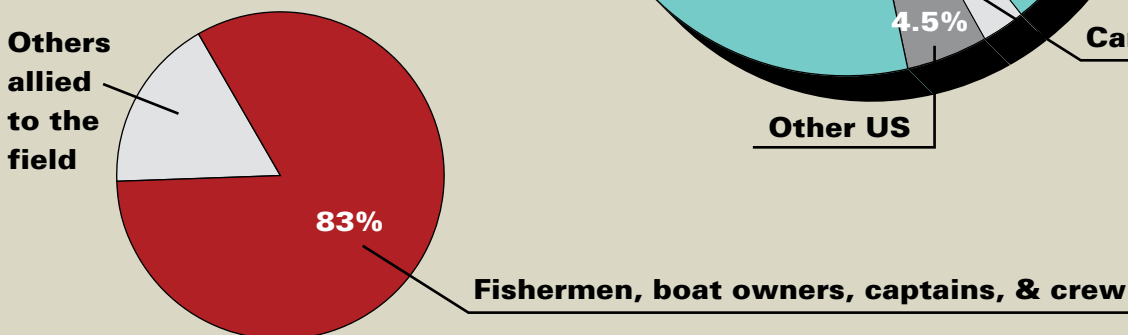
Definition of recipient qualification

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

WHERE OUR READERS ARE



WHO OUR READERS ARE



ADVERTISING RATES

B&W RATES

UNIT	13x	Occasional advertiser
Full Page	\$1350	\$1575
Standard Page*	\$920	\$1075
1/2 Page	\$765	\$875
1/3 Page	\$530	\$605
1/4 Page	\$430	\$495
1/6 Page	\$290	\$345
1/8 Page	\$245	\$285

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

COLOR:

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

DISPLAY AD SIZES

	Vertical	Horizontal
Full Page	9-3/4w x 12h	N/A
Standard Page	7-1/4 x 9	N/A
1/2 Page	4-3/4 x 12	9-3/4w x 5-7/8h
1/3 Page	3-1/8 x 12	9-3/4 x 3-7/8
1/4 Page	4-3/4 x 5-7/8	7-1/4 x 4-3/8
1/6 Page	N/A	4-3/4 x 3-3/4
1/8 Page	N/A	4-3/4 x 2-1/2

SPECIFICATIONS:

Web offset on newsprint.

Tabloid format – 10 3/4" x 13 1/4". 4 columns per page, classifieds are 5 columns per page.

PRODUCTION SERVICES:

CFN provides advertising graphic design, copy and art preparation, custom and stock photography, and final file prep. These services are free to contract advertisers, however a file preparation charge will be imposed if the advertiser requests duplicate files for use elsewhere.

WEBSITE BANNER ADVERTISING RATES

Skyscraper banner ads are 300px WIDE and between 300 and 600px TALL for a rate of only \$350 per month with a 12month contract. Inquire for larger packages and plans.

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 1.5% per month on balance. Payments applied to oldest outstanding balance.

DIGITAL FILES:

To provide advertising materials electronically refer to the Compass Publications DIGITAL AD GUIDELINES.

CONTACT INFO

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

Rick Martin
rmartin@fish-news.com
(800) 989-5253

Brian D. Robbins
brobbins@fish-news.com
(207) 624-2764

ADVERTISING SPACE AGREEMENT **2017**

ADVERTISER

ADVERTISING AGENCY

COMPANY NAME _____

COMPANY NAME _____

ADDRESS _____

ADDRESS _____

CITY/STATE/ZIP _____

CITY/STATE/ZIP _____

CONTACT _____

CONTACT _____

PHONE _____

PHONE _____

FAX _____

FAX _____

EMAIL _____

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

13X

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

DIGITAL ADVERTISEMENT GUIDELINES

We prefer to receive all files in .pdf

Please provide “For-Print” .pdf files. (.eps files should be distilled using a “For Print” format)

Files should be generated as 4-color, 2-Color (spot colors should be spec'd using Cyan or Magenta as the second color) or One-Color (Black) based on your contract agreement.

Files generated with 5 or 3 colors will produce errors at the press with unexpected results. Please resolve these additional color issues before sending to the production department.

Optional Formats

.TIFF - .JPG - .PNG - .GIF

We do **NOT** recommend 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

- 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 15MB.
- Internet files sharing services are welcome but please make sure the link(s) are available for at least 14 days.
- A follow up email will be sent to you from our production department when your file has been received or downloaded. If you do NOT receive a reply in 7 days please contact our offices directly as your files may have been overlooked due to a SPAM filter.
- Sending **discs** - (CD-R only please)
TO: Commercial Fisheries News
Attn: Production Department
PO Box 600
Deer Isle, ME 04627

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WEBSITE ADS

All website ads should be delivered to us in .jpg - .gif - or .png file format and will be displayed 300px X 300-600px on our website.

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