

BASS TIMES®

The Official Publication of the World's Best Bass Anglers

BASS Times® is a monthly publication designed for the most avid bass fishermen in America. With a circulation of 100,000 and a readership of 250,000, BASS Times covers the multi-faceted sport of bass fishing from the inside out — from legislation to conservation to competition.

Produced by an award-winning stable of outdoor journalists, BASS Times believes the educated angler is the better steward of the resource, someone who is willing to INVEST in bass fishing, whether the investment involves purchasing the best fishing products available or investing in the future of the sport at the grass-roots level.

All members of the B.A.S.S. Federation Nation receive BASS Times, as do all BASS Life Members, along with the nation's resource managers, legislators and industry leaders.



2008 NATIONAL ADVERTISING RATES

SIZE	B/W	2-COLOR	4-COLOR
Tabloid Page	\$10,785	\$11,865	\$13,365
Tabloid 1/2	\$7,990	\$8,790	\$9,900
Tabloid 1/3	\$6,255	\$6,875	\$7,725
Standard Page	\$7,990	\$8,790	\$9,900
Standard 2/3	\$5,995	\$6,595	\$7,425
Standard 1/2	\$5,195	\$5,715	\$6,435
Standard 1/3	\$3,595	\$3,955	\$4,455
Standard 1/4	\$2,795	\$3,075	\$3,465
Standard 1/6	\$1,995	\$2,195	\$2,695

Cover Rates

Cover 2 Tabloid Page	\$13,860
Cover 3 Tabloid Page	\$13,860
Cover 4 Tabloid Page	\$14,850

Frequency Discounts

3 Times	3%
6 Times	6%
9 Times	9%
12 Times	12%

All Orders are non-cancelable after closing date. No penalty for ads that bleed.

2008 SHOWCASE & MARKETPLACE ADVERTISING RATES

COLUMN WIDTH	MEASUREMENT	SHOWCASE FIXED FORMAT RATES	Gross	Net Cost Less Agency Discount (15%)
1 Column Wide	1 5/8"	B/W 1/4 page magazine (3 1/4"w x 4 1/2"h)	\$750	\$637.50
2 Columns Wide	3 3/8"	Color 1/4 page magazine (3 1/4"w x 4 1/2"h)	\$1,250	\$1,062.50
3 Columns Wide	5 1/8"			
4 Columns Wide	6 7/8"			

MARKETPLACE RATES	Gross Per Inch	Net Cost Per Inch*
Per Inch Rate B/W	\$122	\$103.70
Per Inch Rate 4-C	\$203	\$172.55

Space available by column inch.
One column inch minimum

*Includes a 15% discount, provided camera-ready materials are submitted. No cash discount allowed on billing for early payment. First-time advertising fees due in advance.

AD SPECIFICATIONS

Trim Size: 10 3/4" x 15" Saddle Stitched Inserts jog to the foot

Ad Size	Non Bleed Ad Size Width x Depth	Bleed Ad Trim Size Width x Depth	Ad Bleed Size Width x Depth	Ad (Live) Safe Size Width x Depth
Tab spread for BASS Times	20 3/4" x 14 1/4"	21 1/2" x 15"	21 3/4" x 15 1/4"	21 1/4" x 14 1/2"
Tab ad for BASS Times	10" x 14 1/4"	10 3/4" x 15"	10 7/8" x 15 1/4"	10 3/8" x 14 1/2"
Full Page Spread	14 3/4" x 9 3/4"			
Full Page	7" x 9 3/4"			
2/3 Page Vertical	4 5/8" x 9 3/4"			
1/2 Page Island	4 5/8" x 7 3/8"			
1/2 Page Horizontal Spread	14 3/4" x 4 7/8"			
1/2 Page Horizontal	7" x 4 7/8"			
1/3 Page Vertical	2 1/8" x 9 3/4"			
1/3 Page Horizontal	7" x 3 1/4"			
1/3 Page Square	4 5/8" x 4 7/8"			
1/4 Page Horizontal	7" x 2 3/8"			
1/4 Page Square	3 3/8" x 4 7/8"			
1/6 Page Horizontal	4 5/8" x 2 1/2"			
1/6 Page Vertical	2 1/8" x 4 7/8"			
1/6 Page Square	3 3/8" x 3 1/4"			

DIGITAL AD GUIDELINES

- CMYK - Print resolution (300 dpi @ 100% of print size) PDF - with all fonts embedded. All professional layout software such as: InDesign or QuarkExpress has the capability of exporting or saving as a PDF.
- Please send print quality PDFs only.
- If sending ad material by courier, please send a print quality PDF and a proof with crop marks.
- If sending ad material to the FTP site, please clearly label the file as to who the advertiser is and which publication the ad is intended to run.

New Showcase size is 3 1/4" w x 4 1/2" d

Ship To:	BASS Publications 200 Celebration Place, Suite 900 Celebration, FL 34747	ATTN: Torrance Johnson Phone: (407) 566-2418 Fax: (407) 566-2072
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ADVERTISING DUE DATES

	January 2008	February 2008	March 2008	April 2008	May 2008	June 2008	July 2008	August 2008	Sept 2008	October 2008	Nov 2008	Dec 2008
Ad Booking Deadline	12/03/07	01/04/08	02/01/08	03/03/08	04/07/08	05/05/08	06/02/08	07/07/08	08/04/08	08/29/08	10/06/08	11/03/08
Final Ad Material Due	12/07/07	01/10/08	02/07/08	03/07/08	04/11/08	05/09/08	06/06/08	07/11/08	08/08/08	09/05/08	10/10/08	11/07/08
Inserts Due At Printer	12/17/07	01/18/08	02/15/08	03/17/08	04/21/08	05/19/08	06/16/08	07/21/08	08/18/08	09/15/08	10/20/08	11/17/08

FOR MORE INFORMATION

PLEASE CONTACT YOUR SALES REPRESENTATIVE

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Classified Sales

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