

# 2019 Editorial Calendar

www.fishermensnews.com

## JANUARY

### Deck Machinery

New, improved reels, cranes, winches, power blocks and other deck machinery needed for fishing

**Ad Close: November 26, 2018**

**Materials Due: November 30, 2018**

## FEBRUARY

### Boat Prep

Tips from the experts on getting your boat ready for the season

**Ad Close: December 28, 2018**

**Materials Due: January 4**

## MARCH

### Refrigeration

Innovations in refrigeration equipment; an in-depth look at the technologies available for preserving the quality of the catch

**Ad Close: January 25**

**Materials Due: February 1**

BONUS DISTRIBUTION\*

Port of Bellingham, Wild Seafood Exchange, Bellingham, WA



## APRIL

### Bering Sea Fisheries, Processing & Fish Transport

The Bering Sea and Distant Water Fleets and how they get their catch to the end user

**Ad Close: February 22**

**Materials Due: March 1**

BONUS DISTRIBUTION\*

Bering Sea Fisheries Conference  
COMFISH, Alaska



## MAY

### West Coast Ports

A look at the homeports of the West Coast commercial fleet

**Ad Close: March 29**

**Materials Due: April 5**

## JUNE

### Annual Safety Issue

Survival training and equipment

**Ad Close: April 26**

**Materials Due: May 3**

## JULY

### Marine Propulsion

What's new in propulsion, from engines and gearboxes to propellers and jets

**Ad Close: May 24**

**Materials Due: May 31**

## AUGUST

### Trawl Technology

What's new in electronics for your boat and gear systems

**Ad Close: June 28**

**Materials Due: July 8**

## SEPTEMBER

### All About Crab

Preview, and review, of all crab markets from California to Alaska

**Ad Close: July 26**

**Materials Due: August 2**

BONUS DISTRIBUTION\*

Fishermen's Fall Festival, Seattle, WA

## OCTOBER

### Shipyards Issue

Boatbuilding, Repowers & Retrofits

**Ad Close: August 30**

**Materials Due: September 6**

## NOVEMBER

### Crewman's Special

Clothing, raingear, on-board amenities and comforts to help all those aboard feel more at home

**Ad Close: September 27**

**Materials Due: October 4**

BONUS DISTRIBUTION\*

Pacific Marine Expo

2020 *Fishermen's News* Calendar

## DECEMBER

### Annual Pacific Fisheries Review Issue

### Processing Equipment

A look back at everything that's happened in West Coast fisheries during the previous year, as well as innovations in processing equipment and technologies

**Ad Close: October 25**

**Materials Due: November 1**



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**FISHERMEN'S**  
The Advocate for the Commercial Fisherman **NEWS**

\* Conference topics and dates tentative until confirmed.

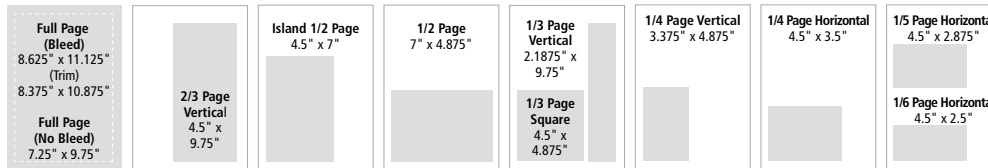
# 2019 PRINT ADVERTISING RATES AND SPECIFICATIONS

(per insertion)

DISPLAY ADS	1x		3x		6x		12x	
	BW	4-CLR	BW	4-CLR	BW	4-CLR	BW	4-CLR
Full Page	\$1,967	\$2,513	\$1,885	\$2,432	\$1,700	\$2,247	\$1,453	\$1,804
Spread		4,021		3,888		3,585		2,886
2/3 page	1,497	2,044	1,393	1,939	1,230	1,776	1,114	1,485
1/2 page	1,311	1,858	1,271	1,817	1,147	1,693	976	1,379
1/3 page	918	1,464	885	1,432	787	1,334	684	1,061
1/4 page	787	1,334	737	1,284	615	1,162	577	902
1/5 page	697	1,243	661	1,207	598	1,144	518	849
1/6 page	680	1,228	656	1,202	585	1,131	499	795

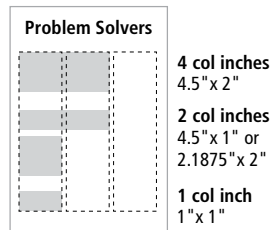
COVERS (prices include 4-color)	1x	3x	6x	12x
Outside Back	\$3,262	\$3,136	\$2,992	\$2,440
Inside Front	3,156	3,012	2,808	2,334
Inside Back	3,032	2,973	2,726	2,334

PAGE UNIT (by inches)	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"
1/6 Page	4.5"	2.5"



## PROBLEM SOLVER ADS (Business Card Ads, 12x contract only)

COLUMN INCHES WIDTH	BW	2-CLR	4-CLR
8 Column Inches (4.5" x 4")			\$4,880
4 Column Inches (4.5" x 2")	\$1,327	\$2,228	2,440
2 Column Inches (4.5" x 1")	795	1,697	1,910
1 Column Inch (2.1875" x 1")	451	1,352	1,565



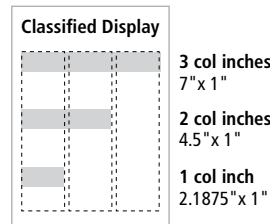
• Unlisted sizes accepted. Please call.

## FISHERMEN'S NEWS 2020 CALENDAR SPONSORSHIPS

<b>RATE: \$2,400</b>
Sponsorship space at the bottom of each month measures 10 inches wide x 1.875 inches tall.

## CLASSIFIED DISPLAY ADS

FREQUENCY RATE FOR CLASSIFIED DISPLAY	
<b>1-4 X</b>	\$72 column inch
<b>5-8 X</b>	\$59 column inch
<b>9-12 X</b>	\$50 column inch



1 Column Inch = 2.1875 inches wide x 1 inch deep

COLOR CHARGES: 4-color process - \$530; 2-color process: \$275  
Advertisements with ruled borders appearing in the classified section. Rates are based on one-column inch.

## OTHER CHARGES

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 - includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. 15% discount for digital ready art when paid in full within 30 days of invoice. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

## MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

## PRINTING SPECIFICATIONS

Fishermen's News is printed on an offset press using a computer-to-plate production method. Paper is 67.6# coated stock using 150 line screen.

## DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

## IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

## GRAPHIC FORMATS ACCEPTED

HIGH RESOLUTION PDF, JPG

## SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to:

**bill@philippublishing.com**

For files larger than 10MB please call for more information.

## SHIPPING ADDRESS

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