

# 2020 Editorial Calendar

www.fishermensnews.com

## JANUARY

### 2020 Season Preview

Featuring a look at the coming year in West Coast fisheries

**Ad Close: December 2, 2019**

**Materials Due: December 6, 2019**

## FEBRUARY

### Deck Machinery

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

**Ad Close: December 27, 2019**

**Materials Due: January 3, 2020**

## MARCH

### Refrigeration

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

**Ad Close: January 24**

**Materials Due: January 31**

BONUS DISTRIBUTION\*

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 21**

**Materials Due: February 28**

BONUS DISTRIBUTION\*

Bering Sea Fisheries Conference  
COMFISH, Alaska



## MAY

### Cold Storage & Distribution

From sea to table and all the steps in between

**Ad Close: March 27**

**Materials Due: April 3**

## JUNE

### Bristol Bay Report

Annual Safety issue

BONUS DISTRIBUTION

Bristol Bay Fish Expo, Naknek Alaska

**Ad Close: April 24**

**Materials Due: May 1**

## JULY

### Marine Propulsion

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

**Ad Close: May 22**

**Materials Due: May 29**

## AUGUST

### Trawl Technology

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

**Ad Close: June 26**

**Materials Due: July 2**

## SEPTEMBER

### All About Crab

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

**Ad Close: July 24**

**Materials Due: July 31**

BONUS DISTRIBUTION\*

Fishermen's Fall Festival, Seattle, WA

## OCTOBER

### Shipyard Issue

Boatbuilding, Repowers & Retrofits

**Ad Close: August 28**

**Materials Due: September 4**

## NOVEMBER

### Crewman's Special

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

**Ad Close: September 25**

**Materials Due: October 2**

BONUS DISTRIBUTION\*

Pacific Marine Expo

2021 *Fishermen's News* Calendar

## DECEMBER

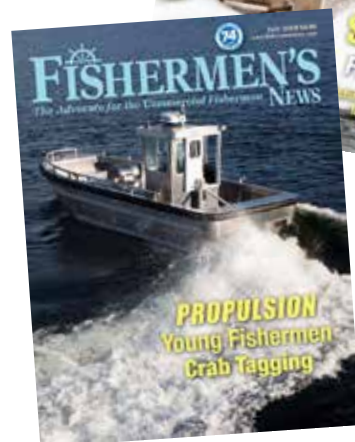
### Annual Pacific Fisheries Review Issue

### 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 23**

**Materials Due: October 30**



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

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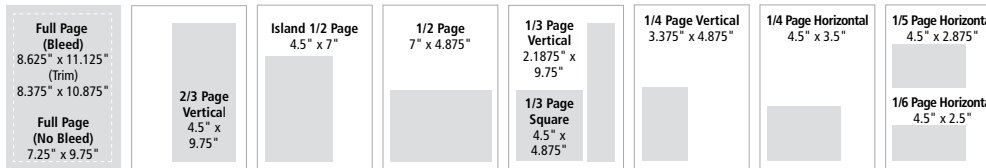
# 2020 Print Advertising Rates and Specifications

(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

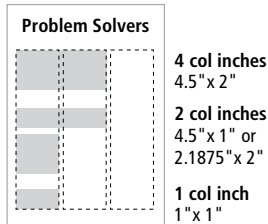
COVERS (prices include 4-color)	1x	3x	6x	12x
Outside Back	\$3,262	\$3,136	\$2,992	\$2,440
Inside Front	3,156	3,012	2,808	2,334
Inside Back	3,032	2,973	2,726	2,334

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"



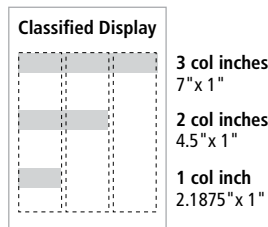
## PROBLEM SOLVER ADS (Business Card Ads, 12x contract only)

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



## CLASSIFIED DISPLAY ADS

FREQUENCY RATE FOR CLASSIFIED DISPLAY	
1-4 X	\$72 column inch
5-8 X	\$59 column inch
9-12 X	\$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.



www.fishermensnews.com  
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## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to:  
 bill@philipspublishing.com  
 For files larger than 10MB please call for more information.  
 Bill Forslund, Advertising Manager • Tel 206-284-8285  
 bill@philipspublishing.com

Production Questions  
 Tel 206-284-8285  
 production@philipspublishing.com

## FISHERMEN'S NEWS 2021 CALENDAR SPONSORSHIPS

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

## 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.