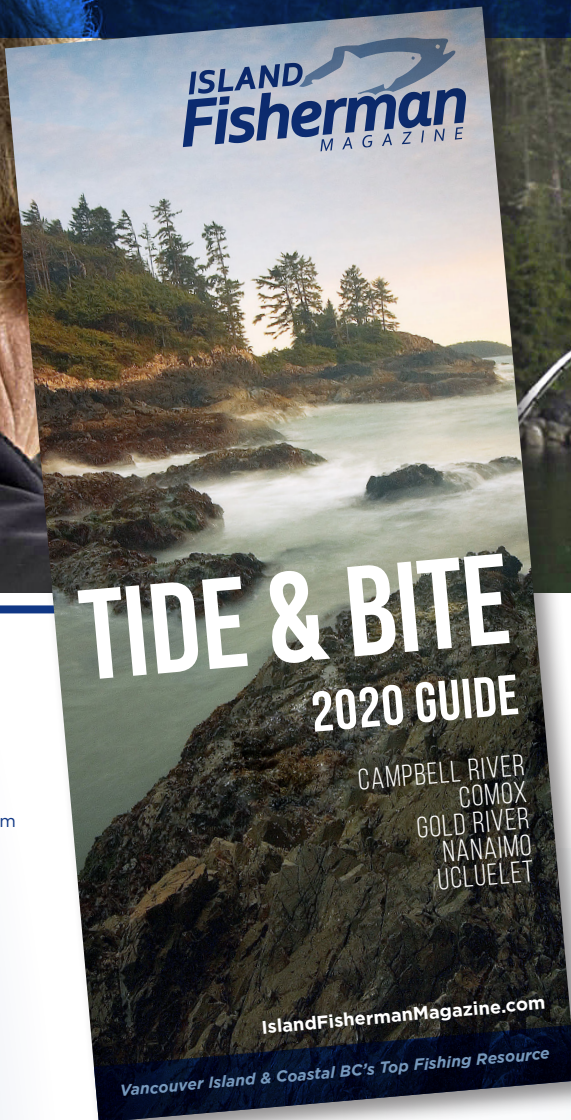


TIDE & BITE GUIDE

MEDIA KIT 2020

Supporting Vancouver Island
Anglers For 35 years

VANCOUVER ISLAND EDITIONS



CONTACT US
 250-933-1111
 IslandFishermanMagazine.com

Know when and where
to catch more fish

35 great years of supporting our Vancouver Island anglers with up-to-date Tide and Solunar Lunar Tables.

THIS HELPFUL BOOK INCLUDES:

- MONTH-BY-MONTH INFORMATION ▪
- TIDE GUIDE MAP ▪
- BOAT LAUNCHES ▪
- FISHING REGULATIONS ▪
- FISH FACTS AND IDENTIFICATION ▪
- HOW TIDES WORK ▪
- TIPS FOR FISHING VANCOUVER ISLAND ▪
- WHAT'S YOUR FISH WEIGH? ▪
- SUNRISE/SUNSET, MOON PHASES ▪
- PRIME-TIMER TABLES ▪
- FISHING LOG ▪
- AND MUCH MORE...**

THE MOST IN-DEMAND FISHING TOOL ON VANCOUVER ISLAND ▪

January through May all advertisers will receive name mention in *Island Fisherman Magazine* promoting your business locations and where the **2020 TIDE & BITE GUIDES** can be picked up.

DON'T MISS OUT HAVING YOUR ADVERTISING MESSAGE ON EVERY BOAT ON VANCOUVER ISLAND

CLICK HERE



to advertise with us

ADVERTISING RATES



CONTACT US

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IslandFishermanMagazine.com

DISPLAY RATES AND PRODUCTION SPECS

Covers: Four-colour, 100 lb. gloss paper | **Inside Pages:** Four-colour, E-Cal 43 lb. gloss paper

| 4 COLOUR | COST | BLEED (WxD) | NON-BLEED(WxD) |
|---------------------|--------|-------------|----------------|
| Back Cover | \$3520 | 4.4" x 9.4" | -- |
| Inside Cover | \$2970 | 4.4" x 9.4" | -- |
| Full Page | \$1990 | 4.4" x 9.4" | -- |
| 1/2 Page | \$1095 | -- | 3.6" x 4.2" |
| 1/3 Page | \$875 | -- | 3.6" x 2.8" |

(Special position request of June, July, August, or September add 15%)

NEW: Front Cover—Your Photo and Logo on the Front cover \$3000

Guide Trim Size: 4" x 9"

Safety: Keep all critical text and graphics 0.25 inch from all edges



Full Page, with bleed
Bleed size 4.4" x 9.4"
Live area 3.6" x 8.6"



1/2 page
3.6" x 4.2"



1/3 page
3.6" x 2.8"

TO BOOK YOUR ADVERTISING

Contact:
Joel Unickow, Publisher
250-933-1111 - joel@ifishmag.com

TERMS & CONDITIONS

All advertising transactions are subject to Island Fisherman Magazine's advertising copy and contract terms and conditions.

- First advertising to be paid in full at time of booking
- Future issues to be paid upon receipt of invoice
- Art design or adjustments \$60.00/hour
- One proof of art provided
- Advertiser accepts responsibly for ad content

CANCELLATIONS

Advertising cannot be cancelled after the space booking deadline.

MATERIAL REQUIREMENTS

- SWOP (Specifications for Web Offset Publications) standards apply
- Digital materials only
- Preferred file format is PDF (PDF/X-1a or greater) files created for 300 dpi with a maximum ink density of 300%
- Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date
- All fonts MUST be embedded (TrueType fonts can not be used for printing)
- The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles)
- No files with PMS colors will be accepted. All PMS colors MUST be converted to CMYK
- **For production related questions, contact: info@ifishmag.com or 250-667-4801**

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2019 AD EXAMPLES



CONTACT US

250-933-1111
IslandFishermanMagazine.com

BACK COVER

CO-OP MID ISLAND
"For All Your Petroleum Needs"
www.midisland.coop

15 Locations To Serve You:
Kaslo - Parksville - Wickett Cove - Campbell River - Ladysmith - Chemung - Salt Spring Island - Ladysmith - Courtenay - Port Alberni - Milner - Qualicum Beach - Nanaimo - Courtenay - Courtenay - Courtenay - Courtenay - Courtenay - Courtenay

INSIDE COVER

Breakers Marine Ltd.
SUZUKI MARINE

DF350A The All New 350 HP V4 4-Stroke Outboard

Parker Marine
1605 Comox Road, Courtenay
250-334-4808

Parker Marine
1920 East Wellington Road, Nanaimo
250-741-1618

or call Toll Free 1.888.FLOAT.YA

YAMAHA

FULL PAGE

THE BEST JUST GOT BETTER.

A new generation of Yamaha's purpose built V6 offshore outboards is here. Up to 24% lighter than their predecessors, the new F300, 250 and 200 feature massive four-stroke power from 4.2 liters of big-bore V6 displacement, and 28 percent higher charging power than any other V6. Best-in-class fuel efficiency gets you there faster with less fuel. New generation, same Yamaha quality!

1/2 PAGE

FAIRWINDS MARINA
Fairwinds Marina at Schooner Cove

MOORAGE AVAILABLE
Amenities of our fully serviced marina include:

- Annual, Monthly and Transient Moorage
- Gas and Diesel Fuel
- Laundry facilities
- Washroom facilities with showers
- Secured dock facilities
- Pump out station
- Boat launch ramp
- 25' to 50'+ slips

3521 Dolphin Drive, NanOOSE Bay, B.C.
call 250-468-5364 or visit fairwinds.ca

1/3 PAGE

PACIFIC SALMON
Bringing them back...stream by stream.

From more information on the Pacific Salmon, visit our website at www.pacificsalmon.ca or call 1-800-624-7151

DOWNLOAD PREVIOUS EDITION

TIDE & BITE GUIDE 2019
COMOX VALLEY
CAMPBELL RIVER • GOLD RIVER
JANUARY 2019 THRU JANUARY 2020

Island Fisherman logo

TIDE & BITE GUIDE 2019
Comox Valley
Campbell River
Gold River



TIDE & BITE GUIDE 2019
CENTRAL VANCOUVER ISLAND
STRAIT OF GEORGIA & WEST COAST
JANUARY 2019 THRU JANUARY 2020

Island Fisherman logo

TIDE & BITE GUIDE 2019
Central Vancouver Island
Strait of Georgia
West Coast



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ADVERTISING CONTRACT



CONTACT US

250-933-1111
IslandFishermanMagazine.com

CONTACT INFORMATION

Company Name _____
 Address _____
 _____ City _____
 Province/State _____ Postal/Zip Code _____
 Telephone _____ Fax _____
 Positioning _____ First Insertion _____
 Space/Size _____ Colour _____
 Discount, if applicable _____
 Cash Cheque # _____
 VISA MasterCard
 Card Number _____
 Expiry Date _____ Verification Code _____

BILLING INFORMATION

Address _____
 _____ City _____
 Province/State _____ Postal/Zip Code _____
 Telephone _____ Fax _____

AD TYPE QTY

Front Cover x 1
 Back Cover x 1
 Inside Cover x 1
 Full Page x _____
 1/2 Page x _____
 1/3 Page x _____

TOTAL _____

YOUR ORDER

Subtotal _____
 GST (#893424417RT0001) _____
 Total _____
 Payment received _____
Balance _____

PRODUCTION CHARGES

Cost of conversion, rescreening, resizing, special effects, additions, changes, close cropping, overlay art or similar procedures involving additional film work, and/or any other production work on advertisements will be invoiced by the publisher.

POLICY

The undersigned client agrees to the insertion of advertising at the time and for the sizes stated above. The client further agrees to pay the amount stated above as the ads are published. Accounts over 30 days will be subject to a 2% per month (26.8% per annum) carrying charge. The client may cancel this contract or any portion of it, by giving notice in writing 30 days prior to the publication date of the issue for which the cancellation applies. Upon cancellation of any part of the contract it is understood the client will be short rated at the applicable frequency rate. Island Fisherman reserves the right to refuse advertising at any time without penalty. This contract constitutes the entire agreement and nothing is implied or understood beyond what is stated above. Rates are subject to change on notice and become effective for all advertisers on the stated date and thereafter. Advertisers on contract at the announcement are protected for 60 days beyond the date on which the new rates become effective for all advertisers on the stated date and thereafter. Advertisers on contract at the announcement are protected for 60 days beyond the date on which the new rates become effective. Order may be cancelled or amended at the time the change of rates become effective without incurring short rates adjustment if contract terms to that date have been fulfilled.

ACCEPTED BY

Island Fisherman Magazine

ACCEPTED FOR THE CLIENT

By _____
Please Print Name

Signature _____

Date _____

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