

Advertising Rates for Tight Lines and Big Sky Journal Fly Fishing Issue 2007

Effective August 1 2006.

TIGHT LINES

Four Color	
Covers	\$3,000
Full Page.....	\$2,100
Half Page	\$1,000
Quarter Page	\$.650

Black and White

Full Page.....	\$1,300
Half Page	\$.800
Quarter Page	\$.400

BIG SKY JOURNAL FLY FISHING ISSUE

Four Color	
Covers	Not Available
Full Page.....	\$2,740
2/3 Page.....	\$2,280
1/2 Page.....	\$1,890
1/3 Page.....	\$1,560
1/4 Page.....	\$1,370

Black and White

Full Page.....	\$2,080
2/3 Page.....	\$1,630
1/2 Page.....	\$1,235
1/3 Page.....	\$.915
1/4 Page.....	\$.725

Discount Rate For placement in Tight Lines and Big Sky Journal Fly Fishing Issue.

Note: Placement in both publications gains the 6X rate for Big Sky Journal

FOUR-COLOR

Covers		
BSJ FF Issue	Tight Lines	
\$3,785	\$3,000	

Full Page Color		
BSJ FF Issue	Tight Lines	
\$1,935 SAVE \$805.00	\$2,100	

Half Page Color		
BSJ FF Issue	Tight Lines	
\$1,420 SAVE \$470.00	\$1,000	

Quarter Page Color		
BSJ FF Issue	Tight Lines	
\$1,075 SAVE \$295.00	\$650	

BLACK-AND-WHITE

Full Page Black and White		
BSJ FF Issue	Tight Lines	
\$1,335 SAVE \$745.00	\$1,300	

Half Page Black and White		
BSJ FF Issue	Tight Lines	
\$820 SAVE \$415.00	\$800	

Quarter Page Black and White		
BSJ FF Issue	Tight Lines	
\$480 SAVE \$245.00	\$400	



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Give Your Clients What They Want:
Pre-order Tight Lines 2007 today!

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 492 BOZEMAN MT

POSTAGE WILL BE PAID BY ADDRESSEE

BIG SKY JOURNAL
PO BOX 1069
BOZEMAN MT 59771-9975



GREG THOMAS'

TIGHT LINES

- 2007 -

THE DEFINITIVE FLY FISHING FORECAST

NEW
FULL COLOR ON
EVERY PAGE!

A Unique Niche

Tight Lines is the authoritative voice in Western fly-fishing. The 2007 edition will forecast the upcoming fly-fishing season for the major trout streams and noteworthy lakes in Montana, Colorado, Idaho, Yellowstone National Park, Wyoming, and Utah. That timely and highly useful information for more than 70 western trout waters is compiled by interviewing experts who understand those waters best – the chief biologist for each stream, plus shop owners, outfitters and top guides. Tight Lines tracks the pulse of Western fly fishing through forecasts, hard news and industry articles, destination features, compelling essays (written by the nation's top angling authors), and a healthy dose of fiction.

IN EACH ISSUE

Forecasts

For Every Major Trout Fishery in:
Montana • Colorado • Wyoming • Idaho
Yellowstone National Park • Utah

Industry

The year's top fly-fishing business deals, product developments and news.

New Gear

The most compelling new products are outlined and critiqued.

Essays

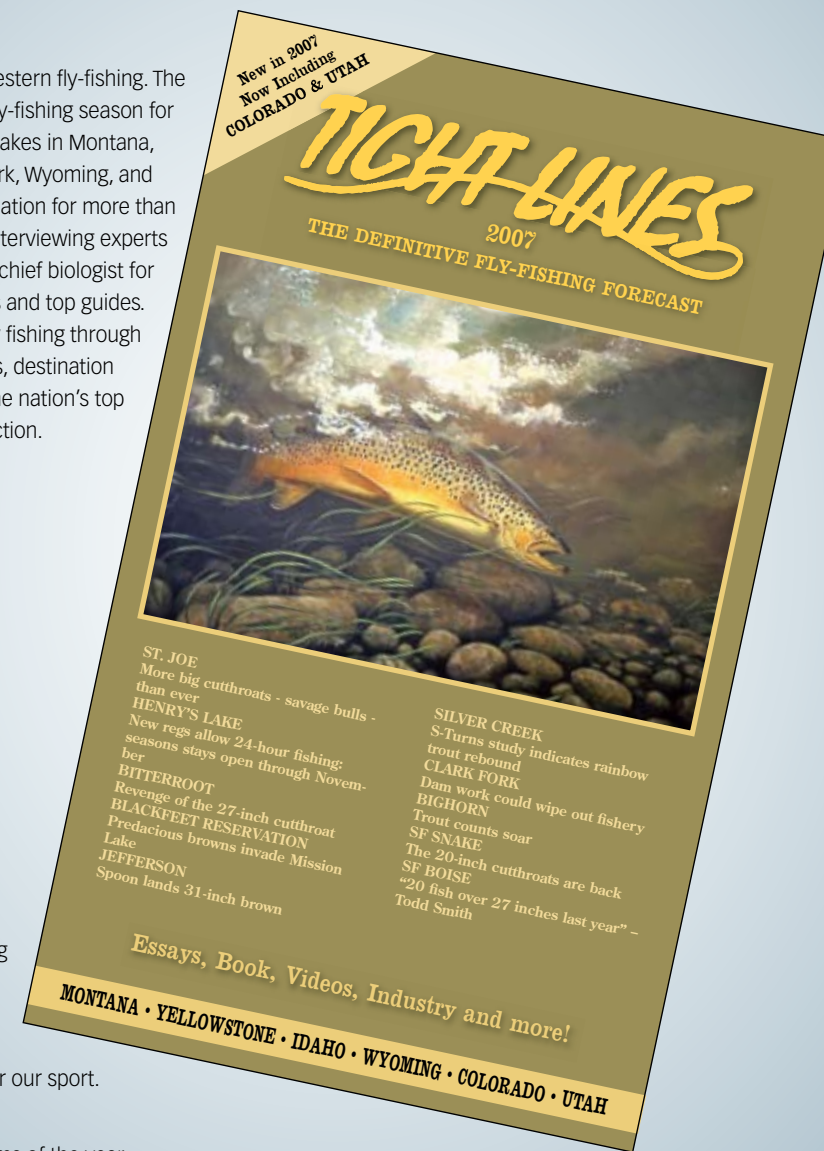
The nation's top angling authors, including Nick Lyons, Ted Leeson, Seth Norman, Dave Hughes, Dave Ames, Jerry Gibbs, Scott Sanchez, and Troy Letherman, among others, showcase their passion for our sport.

Books and Videos

Reviews of the best angling books and films of the year.

Angling Destinations

Feature stories on existing and emerging western fisheries with suggestions on timing, tactics, gear and lodging.



Essays, Book, Videos, Industry and more!
MONTANA • YELLOWSTONE • IDAHO • WYOMING • COLORADO • UTAH

NOW INCLUDING COLORADO AND UTAH!

Mechanical Requirements

ALL ADS MUST BE SUPPLIED ACCORDING TO THE SPECIFICATIONS LISTED ON THIS PAGE.

- Submissions can be on CD-ROM or you may send them digitally via email (please see information below)
- Ads as print-ready pdfs or source docs from In Design CS, Photoshop CS, Illustrator CS are accepted.
- Logos and ads submitted in Adobe Illustrator - please outline the fonts and supply them as well.
- Ads submitted in In Design - please package your files to ensure all images, fonts, etc. are included.
- All ads and images must be CMYK and at least 300 DPI resolution to ensure print accuracy.
- WE DO NOT ACCEPT: ads built in Pagemaker, Freehand, Microsoft Word or IBM-formatted files.

THE ACCURACY OF ALL ADS SUPPLIED ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY. MAIL YOUR AD TO:

Big Sky Journal, 1050 E. Main St., Suite 3, Bozeman, MT 59715

EMAIL YOUR AD TO: production@bigskyjournal.com

Digital files must be accompanied by a proof: color ads with a color proof, black and white ads with a black and white proof. If no proof is supplied, any errors are the responsibility of the advertiser. Proof must be representative of file(s) supplied.

Disk formats accepted: CD or DVD. All disks provided must be accompanied by a disk directory printout.

Printing: Web press, four-color cover and body. Color rotation: Black, cyan, magenta, yellow. Screen: 150 line. Maximum coverage any area: 280%. Density should not vary more than .05 points, plus or minus. Black 1.65, cyan 1.25, magenta 1.30, yellow .90. Black & White, Two- & Three-Color: Digital files must be in grayscale or CMYK format. Maximum density for any shadow area: 85%.

General Information

No allowance made for errors in key or reader response numbers. No cancellations allowed after closing date. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provisions of this rate card.

Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.

Copy & Contract Conditions

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly or indirectly.

Advertising Responsibility

The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed for him or her in TIGHT LINES AND BIG SKY JOURNAL and assumes responsibility for any claims or costs of litigating claims arising therefrom against themselves or the publisher.

Publication Schedule 2007

Tight Lines 2007

Space Reservation Closing	February 15
Digital Art Due	March 1
On Sale	May 1

Big Sky Journal's Fly Fishing Issue

Space Reservation Closing	December 21
Digital Art Due	January 3
On Sale	February 1

BIG SKY JOURNAL Advertising

Sizes

Dimensions (in inches)	Width	Height
2 Page Spread/Double Truck Bleed	18.125	11.125
1 Page Bleed	9.25	11.125
1 Page	7.75	9.875
2/3	5	9.875
1/2 Horizontal	7.75	4.8
1/2 Vertical	3.78	9.875
1/3 Horizontal	5	4.8
1/3 Vertical	2.5	9.875
1/4 Vertical & "Destinations"	3.78	4.8
1/6 Vertical	2.5	4.8
1/6 "Discoveries"	3.78	3.125

TIGHT LINES Advertising Sizes

Dimensions (in inches)	Width	Height
2 Page Spread/Double Truck Bleed	13.25	11.25
1 Page Bleed and Cover	6.75	11.25
1 Page non-bleed	6	10.5
1/2 Horizontal	5.5	4.625
1/2 Vertical	2.625	9.375
1/4 Vertical	2.625	4.625

Important: Keep all live matter (type, borders, etc.) at least .5" from all trim edges and gutters. Follow AAAA/MPA/ABP recommendations in SRDS for all other specifications.

Tight Lines and Big Sky Journal

www.bigskyjournal.com

Advertising Department

800.731.1227 • 406.586.2712 • FAX 406.586.2986

E-mail: greg@bigskyjournal.com

Street Address

1050 East Main • Suite 3 • Bozeman, MT 59715

Circulation

800.417.3314

FACTS

- Tight Lines is the most comprehensive, timely and accurate report on the status of western trout fisheries.
- Advertisers in Tight Lines reach a significant niche market that the general outdoor publications miss.
- Tight Lines offers the longest shelf-life of any fly-fishing specific publication. Readers consider Tight Lines to be a guidebook to five states and a national park, updated each year and they keep past issues in their libraries.

DONATION

Significant distribution also is made to Trout Unlimited chapters, Federation of Flyfishers chapters, and private fly fishing clubs in Wisconsin, Colorado, Washington, Oregon, California, Minnesota, Michigan, and Wisconsin.

DISTRIBUTION

Tight Lines is distributed through quality fly shops and sporting goods stores throughout the West. In addition it is available at numerous airports, book stores, and various newsstands.

Commercial distribution is handled by Royal Publications/Inter-Sports, Benjamin News, Angler's Book Supply, and Big Sky Journal.

ADVERTISER TESTIMONIALS

"Our ad in Tight Lines is a great advertising value. Not only does it reach the serious fly fishing residents of the Rocky Mountain West, but in addition it is read by and influences an untold number of visiting anglers from across the nation. Tight Lines is a valuable publication for the information it contains and as an advertising vehicle."
Marty Sherman, advertising director, Clackacraft Driftboats

Give Your Clients What They Want:
Pre-order Tight Lines 2007 today!

TIGHT LINES

Sign up to Distribute

YES! I'd like to become a distributor for TIGHT LINES MAGAZINE.

Send me **10 COPIES** Send me **20 COPIES** Send me **40 COPIES**

Take advantage of a **50% discount rate of \$4.48** each. (Retail for \$8.95.)

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____ EMAIL _____

YOU WILL RECEIVE A BILL WITH THE FIRST SHIPMENT OF MAGAZINES.