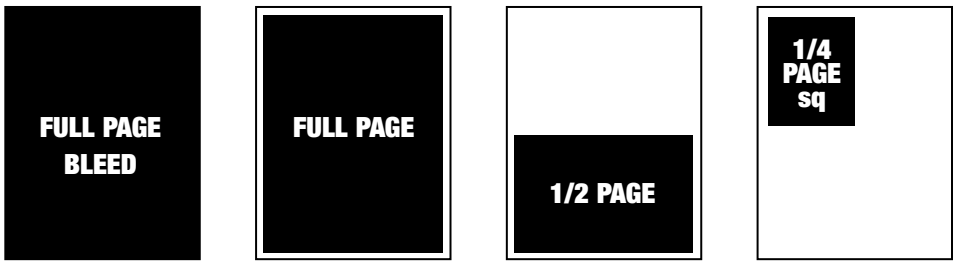


# FISHSTOCK

THE TOTAL SALTWATER EXPERIENCE

AD SIZES	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE BLEED	8-3/8" (8.375")		11" (11")
FULL PAGE (live area)	7" (7")		10" (10")
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11" (11")
1/2 PAGE HORIZONTAL	7" (7")		4-7/8" (4.875")
1/4 PAGE SQUARE	3-3/8" (3.375")		4-7/8" (4.875")

Hold FULL PAGE live matter 1/4" from trim on all sides.



## GENERAL CONDITIONS

- In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at anytime. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
- All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- All ads run on a pre-pay basis until credit is approved.

## SHIPPING ADDRESS

FishStock  
 Tricia Mitchelson, Production Manager  
 460 North Orlando Avenue, Suite 200  
 Winter Park, FL 32789  
 Phone 407-571-4666

Questions? Please e-mail [Tricia.Mitchelson@bonniercorp.com](mailto:Tricia.Mitchelson@bonniercorp.com)

## DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

## AD SIZES:

All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

## PREFERRED FORMAT:

PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

## FONTS:

All native format files must be accompanied by the screen and printer fonts used in those files. Apple Truetype fonts should not be used. Black type on white background should be defined as 100% black ONLY.

## PHOTOS:

All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

## GRAPHICS:

TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

## PROOFS:

For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

## ELECTRONIC TRANSMISSIONS:

Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com). For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$50 per page for full page ads and spreads. We do not accept ads via e-mail.

## FOR MORE INFORMATION:

Contact your Production Manager at 407-571-4666. Electronic files are stored for one year, unless otherwise requested in writing.

## BINDING:

Saddle, foot jog.

Production and prepress services are available; rates upon request.