

Thank you for your interest in the *Coastal Fisherman*. The advertising rates shown below provide a rate structure that rewards frequent advertisers. The more issues you commit to, the less each ad costs. These rates reflect a 6% frequency discount off the single-issue price for an advertiser who runs in 6 issues, 11% for 11 issues, 16% for 16 issues and 26% for the season (21 issues). An additional 10% discount will be deducted for advance payment. For guaranteed position, when available, add 20%. Recognized advertising agencies will receive 15% off the single-issue rate. All ads are placed on-line at no additional cost.

Studies have shown that the use of color in your ad significantly increases its effectiveness. Color rates are \$75 per issue for ads half page or larger and \$50 per issue for ads one-third page or smaller. Advertisers will be billed monthly, and statements must be paid within 21 days for frequency discounts to remain in effect. Past due accounts will be charged 1.5% per month in interest.

A page in the *Coastal Fisherman* consists of four columns, each 2 1/4 inches wide. Two-column width is 4 3/4 inches, three-column width is 7 1/4 inches, and four-column width is 9 3/4 inches wide. The image area for a full page is 9 3/4 inches wide by 13 1/8 inches high.

For the 2008 season, we will distribute 12,000 to 15,000 copies a week to over 200 locations along the Atlantic coast from Lewes, Delaware to Ocean City, Maryland. There will be a total of 21 issues in 2007, beginning on May 1st and running through September 18th. In January, we will also distribute 20,000 copies our popular Winter Issue to our normal locations along the Atlantic coast and at many mid-Atlantic outdoor shows in Timonium, MD, Baltimore, MD, Harrisburg, PA, Reading, PA, Atlantic City, NJ and Ocean City, MD. For the Winter Issue, single-issue rates apply. Ad copy deadline is in late November.

All advertisements produced for the advertiser shall be the property of the *Coastal Fisherman*, and no such ad or part thereof may be reproduced without the prior written consent of the publisher.

To provide added value to our readers and advertisers, the *Coastal Fisherman* is available each week on-line at [www.coastal-fisherman.com](http://www.coastal-fisherman.com). The site currently receives over 16,000 visitors each week.

## ADVERTISING RATES (per issue) - 2008

| <u>Ad Size</u> | <u>1-5 Issues<br/>Open Rate</u> | <u>6-10 Issues<br/>6% Discount</u> | <u>11-15 Issues<br/>11% Discount</u> | <u>16-20 Issues<br/>16% Discount</u> | <u>21 Issues<br/>26% Discount</u> |
|----------------|---------------------------------|------------------------------------|--------------------------------------|--------------------------------------|-----------------------------------|
| Full Page      | \$430.00                        | \$404.20                           | \$382.70                             | \$361.20                             | \$318.20                          |
| 3/4 Page       | \$335.00                        | \$314.90                           | \$298.15                             | \$281.40                             | \$247.90                          |
| 1/2 Page       | \$255.00                        | \$239.70                           | \$226.95                             | \$214.20                             | \$188.70                          |
| 1/3 Page       | \$195.00                        | \$183.30                           | \$173.55                             | \$163.80                             | \$144.30                          |
| 1/4 Page       | \$155.00                        | \$145.70                           | \$137.95                             | \$130.20                             | \$114.70                          |
| 1/6 Page       | \$115.00                        | \$108.10                           | \$102.35                             | \$96.60                              | \$85.10                           |
| 1/8 Page       | \$90.00                         | \$84.60                            | \$80.10                              | \$75.60                              | \$66.60                           |
| 1/9 Page       | \$85.00                         | \$79.90                            | \$75.65                              | \$71.40                              | \$62.90                           |
| 1/12 Page      | \$65.00                         | \$61.10                            | \$57.85                              | \$54.60                              | \$48.10                           |

Process Color - \$75 for ads 1/2 page or larger.  
\$50 for ads 1/3 page or smaller.

Guaranteed Position – 20% of total ad cost.