



FISH TACO CHRONICLES

Providing
Exciting and
Informative articles
to fishing enthusiasts
since 1995.

2011-2012 ADVERTISING

• RATE CARD •

Black & White Rates

Ad Size	1X	2X	3X	4X	Ad Dimensions
1 Page	\$475	\$425	\$375	\$350	7" x 10", Trim 8-1/8" x 10-7/8"
1/2 Page	\$275	\$250	\$210	\$195	Vert. 3-3/8" x 10", Horiz. 7" x 4-7/8"
1/3 Page	\$200	\$175	\$160	\$140	Vert. 2-3/16" x 10", Horiz. 4-9/16" x 4-7/8"
1/4 Page	\$155	\$145	\$135	\$110	3-3/8" x 4-7/8"
1/6 Page	\$115	\$100	\$85	\$75	3-3/8" x 3-1/4"
1/8 Page	\$80	\$70	\$60	\$50	3-3/8" x 2-1/8"

2011 SCHEDULE

SPRING 2011 — Out on the street February 24th

SPECIAL FRED HALL EDITION — Bonus Circulation of 5,000

— Space January 26th — Copy February 2nd

Focus is on the Fred Hall Show, Spring Time
Bass and the Upcoming High Sierra Opening

SUMMER 2011 — Out on the street around Memorial Day

Focus is the Local Saltwater Scene
and the High Sierra

— Space April 21st — Copy May 4th

FALL 2011 — Out on the street end of August

Focus is on Local Saltwater Scene and
Warm Water Fresh Water Species

— Space July 29th — Copy August 4th

WINTER 2011 — Out on the street by Thanksgiving Week

Focus is on Local Trout Season and Holiday Shopping Guide

— Space October 26th — Copy November 4th

Color Charges

Added to B/W Rates

2nd Color = \$75 xtra

4/Color = \$300 xtra

The Fish Taco Chronicles prints 10,000 issues quarterly. It is distributed at Tackle Stores, Sportfishing Landings, Sporting Good Stores, Boat Stores and Marinas.

This is in addition to the growing number of subscribers who have it mailed to their house!

EDITORIAL

Some of the most recognizable names in the fishing industry write for us including: WOO DAVES, GEORGE VAN ZANT, BILL SCHAEFER, STEVE CARSON, DANNY JACKSON, RONNIE KOVACH, JONATHAN ROLDAN, BILL VARNEY AND KEN JONES

Fish Taco Chronicles

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