



SIERRA FISHERMAN

P.O. Box 9708 Truckee, CA 96162

ADVERTISING RATES

Effective September 1, 2009

	1X	4X
FULL COLOR PAGES <i>(Prices are per issue)</i>		
Printed on Glossy Paper		
1/6 page	\$225	\$195
1/4 page	\$325	\$275
1/3 page	\$400	\$325
1/2 page	\$550	\$450
Full page	\$750	\$650
INSIDE FRONT or INSIDE BACK COVER	N/A	\$895
BACK COVER**	N/A	\$1100

Rates are for each issue

GRAPHICS CHARGE

Layout	\$50
Maps/Custom Artwork	(quoted upon request)
Initial Logo Set-up	\$75 & up

Layout charge of \$50 will be applied if ad needs to be created from scratch with all materials supplied.

No charges will incur if ad is camera/press ready built to specifications.

*** Ad materials are due on the 1st of the month prior to the issue month.**

*** Issues go on stands the first week of the first month of the issue dates.**

AREA SALES: Bob Leonard
(530) 448-9151
Sales@SierraFisherman.com



SIERRA FISHERMAN

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Sierra Fisherman will be published quarterly 4 times in 2010

#1 - Spring - March / April / May

Ad Deadline - February 5

Editorial Deadline - January 25

#2 - Summer - June / July / August

Ad Deadline - May 7

Editorial Deadline - April 26

#3 - Fall - September / October / November

Ad Deadline - August 6

Editorial Deadline - July 26

#4 - Winter - December / January / February

Ad Deadline - November 5

Editorial Deadline - October 25

Issue comes out one week prior to 1st month on schedule.

Sales

Bob Leonard

(530) 448-9151

Sales@SierraFisherman.com

Please submit ads to production:
Graphics@SierraFisherman.com



SIERRA FISHERMAN

INSERTION ORDER AGREEMENT

Advertiser _____ Date _____
 Company _____ Bus. Phone _____
 Address _____ Fax _____
 City/Zip _____

CHARGES

Ad Size _____ Number of Issues 1 - 4 - ANNUAL
 Beginning Volume _____ Issue _____

RATE \$ _____ PER ISSUE (ALL CONTRACT RATES PER RATE SHEET DUE AT COPY PICK-UP)
OPEN & CONTRACT INVOICING RATE \$ _____ (DUE 15 DAYS FROM DATE OF INVOICE, 1.5%
MONTHLY INTEREST EVERY 30 DAYS THEREAFTER)

ADDITIONAL OPTIONS (See Rate sheet)

Artwork _____ \$ _____
 Additional Photo Insertions _____ \$ _____
 Other _____ \$ _____
 Total: \$ _____

<input type="checkbox"/> Bill	<input type="checkbox"/> Cash in Advance
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX
Credit Card Number: _____	
Expiration Date: _____	
3 Digit Security Number _____	
(Back of card following CC number)	

Client Name	(please print)

Client Signature	

CONDITIONS OF AGREEMENT

- ALL TERMS AND CONDITIONS APPLY PER RATE SHEET.

OPEN RATES are due and payable within 15 days from the date of invoice. 1.5% monthly interest every 30 days thereafter.
 Our liability for errors is limited to no more than the cost of the percentage of advertisement directly effected by the error.
 NO credits will be given to advertisers not responding to the ad proof.

SIGNATURE _____ DATE _____
 SIERRA FISHERMAN REPRESENTATIVE _____ DATE _____

P.O. BOX 9708 TRUCKEE, CA 96162

SIERRA FISHERMAN

DISTRIBUTION LOCATIONS



SIERRA FISHERMAN will be distributed throughout the Sierra by Sierra Distribution Company. Sierra Distribution has over 200 racks throughout the Sierra and uses local distributors in other areas.

COVERAGE INCLUDES:

- All Fly Shops in California and Nevada
- All California and Nevada Fly Fishing Clubs and Organizations
- World Wide Web Exposure