

SPACE RESERVATION/ AD MATERIAL DUE SCHEDULE

JANUARY/FEBRUARY 2019 ISSUE

November 12Ad Space Deadline
November 19Ad Finished Material

MARCH/APRIL 2019 ISSUE

January 14Ad Space Deadline
January 21Ad Finished Material

MAY/JUNE 2019 ISSUE

March 11Ad Space Deadline
March 18Ad Finished Material

JULY/AUGUST 2019 ISSUE

May 13Ad Space Deadline
May 20Ad Finished Material

SEPTEMBER/OCTOBER 2019 ISSUE

July 15Ad Space Deadline
July 22Ad Finished Material

NOVEMBER/DECEMBER 2019 ISSUE

September 16Ad Space Deadline
September 23Ad Finished Material

JANUARY/FEBRUARY 2020 ISSUE

November 14Ad Space Deadline
November 19Ad Finished Material

DEADLINES

Ads received after the deadline will not run. For contracted advertisers, a previously run ad will be picked up if a new ad is not received by the advertising deadline. Unless otherwise indicated, advertising deadlines are roughly six weeks before publication of the magazine.

GENERAL ADVERTISING INFORMATION

The Publisher reserves the right to refuse any advertising it deems is unacceptable in meeting the high standards of the publication and quality. In support of conservation, *TIDE* Magazine will not run photographs of obviously dead or bleeding fish, catches on stringers or gaffs.

RETURN/RELEASE OF ADVERTISING MATERIALS

Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping materials beyond one year. The publisher is not responsible for advertising materials damaged during shipping.

** CCA does not endorse or support any of the products or services appearing in photographs accompanying the editorial content of the magazine. Photos are selected based on relevance to the story, quality and availability.*

SPACE RESERVATIONS

For space reservations, contact Darren Shepard, dshepard@shepardassoc.com or 404-725-1934.

NO AD WILL RUN without a signed advertising contract or insertion order.

ADVERTISING PLACEMENT

Position requests are accommodated when possible, but they are not guaranteed with the exception of purchased cover positions. Guaranteed positions will be charged an additional 15% of the advertising rate.

CANCELLATIONS

Contact Darren Shepard at least eight weeks prior to mailing dates for cancellations and schedule changes. All cancellations or changes in ad schedules must be received in writing and may be subject to additional charges. Any cancelled advertising schedule with an outstanding balance owed to CCA for prior advertising issue advertising must be paid in full at the time of cancellation.

INSERTS

Rates available upon request.

USE OF CCA LOGO IN ADVERTISEMENTS

Advertisers must receive approval from CCA before incorporating CCA logos into advertisements. Contact Ted Venker at CCA, 1-800-201-FISH, for guidelines.

TIDE Advertising Contact:

Darren Shepard | Shepard & Associates
1030 Smithwyck Dr., Canton, GA. 30115
Email: dshepard@shepardassoc.com
Phone: 404-725-1934



TIDE

MAGAZINE

2019 ADVERTISING RATE CARD

EDITORIAL PROFILE

TIDE Magazine is the bi-monthly magazine for the members of the Coastal Conservation Association, a national non-profit organization of conservation-minded sportsmen and sportswomen dedicated to the conservation of marine life, and coastal habitat today and for future generations.

TIDE's editorial content is a careful balance between information, education, conservation projects and entertainment on subjects of interest for both inshore and offshore anglers.

Since 1977, Coastal Conservation Association's members have worked diligently to improve and enhance our nation's coastal fisheries and marine environments.

CIRCULATION

CCA Membership continues to grow and now has a circulation in excess of 100,000! Your advertising reaches one of the most dedicated and active fishing audiences in the market today!

MECHANICAL REQUIREMENTS

Ads should be saved in CMYK and furnished as a 300-dpi JPEG with no crop marks. Ads must be produced to the correct size, paying close attention to the live area on full page bleeds. Advertising materials are to be sent digitally via email or FTP.

AD DIMENSIONS

FULL PAGE

Including bleed 8.75"W x 11.375"H
 Printed page..... 8.25"W x 10.875"H
 Live area 7.125"W x 9.875"H

OTHER SIZES

Back Cover (2/3 Hor. No Bleed).... 7.155"W x 6.95"H
 Back Cover (2/3 Hor. w/ Bleed) 8.625"W x 7.625"H
 2/3 Vertical 4.687"W x 9.875"H
 1/2 Vertical..... 4.687"W x 7.375"H
 1/2 Horizontal..... 7.125"W x 4.875"H
 1/3 Vertical..... 2.25"W x 9.875"H
 1/3 Square..... 4.687"W x 4.875"H
 1/6 Vertical 2.25"W x 4.875"H
 1/6 Horizontal..... 4.687"W x 2.375"H

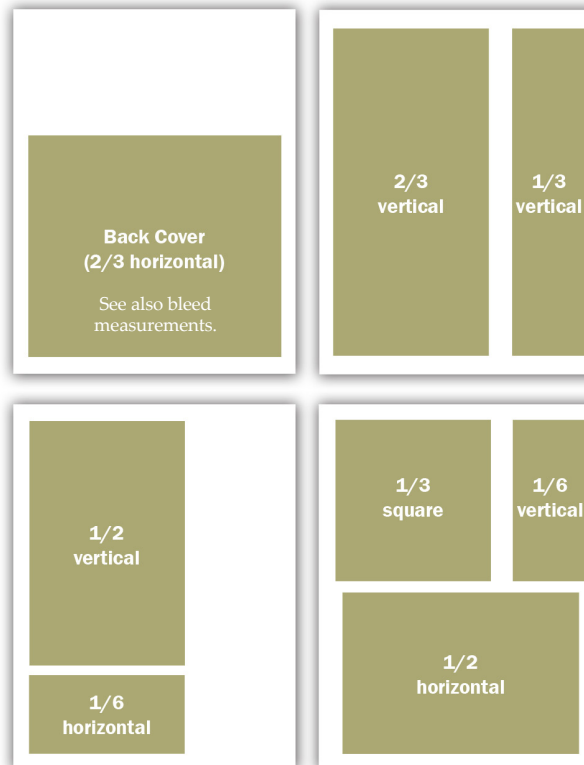
NATIONAL ADVERTISING RATES

FULL COLOR ADS

	1x	3x	6x	12x
Full page	\$2,115	\$1,990	\$1,930	\$1,850
2/3 Page	\$1,820	\$1,700	\$1,640	\$1,585
Half page	\$1,335	\$1,270	\$1,230	\$1,175
1/3 page	\$1,160	\$1,130	\$1,000	\$945
1/6 page	\$495	\$445	\$395	\$370

FULL COLOR COVERS

Inside front cover.....	\$2,450
Inside back cover.....	\$2,310
Back cover (2/3 page).....	\$1,950



TERMS

- Invoices are due upon receipt.
- New advertisers are required to Pre-Pay the first months advertising.
- Additional Terms may be provided based on prior credit approval by CCA.

AGENCY DISCOUNTS

Recognized advertising agencies earn a 15% discount provided invoices are paid within 30 days of the invoice date.

Please email ad materials to:
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 1030 Smithwyck Dr., Canton, GA. 30115
 Email: dshepard@shepardassoc.com
 Phone: 404-725-1934

