SPACE RESERVATION/AD MATERIAL DUE SCHEDULE

JANUARY/FEBRUARY 2019 ISSUE
November 12 ........................................... Ad Space Deadline
November 19 ........................................... Ad Finished Material

MARCH/APRIL 2019 ISSUE
January 14 ................................................ Ad Space Deadline
January 21 ................................................ Ad Finished Material

MAY/JUNE 2019 ISSUE
March 11 .................................................... Ad Space Deadline
March 18 ................................................... Ad Finished Material

JULY/AUGUST 2019 ISSUE
May 13 ....................................................... Ad Space Deadline
May 20 ....................................................... Ad Finished Material

SEPTEMBER/OCTOBER 2019 ISSUE
July 15 ........................................................ Ad Space Deadline
July 22 ....................................................... Ad Finished Material

NOVEMBER/DECEMBER 2019 ISSUE
September 16 .......................................... Ad Space Deadline
September 23 .......................................... Ad Finished Material

JANUARY/FEBRUARY 2020 ISSUE
November 14 ........................................... Ad Space Deadline
November 19 ........................................... Ad 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

Advertising Rates Effective with the Jan/Feb. 2019 Issue
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

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,115</td>
<td>$1,990</td>
<td>$1,930</td>
<td>$1,850</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,820</td>
<td>$1,700</td>
<td>$1,640</td>
<td>$1,585</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,335</td>
<td>$1,270</td>
<td>$1,230</td>
<td>$1,175</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,160</td>
<td>$1,130</td>
<td>$1,000</td>
<td>$945</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$495</td>
<td>$445</td>
<td>$395</td>
<td>$370</td>
</tr>
</tbody>
</table>

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