

Advertise on

MidCurrent®

Fly Fishing's Most Popular
Media Channel

Ad Positions 2012

Web Site

Medium Rectangle (Premium)

The image shows a screenshot of the MidCurrent website homepage. At the top, the MidCurrent logo is displayed with the tagline "fly fishing at its best". A navigation menu includes Home, News, Videos, Art, Photography, Gear, Techniques, Books, Flies, Knots, Travel, Conservation, Store, and More. A "Subscribe" button is visible in the top right corner. The main content area features a large featured image of a fish, with a blue callout box overlaid on it. The callout box contains the text: "Medium Rectangle", "300x250 pixels", and "\$40 CPM". Below the fish image, there is a section titled "Anticipating a Caddisfly Hatch" by Lucas Carroll, and another section titled "Fly Fishing 'Good'" with a "Read more..." link. A "Featured Videos" section is also visible on the right side of the page.

Contact Glenn Pittard, Marketing Director, at 239.246.1376 (cell)
or Marshall Cutchin, Publisher, at 970.232.9541 (cell: 970.481.4009) about MidCurrent Advertising

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Skyscraper & Wide Skyscraper

Skyscraper
 120x600 pixels
 \$30 CPM

Wide Skyscraper
 160x600 pixels
 \$35 CPM

Featured Artist: Dan Sharley "Silver King"

Anticipating a Caddisfly Hatch
 Lucas Carroll
 Lucas Carroll is a freelance photographer who contributes to publications, a Joseph A. Cross and a wannabe professional fly designer.
 Visit the MidCurrent Photography Gallery
 See header image by Brian Grossnick

Fly Fishing Jazz: "Good Bait"
 THERE I LEARNED the greatest lesson ever taught on fly presentation. Make the fly behave like real bait, the way it would naturally act in its environment, even if that runs counter to your instincts as an angler.
 Read more...

"Ask the Experts"

- How to Set Fly Reel Drags
- Can Spawning Carp Be Caught?
- How Long Do Prepackaged Leaders Last?
- Tandem Rigs for Saltwater?
- How Long Should a Prepackaged Leader Last?
- How to Sharpen Fly Tying Scissors
- How Close Should You Try to Get to a Rising Trout?
- What's the Best Book for Beginners?

Tippetts

- Tippetts: Books for Backpacks, BTT Banquet, Eagle River Caddis
- Tippetts: Hemingway's Birthday, Garber Tool Tripod, Mining for Trout
- Tippetts: Rainbow Stream Toad, Wyoming Flows Drop, "Thirsty Trout" Bottle Opener, Paddling the Mississippi (on a SUP)
- Tippetts: Evergreen Hand, Salmon Fin-Clipping, State of the Oceans
- Tippetts: Natural Bridge at Runoff, Guide Derek Young, Surface Stone Fly Video, Keeping the Carp Out

Latest News
 Photo of the Week
 Photographed by John Coles
 Gear: 2011 IFTD New Product

Submit Your Photo
 Current Photo of the Week
 Photo

It's Free

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Short Rectangle & Text Links

The screenshot shows the MidCurrent website layout with several content sections and highlighted ad positions:

- Left Sidebar:** Contains navigation links like 'AdChoices', 'Cabela's Fishing Supplies', 'Hand Tied Flies', 'Fly Fishing Pittsburg NH', and 'Canada Fly-In Fishing'.
- Main Content Area:**
 - Introductory Text:** 'If you haven't already heard, Angling Trade and MidCurrent are teaming up to provide even more coverage of new fly-fishing products this year...'.
 - Video Hatch: "Depth Perception"** - Article about a caddis hatch on the upper Missouri River.
 - The Daily Hackle** - Article by Andy Kurkulis about fly fishing during foul weather.
 - Video Hatch: Fly Fishing on Spain's Bidasoa River** - Article from Flymagazine about fly fishing in Spain.
 - Books »** - Section with book reviews like 'A Fly Fishing Guide to Rocky Mountain National Park'.
 - Flies »** - Section with articles like 'Anticipating a Caddisfly Hatch'.
- Right Sidebar:**
 - Gear »** - Section with gear reviews like 'Under Gear', 'Carrying On: the innovative Nomad Fly-Fishing Guide Net', etc.
 - People »** - Section with a callout for 'Text Links 3 Lines Maximum \$25 per Category'.
- Ad Position Callouts:**
 - Short Rectangle:** A blue box highlights a 300x100 pixel area with the text 'Short Rectangle 300x100 pixels \$25 CPM'.
 - Text Links:** A blue box highlights a section with the text 'Text Links 3 Lines Maximum \$25 per Category'.
 - Your Ad Here:** Three separate boxes are shown, each containing the text 'Your Ad Here' followed by 'Your text message here and here and here.' and 'Your link here and here'.

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Email Newsletter

Medium Rectangle (Premium)



In This Email: [Headlines](#) | [Features](#)

Dear Marshall,

THIS WEEK Carl McNeil, Jim Bartschi, Dave Kumlien and Matt Supinski all respond to a reader question about [the proper way to set the drag on a fly reel](#). As Phil Monahan summarizes: "The role that your reel's drag plays in any fishing situation varies widely: you don't need drag without it when fishing for large saltwater s

"Good Bait"—it's Coltrane at his finest. A reminder of what presentation: make it real. "It's absolutely [your flies behave](#)," says Kirk Deeter Fishing Jazz."

Steelheader, saltwater nut, fly tier, and former fly shop owner Gary Thompson has a hard time giving up on products that work really well. That's why he thinks everyone should take a second look at [RIO's Extreme Tippet](#), a zero-stretch material that he feels is the perfect choice for nymphing and streamer fishing.

Want to make the most of your day with a pro? Phil Monahan offers tips around making your guided day on the water more productive in this week's "[Ask the Expert](#)." "Before you fish with the guide, offer an *honest* assessment of your skills. It will help the guide tailor the day to give you the best chances for success," says Monahan.

And "Fly Fishing Jazz" columnist Kirk Deeter reminds the savvy nymph fisherman or fly swinger to adjust depth and weight before rising up on a fish or spinning off the fly. "The

A blue rectangular graphic with white text. The text reads: "Medium Rectangle", "300x250 pixels", and "\$300 per issue". The graphic is overlaid on the newsletter content and has a 3D effect with a shadow.

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Banners & Wide Skyscraper

Fit

Banner (1) 468x60 pixels \$50 per issue

Latest Fly Fishing Headlines

- [Video Hatch: "Depth Perception"](#)
- [People: The Galen Kipar Project](#)
- [Video Hatch: "Father and Son"](#)
- [Schweitzer: Fly Fishing RMNP During and After Runoff](#)
- [Podcast: Getting Kids and Teens into Fly Fishing](#)
- [Tippets: Hemingway's Birthday, Gerber Tool Tripod, Trout](#)
- [The Lost Streams of Vancouver](#)
- [Fly Fishing the Cook Islands](#)

[More Fly Fishing News](#)

Interview: James Babb



"We believe that flies are meant to imitate and steelhead flies are essentially meant to imitate a Barbie Doll's fashion accessories, especially if you appreciate [purple](#) [Easter bunnies with black feather boxes](#) [clown noses](#)."

Wide Skyscraper
160x600 pixels
\$100 per issue

Banner (2) 468x60 pixels \$40 per issue

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Text Link Ads

[More Fly Fishing News](#)

Interview: James Babb



"We believe that flies are meant to imitate life and steelhead flies are essentially meant to imitate a Barbie Doll's fashion accessory—especially if you appreciate [purple Easter bunnies with black feather boas and red clown noses.](#)"



Video: Tying a Caddis Larva



Tim Flagler demonstrates how to tie a simple [Green Caddis Larva](#), an imitation of an underappreciated but important part of many

Text Ads 8 Lines Including Title \$25 per issue

No Shortage of Good Days

John Gierach returns with new observations on fishing, life, and more fishing. [Buy Now!](#)

Casts That Catch Fish

Brilliant camera work and step-by-step instructions with slow motion & overlays. [Buy Now!](#)

Joan Wulff's Dynamics of Fly Casting

The all-time best-seller of fly-casting instructional videos. [Special Price: \\$22.95.](#) Buy Now!

[Forward email](#)

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