

BASS TIMES

The Official Publication of the World's Best Bass Anglers



2010 NATIONAL ADVERTISING RATES

SIZE	B/W	2-COLOR	4-COLOR	Cover Rates	Frequency Discounts
Tabloid Page	\$11,324	\$12,458	\$14,033	Cover 2 Tabloid Page \$14,553	3 Times 3%
Tabloid 1/2	\$8,390	\$9,230	\$10,395	Cover 3 Tabloid Page \$14,553	6 Times 6%
Tabloid 1/3	\$6,568	\$7,219	\$8,111	Cover 4 Tabloid Page \$15,593	9 Times 9%
Standard Page	\$8,390	\$9,230	\$10,395		12 Times 12%
Standard 2/3	\$6,295	\$6,925	\$7,796		
Standard 1/2	\$5,455	\$6,001	\$6,757		
Standard 1/3	\$3,775	\$4,153	\$4,678		
Standard 1/4	\$2,935	\$3,229	\$3,638		
Standard 1/6	\$2,095	\$2,305	\$2,830		

All Orders are non-cancelable after closing date. No penalty for ads that bleed.

2010 SHOWCASE & MARKETPLACE ADVERTISING RATES

COLUMN WIDTH	MEASUREMENT	SHOWCASE FIXED FORMAT RATES	Gross	Net Cost Less Agency Discount (15%)
1 Column Wide	1 5/8"	B/W 1/4 page magazine (3 1/4"w x 4 1/8"h)	\$788	\$669.80
2 Columns Wide	3 3/8"	Color 1/4 page magazine (3 1/4"w x 4 1/8"h)	\$1,313	\$1,116.05
3 Columns Wide	5 1/8"			
4 Columns Wide	6 7/8"			

MARKETPLACE RATES	Gross Per Inch	Net Cost Per Inch*
Per Inch Rate B/W	\$128	\$108.80
Per Inch Rate 4-C	\$213	\$181.05



Space available by column inch. One column inch minimum.

*Includes a 15% discount, provided camera-ready materials are submitted. No cash discount allowed on billing for early payment. First-time advertising fees due in advance.

AD SPECIFICATIONS

Trim Size: 10 3/4" x 14" Saddle Stitched Inserts jog to the foot

Ad Size	Ad Dimensions (Trim Size) Width x Height	As with Bleed Width x Height	Live Area <i>(Keep all type within this area)</i> Width x Height
Full Tab Spread	21 1/2" x 14"	21 3/4" x 14 1/4"	20 3/4" x 13 1/4"
Full Tab	10 3/4" x 14"	11" x 14 1/4"	10" x 13 1/4"
Half Tab	10" x 6 1/2"	DIGITAL AD GUIDELINES <ul style="list-style-type: none"> • CMYK - Print resolution (300 dpi @ 100% of print size) PDF - with all fonts embedded. All professional layout software such as: InDesign or QuarkExpress has the capability of exporting or saving as a PDF. • Please send print quality PDFs only. • If sending ad material by courier, please send a print quality PDF and a proof with crop marks. • If sending ad material to the FTP site, please clearly label the file as to who the advertiser is and which publication the ad is intended to run. • Uncheck "OPI_Active" when exporting to PDF. 	
Showcase	3 1/4" x 4 1/8"		
Jr. Page Spread	15 1/4" x 10 1/2"		
Jr. Page	7 7/8" x 10 1/2"		
2/3 Page Vertical	4 5/8" x 10 1/2"		
1/2 Page Island	4 5/8" x 7 3/8"		
1/2 Page Horizontal	7 7/8" x 5 1/8"		
1/3 Page Vertical	2 1/4" x 10 1/2"		
1/3 Page Horizontal	7" x 3 1/4"		
1/3 Page Square	4 5/8" x 4 7/8"		
1/4 Page Horizontal	7" x 2 3/8"		
1/4 Page Square	3 3/8" x 4 7/8"		
1/6 Page Vertical	2 1/8" x 4 7/8"		
1/6 Page Square	3 3/8" x 3 1/4"		

Ship To:

BASS Publications
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2010 ADVERTISING DUE DATES

	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010
Ad Booking Deadline	12/01/09	12/31/09	01/28/10	03/04/10	04/01/10	05/06/10
Final Ad Material Due	12/04/09	01/06/10	02/02/10	03/09/10	04/06/10	05/11/10
Inserts Due At Printer	12/15/09	01/14/10	02/11/10	03/18/10	04/15/10	05/20/10
Mail To Subscribers	12/28/09	01/25/10	02/22/10	03/29/10	04/26/10	05/31/10

	Jul 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010
Ad Booking Deadline	06/01/10	07/01/10	08/05/10	09/02/10	09/30/10	11/03/10
Final Ad Material Due	06/04/10	07/06/10	08/10/10	09/07/10	10/05/10	11/08/10
Inserts Due At Printer	06/15/10	07/15/10	08/19/10	09/16/10	10/14/10	11/17/10
Mail To Subscribers	06/28/10	07/26/10	08/30/10	09/27/10	10/25/10	11/29/10



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