



WEST PALM BEACH FISHING CLUB

- Established 1934 -



ADVERTISING RATE CARD TIGHT LINES BULLETIN

PROFILE

The West Palm Beach Fishing Club (WPBFC) bulletins are direct mailed to approximately 1800 club members, press and affiliates who reside primarily (approximately 80%) in Palm Beach County, Florida. Editorial content is directed towards club members who actively fish throughout Florida and the Caribbean. The majority of WPBFC members own their own boats and actively fish in saltwater. The publication offers pertinent and timely information on club events and local conservation issues.

WPBFC advertising revenues not only cover production expenses but also play an instrumental role in our ability to promote family fishing activities and enhance our conservation efforts. Advertising in the *Tight Lines* Bulletin is an ideal way to promote your marine oriented business to a target audience while supporting the meaningful efforts of our non-profit organization.

Ad Size	1X Rate	2X Rate	Dimensions
Full Page	\$500	\$450	7 1/2" x 10"
1/2 Horizontal	\$275	\$240	7 1/2" x 5"
1/4 Page Vertical	\$150	\$130	3 3/4" x 5"
1/4 Page Horizontal	\$150	\$130	7 1/2" x 2 1/4"
1/6 Page Vertical	\$100	\$80	2 3/8" x 4 1/2"
1/6 Page Horizontal	\$100	\$80	5" x 2 1/4"
Business Card Ad	\$80	\$70	3 1/2" x 2"
** WPBFC Member Discount Special - Business Card Ad (per-run cost) \$45			3 1/2" x 2"

DISTRIBUTION

The bulletin is published on average 2 to 3 times each calendar year* and direct mailed to approximately 1800 members, press & affiliates. Additional copies of the publication are distributed to club information racks located at various tackle shops and marinas throughout Palm Beach County, where they are available free of charge. Copies of the bulletin are also distributed at local boat shows, in tournament boat kits and during other special events.

AD COPY DEADLINE & ELECTRONIC FILES

All materials should be shipped or emailed (wpbfc@westpalmbeachfishingclub.org) to West Palm Beach Fishing Club. Full color (CMYK) PDF format, 300 dpi resolution should be supplied. For bleed copy allow 1/8" for trim on outside edges. Additional fees apply if type-setting or layout work is requested. Call the WPBFC for next publication date information at (561) 832-6780. **Full payment must be received in advance for first-time advertisers.**

** due to our fluctuating publication schedule, timed or dated ad material is not accepted*

The West Palm Beach Fishing Club (WPBFC) reserves the right of refusal due to editorial content, limited advertising space or direct conflict with a major sponsor.