



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	4X Rate	Dimensions
Full Page	\$500	\$430	7 1/2" x 10"
1/2 Horizontal	\$275	\$220	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"

INSERTS

Insert opportunities are available in most issues. The cost is \$500.00 for printed flyer (supplied by advertiser). Inserts can ONLY be one page and may be printed on both sides. Certain insert specifications apply, please contact the Fishing Club for specific details.

DISTRIBUTION

The bulletin is published quarterly* 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 (ttwyford@mindspring.com) 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. Ad copy should be received no later than the 15th day of the preceding month's publication. **Full payment must be received in advance for first-time advertisers.**

** due to the uncertainty of our 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.