

2010



SHOW GUIDE

The largest international gathering of fly fishing manufacturers, retailers, sales reps, media and fly fishing organizations in the world!

Exposure to the entire industry in one place!



RATES

DISPLAY	COLOR
Full Page	\$1,495
1/2 Page	\$895
1/3 Page	\$650
1/4 Page	\$525
Product Guide	\$350

COVERS	COLOR
Inside Front	\$1,800
Inside Back	\$1,800
Back Cover	\$2,000

ASK US ABOUT SPONSORSHIP OPPORTUNITIES!

Including:

**DEALER GOODIE BAG • SHOW FLOOR MAP
COVER TIP-ON CARD • PRODUCT GUIDE**

The International Fly Tackle Dealer Show is the best time and venue to meet with the industry - the people, products, innovations, emerging trends and the leading brand presentations of the 2011 fly fishing season.

ADVERTISING FEE/PAYMENT INFORMATION

SPECIAL POSITIONS: Guaranteed positions charged an additional 15%.

PAYMENT TERMS: NET 30 days. 2% discount if payment within 10 days of invoice date. A service charge of 1.5% per month will be added on all accounts more than 30 days past due. All orders accepted subject to publisher's credit terms. All advertising is non-cancelable.

ADVERTISING MATERIALS/MEDIA INFORMATION

DIGITAL AD MATERIALS: The preferred file type for ad materials is a PDF. We will also accept an InDesign document, TIFF, EPS or JPEG. Please be sure to include all fonts and images if applicable. All color should be CMYK process and all images should be high resolution (266 dpi or higher). Incorrectly sized ads will be adjusted to fit the space ordered.

CONTACT: Tivi Radder, Production Manager

FTP SITE: Upload ad files to the *Black's Sporting Directories* folder on our FTP site.

FTP address: ftp.grandviewmedia.com

User ID: ftpgvmedia

Password: deer1

E-MAIL: Ad files under 10 megabytes may be e-mailed to: tivi@grandviewmedia.com

FILES ON CD: Please send all advertising materials, proofs and/or copy to:

 **GRAND VIEW MEDIA GROUP**
5959 Baker Road, Suite 300 • Minnetonka, MN 55345
1-800-766-0039

 **GRAND VIEW
OUTDOORS**

ADVERTISING CONTACTS:

Chad Nelson (800) 766-0039, ext. 109
Jared Pfeifer (800) 766-0039, ext. 103
Brett Barker (205) 405-3785

SIZES

ITEM	WIDTH	HEIGHT
1/2 Page (4 columns wide)	7 3/8"	4 7/8"
1/2 Page (3 columns wide)	5 1/2"	6 3/8"
1/2 Page (2 columns wide)	3 5/8"	9 3/4"
1/3 Page (4 columns wide)	7 3/8"	3 1/8"
1/3 Page (3 columns wide)	5 1/2"	4 1/4"
1/3 Page (2 columns wide)	3 5/8"	6 1/2"
1/4 Page (4 columns wide)	7 3/8"	2 3/8"
1/4 Page (3 columns wide)	5 1/2"	3 1/4"
1/4 Page (2 columns wide)	3 5/8"	4 7/8"
1/4 Page (1 column wide)	1 3/4"	9 3/4"
FULL PAGE		
Trim	8 3/8"	10 7/8"
Bleed	8 5/8"	11 1/8"
Live Area	7 5/8"	10 1/8"

**Please keep all illustrative & copy not intended to bleed within the LIVE AREA*

IMPORTANT DATES

Space Reservation: July 15, 2010

Material Deadline: August 4, 2010

*Must be IFTD Show Exhibitor to participate