



<http://www.michiganbass.net>

Bass Lines

Official Publication of the Michigan B.A.S.S. Chapter Federation

Advertising Rates and Information

The Michigan B.A.S.S. Chapter Federation would like to present the **Bass Lines**, the Official Publication of the Michigan BASS Chapter Federation.

Each issue will have limited space available for purchase. As part of our Bass Lines promotional program, each advertiser will also get advertising space on the web site to coincide with their Bass Lines ad, AT NO EXTRA COST.

This publication will be distributed to all of our Membership, at selected Fishing Supply, Bait Supply and Sporting Goods Stores around the State. It will be made available to any Sporting Goods Store or other Retail stores requesting it.

Expected publication of each issue will be as follows:

2500 for the January issue and approximately 1000 for the other issues. The plan is to publish Bass Lines at least 3 times a year, one issue will be distributed at the Boat and Fishing shows.

ADVERTISING RATES AND SIZES:

The following ad sizes are available on a first come, first serve basis.

AD LAYOUT	Size	Cost Per Issue
FULL PAGE B & W	4.5" W x 7.25" T	\$100
FULL PAGE COLOR	4.5" W x 7.25" T	\$200
BACK PAGE COLOR	4.5" W x 7.25" T(*)	\$250
HALF PAGE, Vertical	2.25" W x 7.25" T	\$60
HALF PAGE, Horizontal	4.5" W x 3.625" T	\$60
QUARTER PAGE, Vertical	2.25" W x 3.625 T	\$35
QUARTER PAGE, Horizontal	4.5" W x 1.81" T	\$35

The preferred format for ads that are built by advertisers is either a ".JPG", ".GIF" or ".BMP" type format. We have found that the ".PDF" format does not provide the finished quality desired. It also must be proportional to the size you are purchasing.

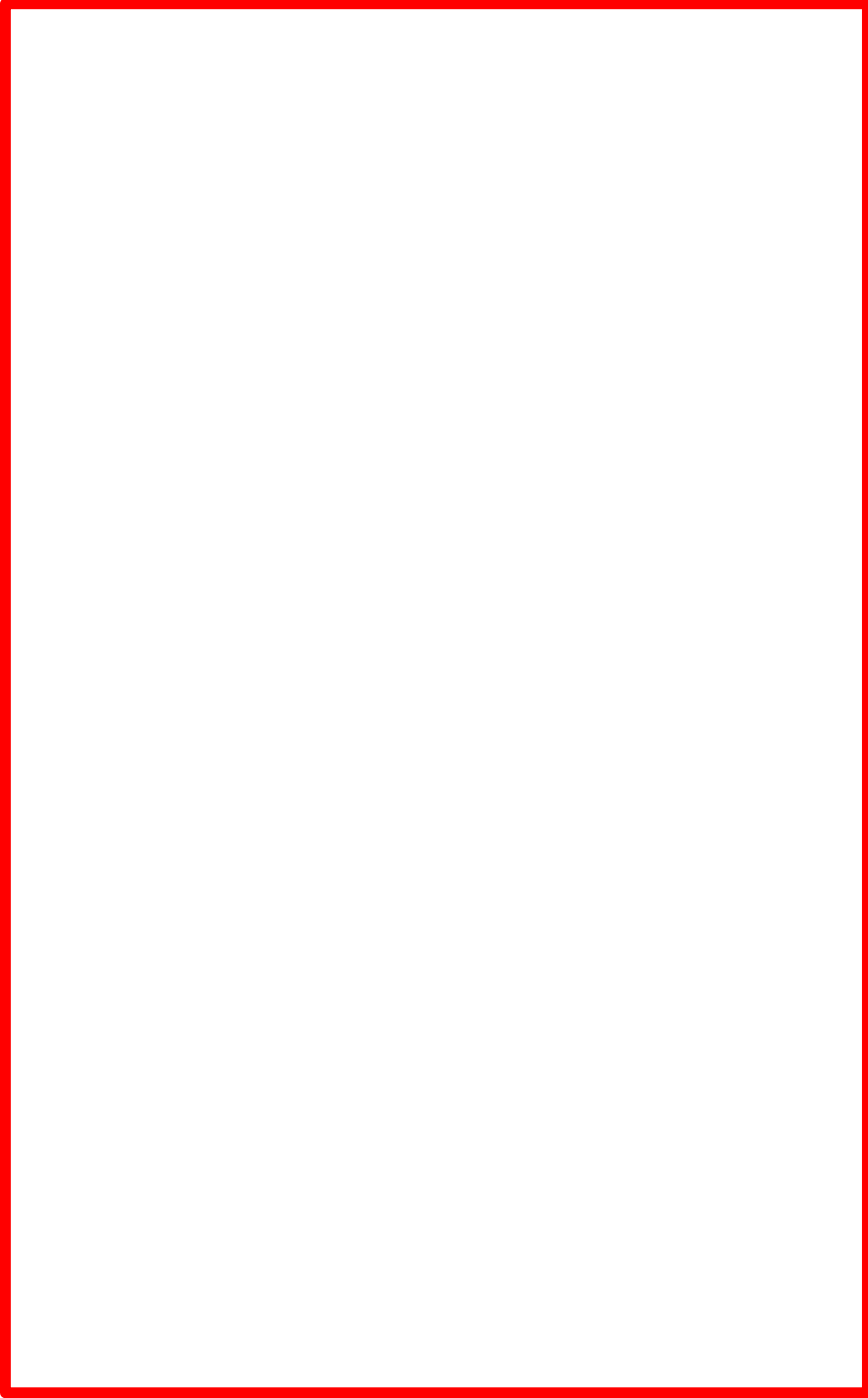
Contact Information

If you would like to place an ad in one of our Bass Lines, please contact:

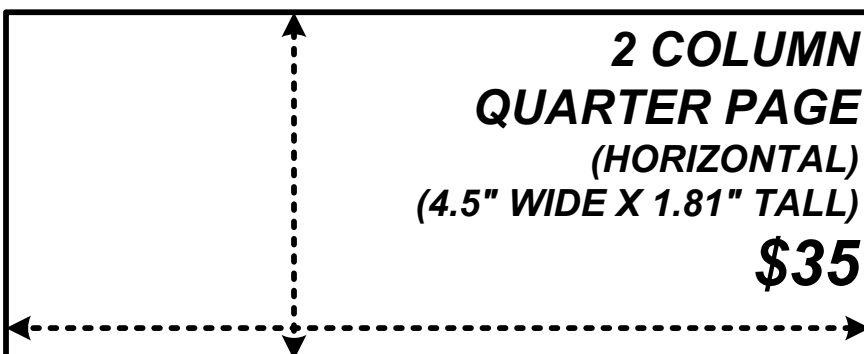
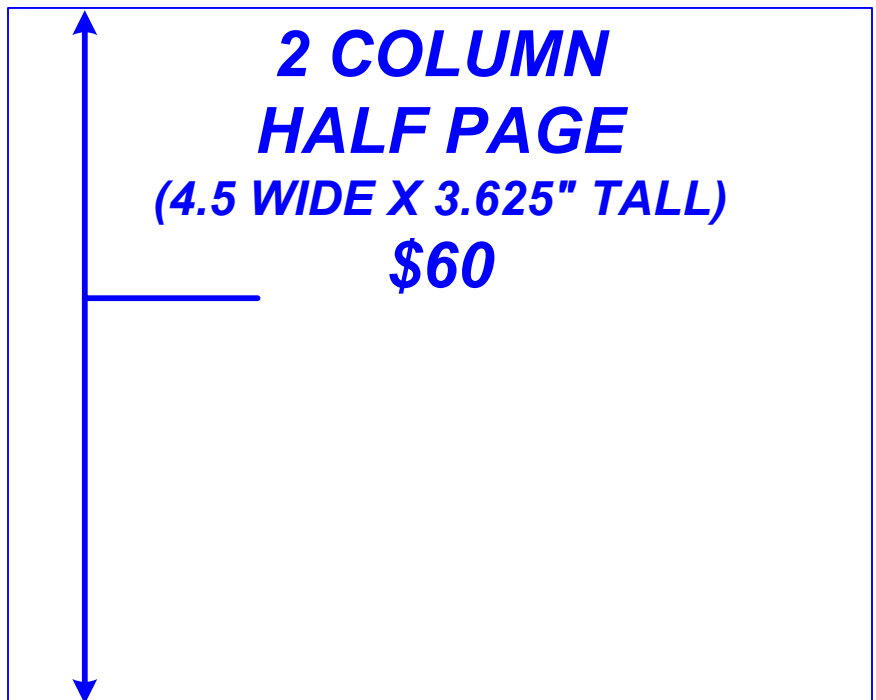
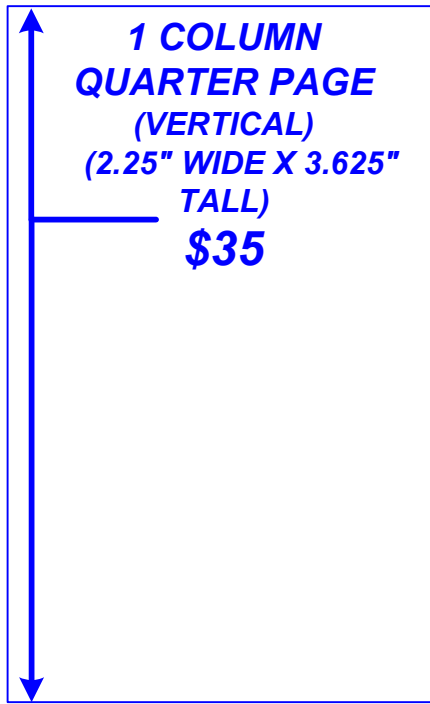
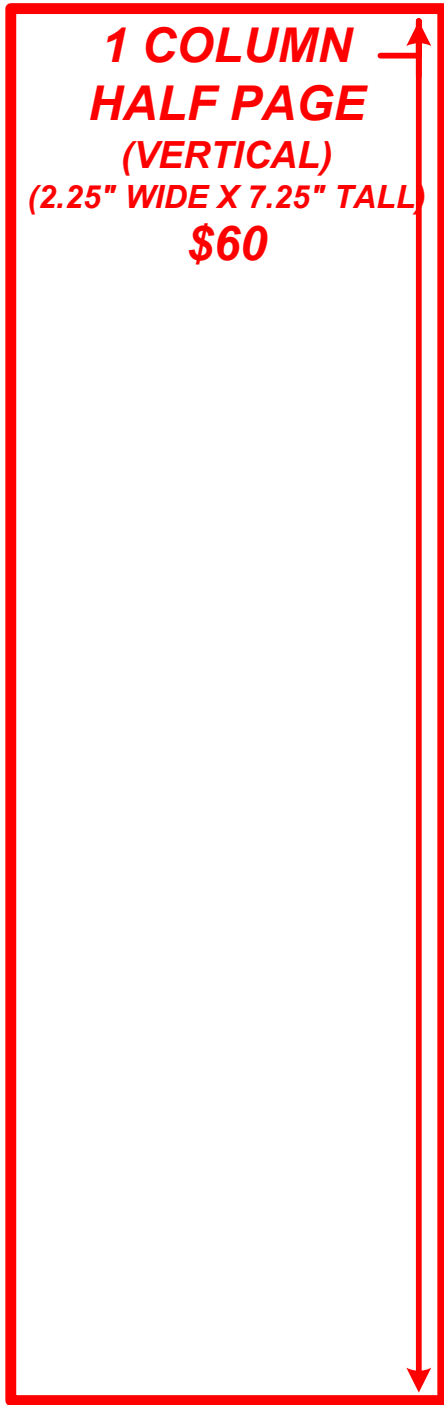
For the technical requirements or ad submission, Please contact:

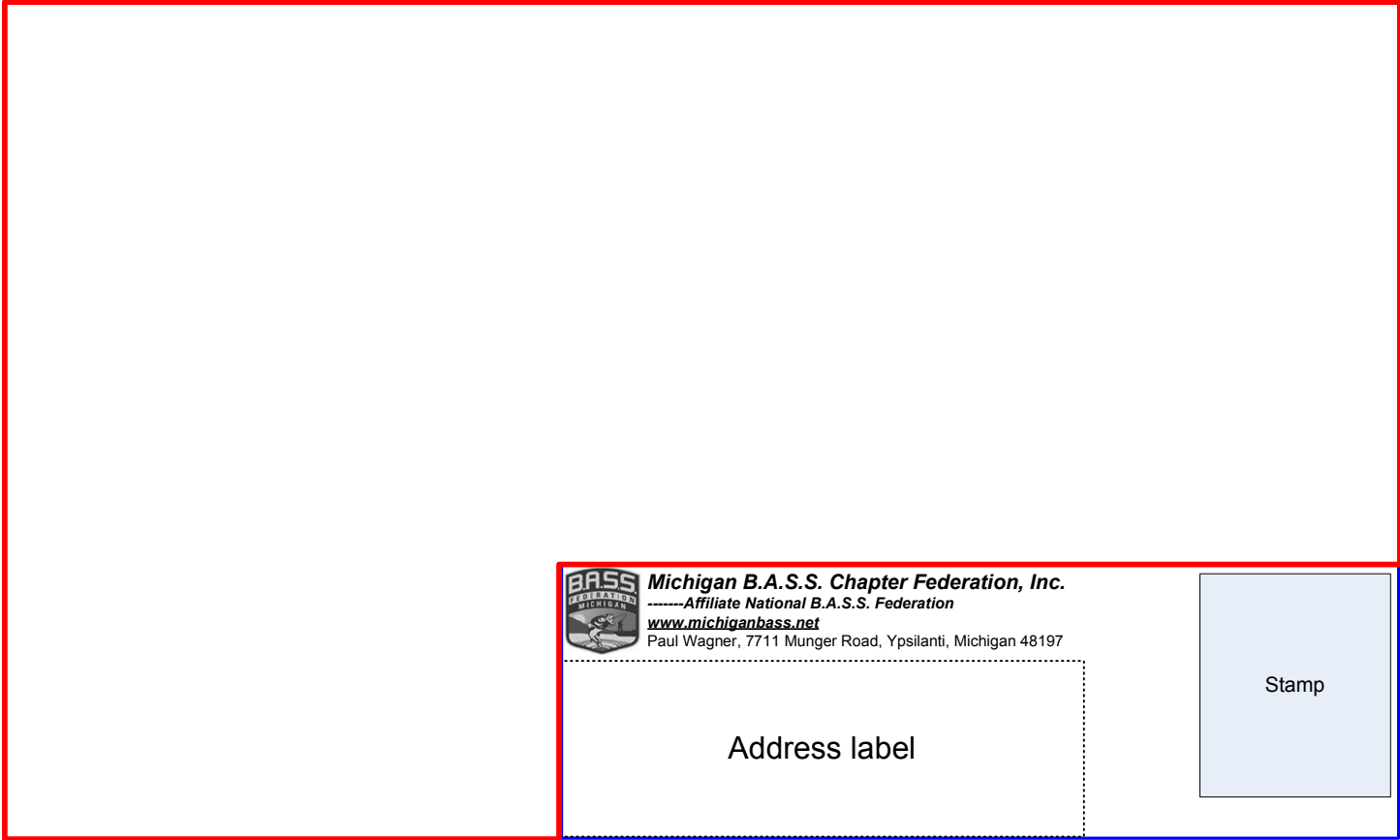
Tom Boland
tboland@michiganbass.net
989 723-7436

Paul Wagner
pwagner@michiganbass.net
(734) 434-5315 or (734) 649-3942



FULL PAGE
(4.5" WIDE X 7.25" TALL)
INTERIOR PAGE \$100
(Black and White)





Michigan B.A.S.S. Chapter Federation, Inc.
-----Affiliate National B.A.S.S. Federation
www.michiganbass.net
Paul Wagner, 7711 Munger Road, Ypsilanti, Michigan 48197

Address label

Stamp

BACK PAGE COLOR

(4.5" WIDE X 7.25" TALL)

Minus the Address label....