

Barry Mitchell's

Helping you explore Alberta since 1971

# ALBERTA FISHING GUIDE

**DETAILED DIRECTIONS TO THE LAKES, PONDS, RIVERS AND STREAMS OF ALBERTA**

**BARRY MITCHELL'S ALBERTA FISHING GUIDE** is an annual publication, established in 1971. It is distributed in March and sold through sporting goods stores, tackle shops, department stores, tourist bureaus, newsstands and motor associations in Alberta. Subscriptions are not sold.

## ABOUT

Since 1971, **BARRY MITCHELL'S ALBERTA FISHING GUIDE** (AFG) has been providing Albertans and visitors to Alberta with detailed directions to Alberta's lakes, rivers and streams, as well as what species of fish they can catch when they get there, and how big the fish are in that water body. Including detailed, regional maps, AFG readers have everything they need at their fingertips to explore Alberta's lakes, rivers and streams.

AFG is Alberta's number one source for informative, detailed articles from Alberta's finest fishing writers. AFG writers give detailed information about Alberta fishing destinations and what to do when you get there – we keep no secrets. AFG also maintains direct communication with Alberta's fisheries department to ensure information is up-to-date and relative both in print and online.

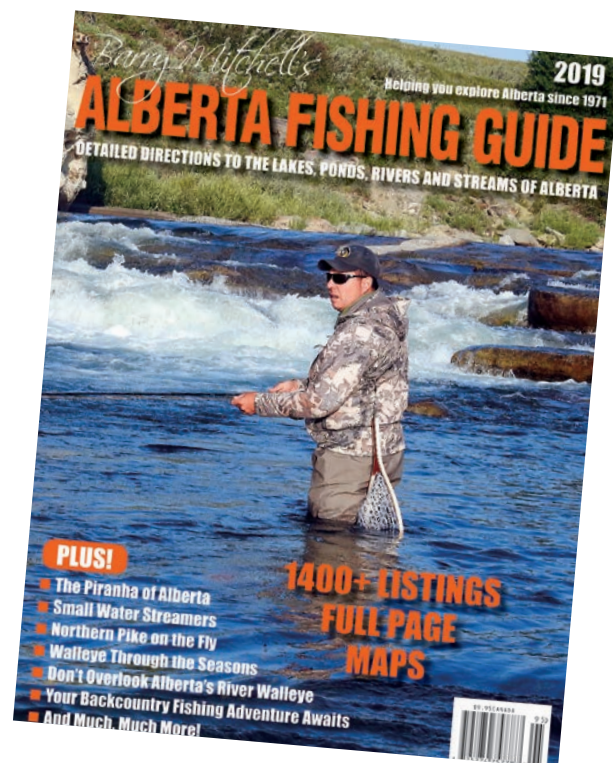
There is no better fishing magazine in Alberta than Barry Mitchell's Alberta Fishing Guide; there's a reason we've been around for 48 years!

**Circulation:** 20,000 copies paid circulation per annual edition

**Readership:** More than 60,000

**Booking Deadline:** Mid-January

**Ad Copy Deadline:** End of January



## ADVERTISING RATES

### COVER RATES

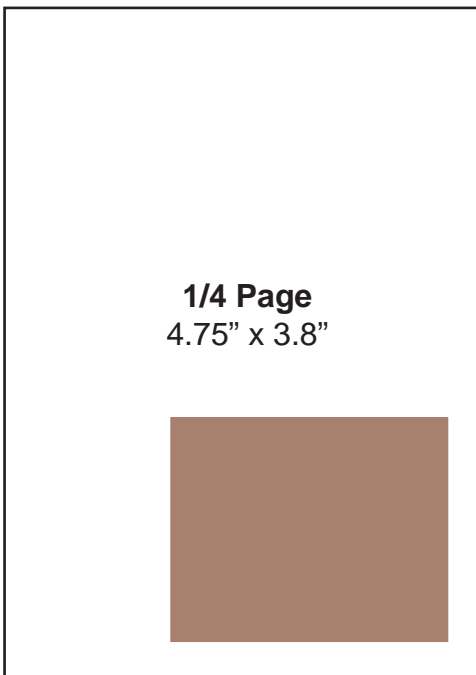
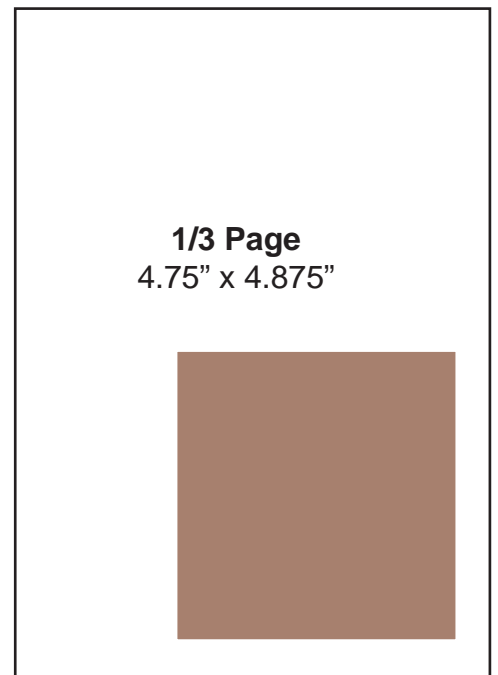
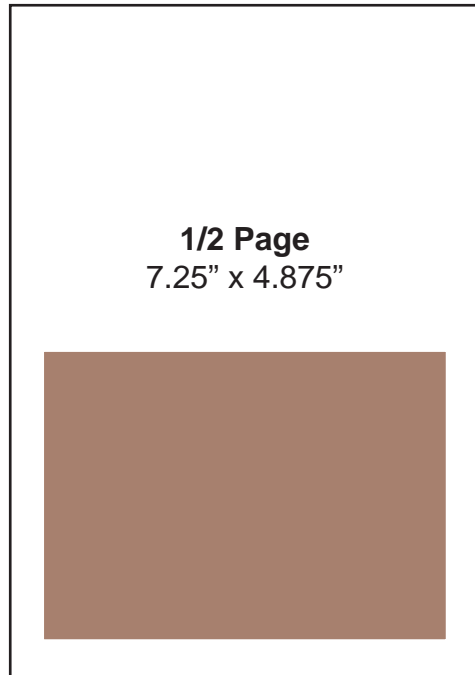
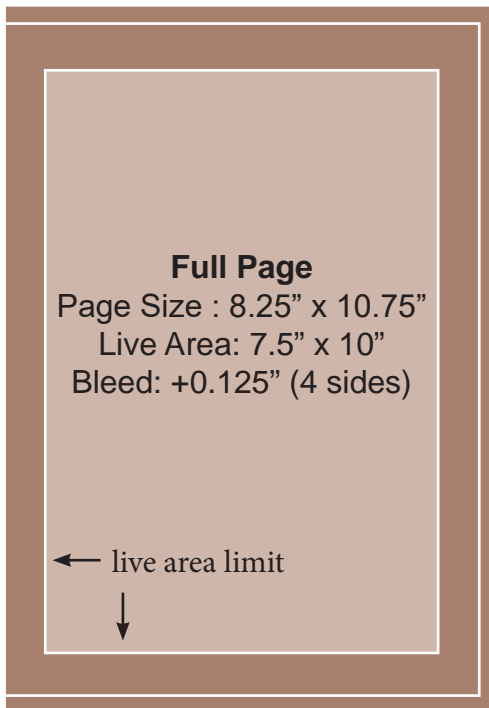
IFC	\$3,290
IBC	\$3,290
OBC	\$3,950

### INSIDE PAGE RATES

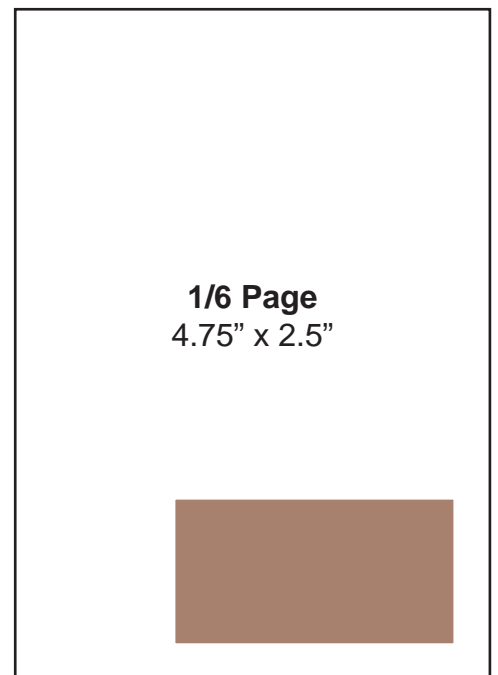
#### Size

Full Page	\$2,620
2/3 Page	\$1,990
1/2 Page	\$1,465
1/3 Page	\$1,060
1/4 Page	\$790
1/6 Page	\$580

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AD SIZE	DIMENSIONS (width x height)
Full Page	8.25" x 10.75"
Back Page	8.25" x 10.75"
1/2 Page	7.25" x 4.875"
1/3 Page	4.75" x 4.875"
1/4 Page	4.75" x 3.8"
1/6 Page	4.75" x 2.5"



**Note:** Ads should be built to actual dimensions. Trim marks, etc., are not required. Any black text should be 100% Black only, not a CMYK mix. Any spot colours must be converted to CMYK process colour before submission. All images, including support images embedded in ad art must be CMYK mode, 300 ppi resolution at actual size used. Files may be submitted by email to [artwork@sportscene.ca](mailto:artwork@sportscene.ca) or [k.milberry@sportscene.ca](mailto:k.milberry@sportscene.ca)

**MECHANICAL SPECIFICATIONS:**

**Acceptable File Types:** CMYK press PDFs with all fonts embedded or converted to outlines. CMYK JPEGs or TIFFs, 300 ppi image resolution at actual size. Adobe Illustrator CS5.5 EPS files, CMYK mode with all fonts embedded or converted to outlines. Ads created in Quark must be supplied as EPS files, JPEGs or TIFFs. Ads created with Microsoft Word or Publisher are not acceptable.

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