



2012 Program & Rates



A 2011 Photo Contest Winner: *Braeden's biggest fish to date. 30 lb Chinook caught on the Somas River, Port Alberni, BC.*

2012 Rates

Advertising opportunities for our web and mobile platforms. Monthly and annual packages are listed below.

<u>Package</u>	<u>Details</u>	<u>Rate</u>
Exclusive Newsletter (by request)	Send out an exclusive newsletter to over 43,000 anglers. We will work with you to customize your newsletter.	\$ 3,950
Spotlight (annual)	Includes a unique landing page for your business, with editorial, images, integration with our Googlemap markers, and a listing in our regular newsletters.	\$ 950
Announcement (monthly)	Up to 50 words and a link in newsletter & on website. Sent to over 43,000 anglers.	\$ 375
Map Ads (annual)	For depth charts on our website and mobile.	
Ask about our discounts for combining both web and print products.	Display ad (7.1875" wide x 2" tall)	\$ 225
	Oval ad (1.6875" wide x 3" tall)	\$ 75
	Badge (1.6875" wide x 1" tall)	\$ 50

New Integrated Opportunities

The Angler's Atlas also publishes **regional fishing magazines** and is now offering integrated advertising programs:

1. National Integrated Programs
2. Regional Integrated Programs

To learn more contact the Publisher or an Account Executive.

About Our Members

Registered Members:

as of November 1, 2011

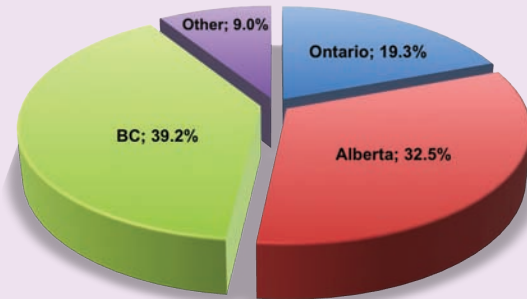
75,641 members

Email List (newsletters):

as of November 1, 2011

43,305 emails*

Member Residency



**All email recipients have opted in to the list at time of registration. Members have the option of removing themselves from the list at any time.*



*Sean Simmons,
Publisher*



*Kristy Lynch
Account Executive*

The Angler's Atlas

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