



Advertising Rates and Information

<http://www.michiganbass.net>

Bass Lines

The Official Publication of the Michigan B.A.S.S. Nation.

Each issue will have 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 posted for download from our web site, distributed to 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.

Bass Lines is published at least 3 times a year in electronic form On-Line on our Web Site.

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:

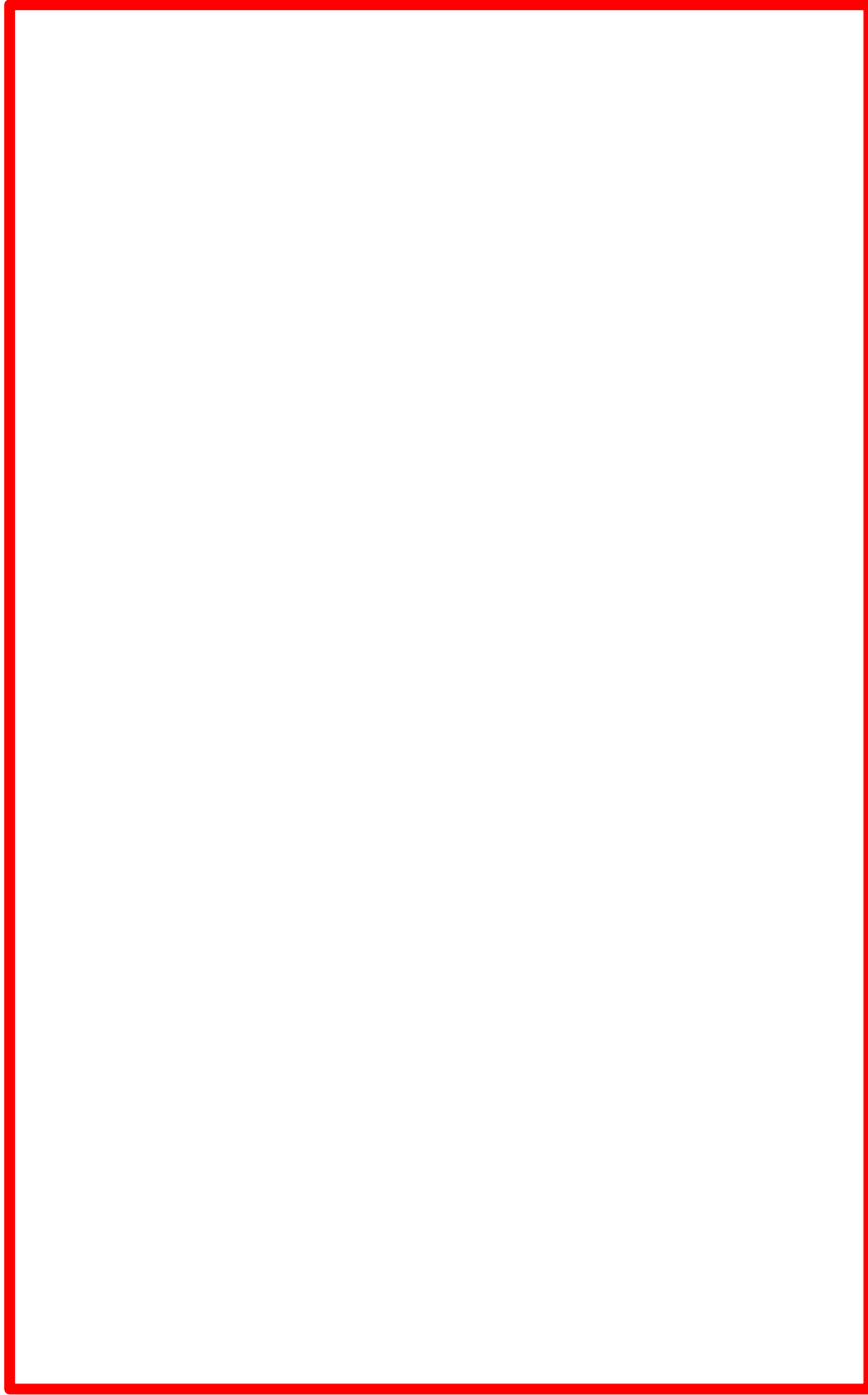
Tom Boland

tboland@michiganbass.net
989 277-4544

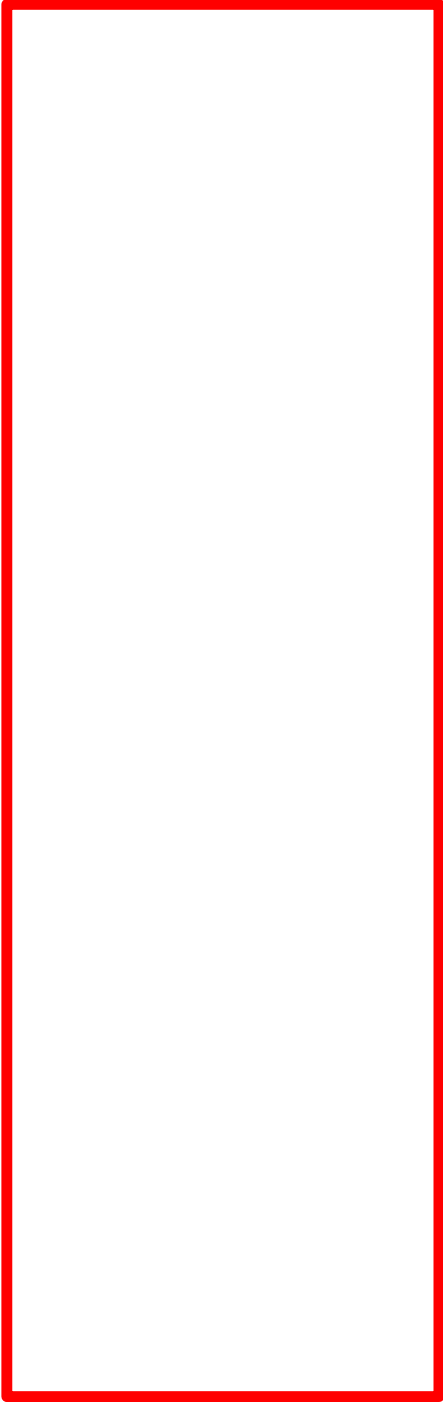
For assistance with custom building ads for the Bass Lines:

Paul Wagner

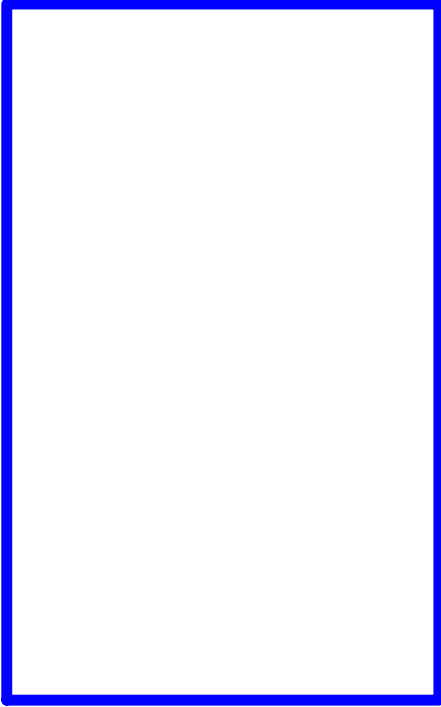
pwagner@michiganbass.net
734-649-3942 or 734-434-5315



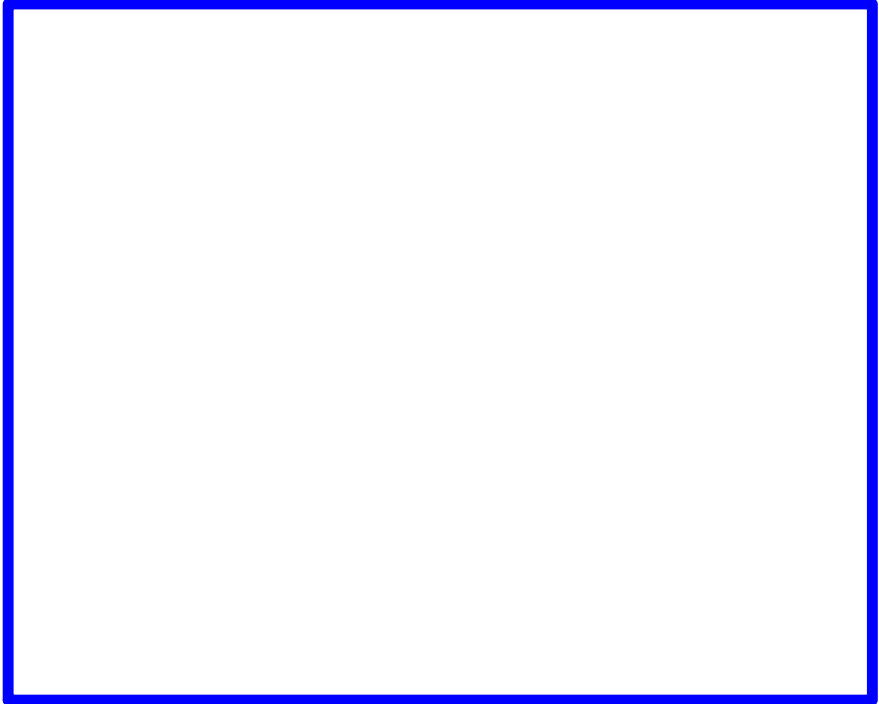
FULL PAGE
(4.5" WIDE X 7.25" TALL)
INTERIOR PAGE \$100
(Black and White)



**1 COLUMN, HALF PAGE
(VERTICAL)
(2.25" WIDE X 7.25" TALL)
\$60**



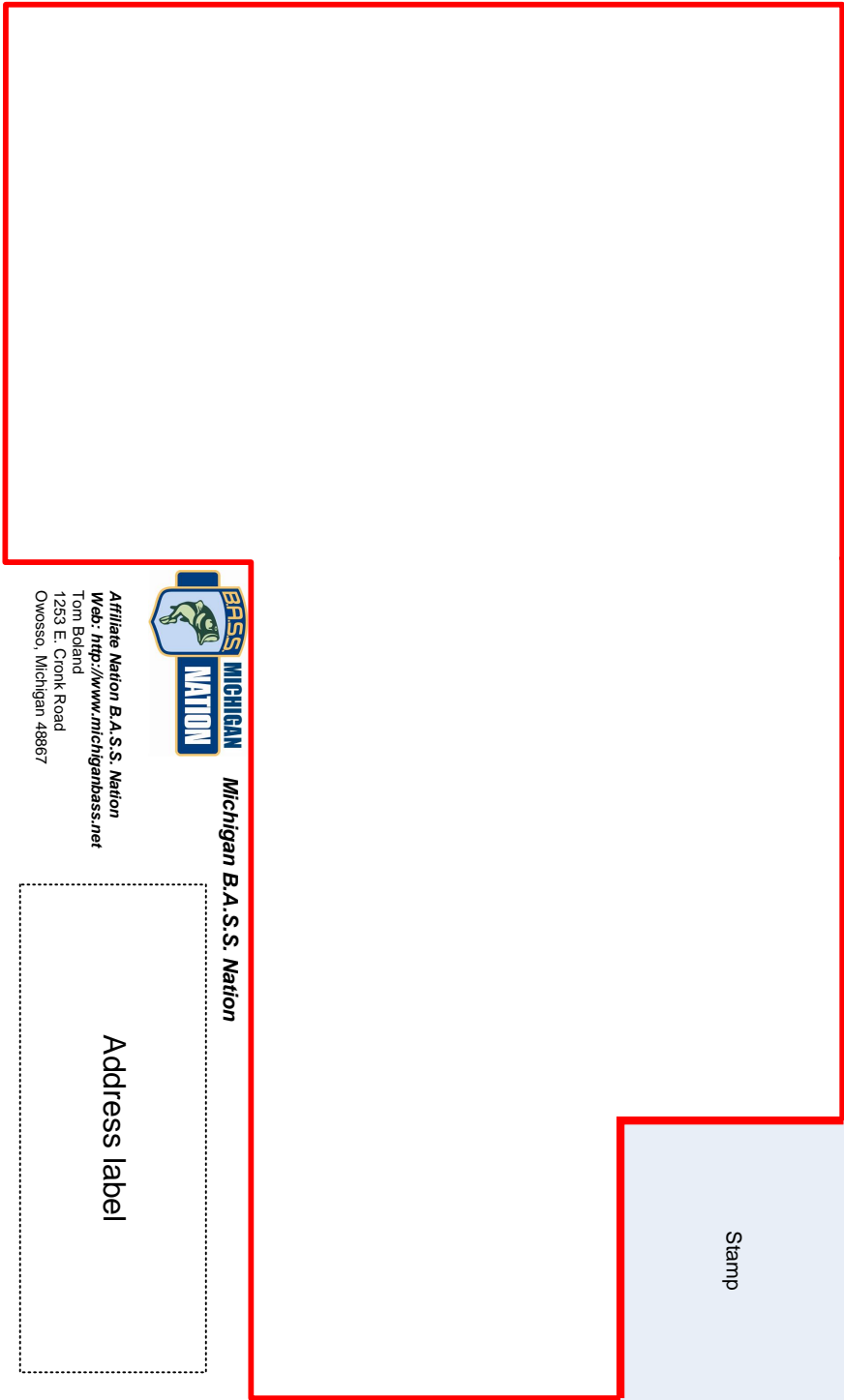
**1 COLUMN
QUARTER PAGE
(VERTICAL)
(2.25" WIDE X 3.625"
TALL)
← \$35**



**2 COLUMN
HALF PAGE
(4.5 WIDE X
3.625" TALL)
\$60**



**2 COLUMN
QUARTER PAGE
(HORIZONTAL)
(4.5" WIDE X 1.81" TALL)
\$35
→**



BACK PAGE COLOR

(4.5" WIDE X 7.25" TALL)

Minus the Address label....