# 2017 PENNSYLVANIA FISHING SUMMARY

## Summary of Fishing Regulations and Laws

Engle Printing & Publishing Co., Inc. is pleased to partner with the PA Fish and Boat Commission to publish the 2017 Pennsylvania Fishing Summary, a summary of fishing regulations and laws.

One million copies of the Summary, noting Pennsylvania's fishing locations and regulations, will be printed and distributed to outdoors and fishing enthusiasts when they purchase their fishing license and will be available by request at more than 900 locations where licenses are available and online at fishinpa.com

Please see the reverse side for information about display and regional advertising and deadlines. Web ads on fishinpa.com are available to businesses placing a display advertisement.

Advertising copy is subject to PA Fish and Boat Commission approval. No tobacco, alcoholic beverage product or political advertising accepted. Life preservers or flotation devices must be worn by any individual(s) shown in an ad on a boat or water vessel of any kind.

CONTACT: 888-998-0534 or email pafish@engleonline.com

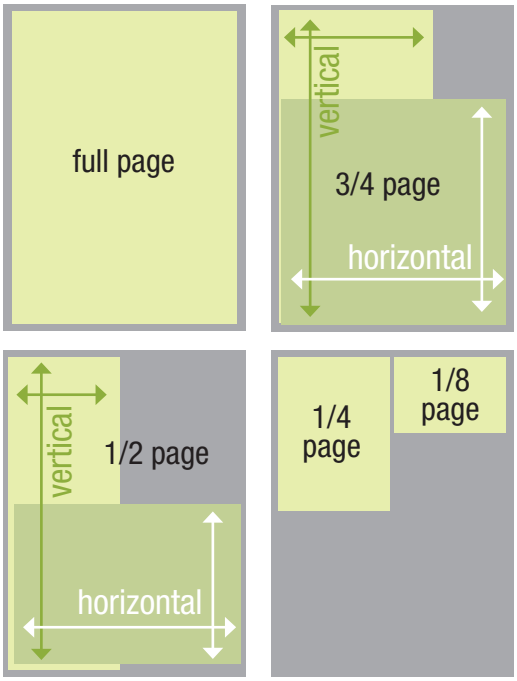
Engle Printing & Publishing Co., Inc. | P.O. Box 500 • 1425 W. Main St. | Mount Joy, PA 17552
888-998-0534 | pafish@engleonline.com

# Advertising

## DISPLAY ADVERTISING

| | | |
|---|---|---|
| back page | 8.65" x 11.125" | $8,740 |
| inside front | 8.65" x 11.125" | $8,360 |
| inside back | 8.65" x 11.125" | $8,360 |
| full page | | $7,600 |
| w/o bleed | 7.172" x 9.625" | |
| w/bleed | 8.65" x 11.125" | |
| | web: 2 banners & 2 footers | |
| **3/4 page** | | $6,120 |
| horz | 7.172" x 7.212" | |
| vert | 5.337" x 9.6" | |
| | web: 1 banner & 2 footers | |
| **1/2 page** | | $3,960 |
| horz | 7.172" x 4.747" | |
| vert | 3.503" x 9.6" | |
| | web: 1 banner & 1 footer | |
| **1/4 page** | 3.503" x 4.747" | $2,400 |
| | web: 1 triple & 1 single | |
| **1/8 page** | 3.503" x 2.275" | $1,620 |
| | web: 1 double | |

All rates include full color.



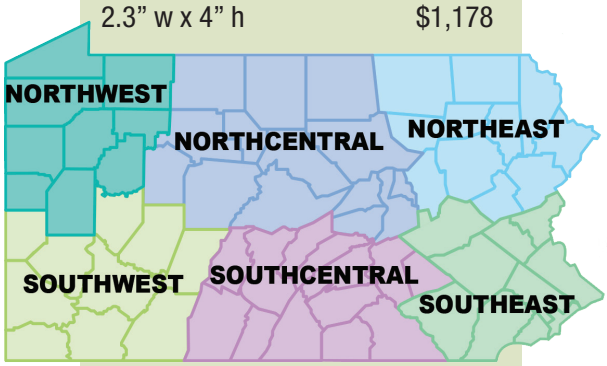

DISPLAY RATES:
Rates are non-commissionable, terms are prepaid or net 30 days with established credit

AD REQUIREMENTS:
Bleeds are available on all full page ads
Accepted files: PDF (CMYK with embedded fonts), MultiAd Creator 8 or earlier, InDesign CS3 or earlier

## REGIONAL DIRECTORY

Your advertisement grouped with other businesses located in your area.

| | |
|---|---|
| 2.3" w x 1" h | $368 |
| 2.3" w x 2" h | $662 |
| 2.3" w x 3" h | $938 |
| 2.3" w x 4" h | $1,178 |




## WEB ADVERTISING

FREE web ad on fishinpa.com with the purchase of a display ad. Web advertising is only available to businesses placing a print advertisement

| | |
|---|---|
| banner (top of page) | 960 pixels wide x 144 pixels high |
| footer (bottom of page) | 960 pixels wide x 144 pixels high |
| triple | 160 pixels wide x 436 pixels high |
| double | 160 pixels wide x 288 pixels high |
| single | 160 pixels wide x 144 pixels high |

## DEADLINES

Ads requiring a proof: **Friday, September 23**
Camera-ready ads: **Friday, September 30**