

TBOS

Tackle Box of Savings

Retailers
Register today for
a chance to win a
\$500.00
shopping spree
Details inside

NEW

FEBRUARY / MARCH 2010 VOLUME 1 ISSUE 1

Everything for the sportfishing retailer
TAKE A LOOK!

KICK LUNKER BUTT. ARDENT 2008.

Why do we hand assemble and performance test? Offer the best components and warranty? Do all we can to always deliver superior quality and high performance? Simple. To make sure your customers win on the water. And you do the same at the register.



ARDENT ★
Rule the water.

ardenttools.com





Sportfishing Trade Magazine Exclusively For Retailers.

TBOS is a trade magazine that will be mailed to retail sporting goods stores, tackle Shops, marinas, and marine supply shops around the country.

Our unique magazine will be comprised completely with advertisements from sportfishing manufacturers. We will not have any editorial content or articles, which makes advertising allot more affordable for everyone. We also will order the pages by biggest ads first. So 2 page spreads first, followed by full page ads, than halves and finally quarters.

Why Trade Advertising?

Trade advertising is important because:

- It helps provide greater market penetration which is essential to survive in this ultra competitive and tight marketplace
- Helps current sales force and pro staffers sell retailers as a result of increased brand awareness. Creates a steady lead flow for all sales personnel.
- Influence distributors to carry a particular product line that is requested by retailers. This in turn means greater access by retailers to more variety of products from their distribution chain.
- Trade advertising makes your entire consumer advertising more effective. Having a trade ad directed to retailers along with advertising directed toward consumers provides a powerful one two marketing punch.
- Sell to NEW retailers who are unfamiliar with your products.

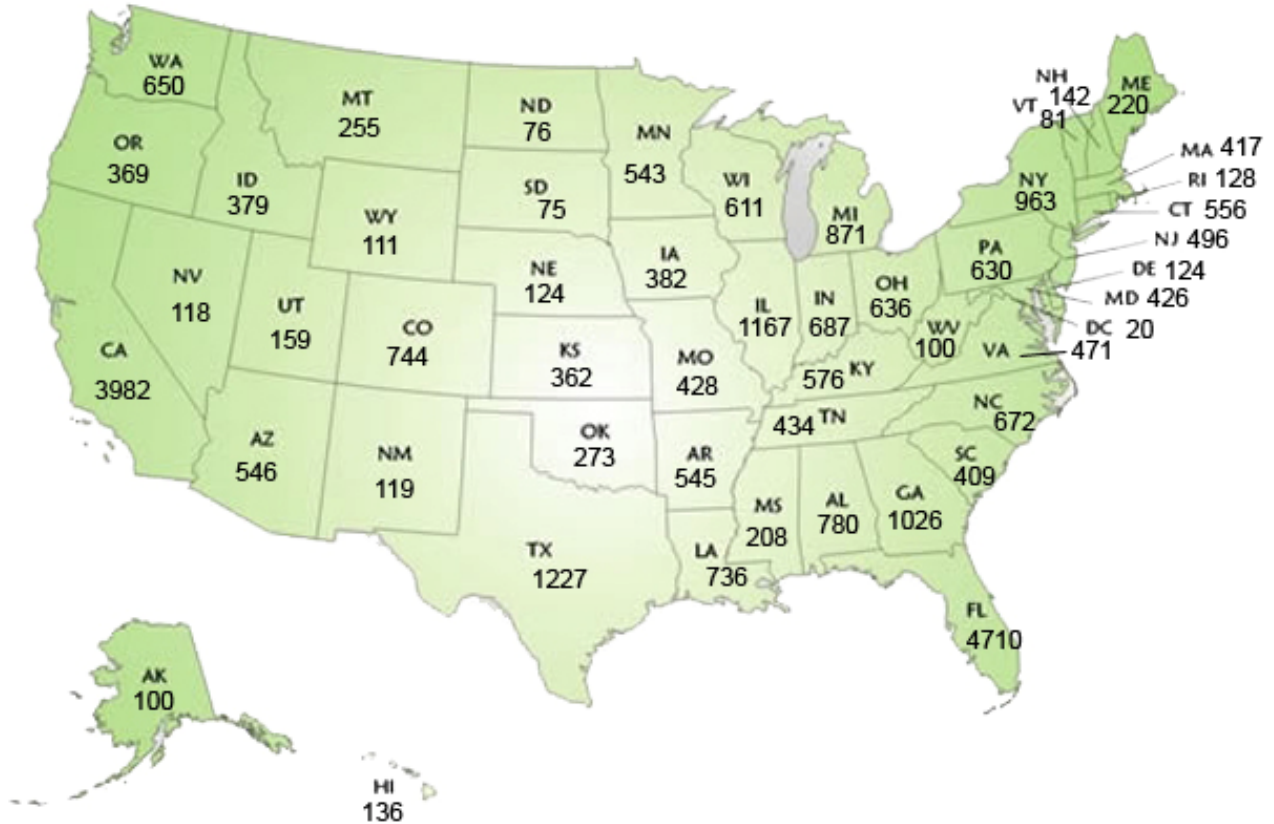
TBOS Circulation is 30,000

TBOS is a Bi-Monthly publication printed on
60lb glossy paper stock

Here is a complete breakdown by SIC code of who will be receiving our magazine.

SIC Code	Description	Amount
5941-13	Sporting Goods-Retail	14,023
4493-06	Boat Marina & Bait Shop	5,679
5941-31	Fishing Tackle –Dealers	4,292
5941-33	Fishing Bait	2,576
5551-13	Marine Equipment & Supplies	1,171
5551-03	Boat Equipment & Supplies	1,069
3949-14	Fishing Tackle-	347
5091-07	Fishing Tackle-Wholesale	260
5088-11	Marine Equipment & Supplies-Wholesale	195
5941-51	Outfitters	73
7032-01	Fishing Camps	72
5941-32	Fishing Tackle-Repairing & Parts	56
5941-66	Outdoor Equipment Accessories	49
3499-01	Reels (Mfrs)	43
3949-04	Fishing Bait-Manufacturers	34
7999-25	Fishing Piers	26
3949-03	Fishermen’s Supplies-Manufacturers	18
5199-05	Fishing Bait-Wholesale	17
Total		30,000

Circulation By State



2010 Rate Card

Display ad rates

	3X or more	1X
Front Cover.....	\$2,500	\$3,000
Back Cover.....	\$2,300	\$2,700
2 page spread.....	\$1,900	\$2,150
Full page.....	\$995	\$1,150
Half page.....	\$575	\$650
Quarter page.....	\$325	\$375

Ad size Specifications

Trim size 8.25" X 10.75"

Bleed must include 1/8" past page edge

Front Cover	7.5" X 7"
Back Cover	8.75" X 11.25" (Live area 7.5" X 10")
2 page spread	17.5" X 11.25"
Full page image area	7.5" X 10"
Full bleed size	8.75" X 11.25"
Half page	7.5" X 4.875"
Quarter page	3.625" X 4.875"

(Keep elements away from edge of paper by at least 1/4")

Requirements and Material Specifications

- Files must be sent in PDF format and must include all fonts.
- Output must be press quality at 300dpi or higher
- Color must be CMYK
- When using black for text please make sure to use black and not multiple colors or RGB or registration.
- For black backgrounds in ads make sure to use Rich Black as "black" doesn't always print consistently black. To remedy this use rich black in the following formula. 60% Cyan, 50% Magenta, 50% Yellow, 100% Black.
- All layers must be flattened into 1 layer before submitting file.
- All elements including text must be no closer than .25" to page edge. Otherwise some cropping may occur.
- Files are preferred to be sent electronically to our FTP site. If you prefer to send your file by mail please include a PRINTED color proof of the ad. Send file on acceptable storage disc along with printed color proof to TBOS, 9051 Crescent Dr. Miramar, FL. 33025 PDF format is the ONLY acceptable format that we will accept.

Planning calendar for TBOS

Due date for ad reservations

Issue

Tentative

March

Bi-Monthly after this and dates will be set after our first issue is printed.

Ad copy deadlines

Tentative

Feb/March

To be determined for future issues

Call 1-888-I-LUV-TBOS (458-8826)

To Reserve Your Space Today!