

# Advertising



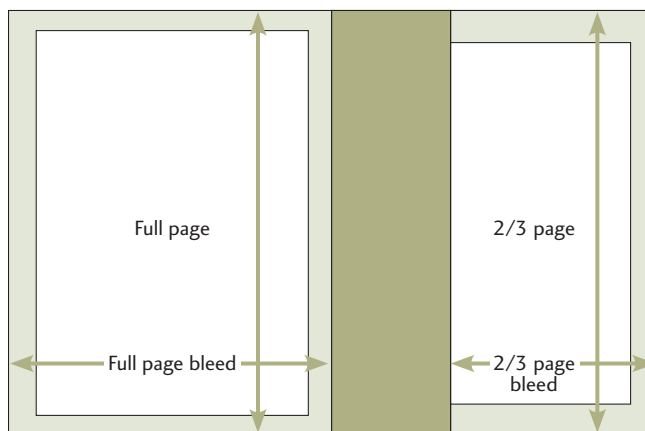
## RATES AND SPECS



The leading publication for anglers and those who value America's coldwater fisheries, *Trout* combines extraordinary color images with award-winning editorial about trout, salmon, and their rivers and streams. *Trout* reaches every member of Trout Unlimited, America's foremost coldwater conservation organization. TU's 135,000 members care about conservation, and dedicate time and money to the pursuit – and protection – of wild trout and salmon.

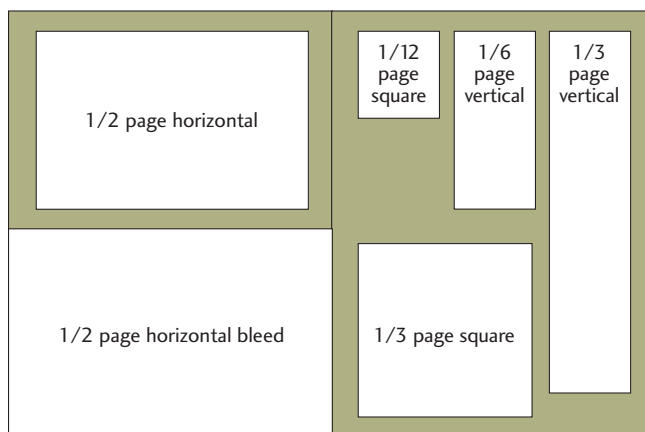
### Color Ads

SIZE	1 ISSUE	4 ISSUES
Full Page	\$5,731	\$5,157
2/3 Page	\$4,664	\$4,194
1/2 Page	\$4,072	\$3,663
1/3 Page	\$3,321	\$2,989
1/6 Page	\$1,295	\$1,165
1/12 Page	\$620	\$550
Second Cover	\$6,323	\$5,691
Second Cover Spread	\$10,890	\$9,799
Third Cover	\$5,998	\$5,397
Fourth Cover	\$6,485	\$5,835

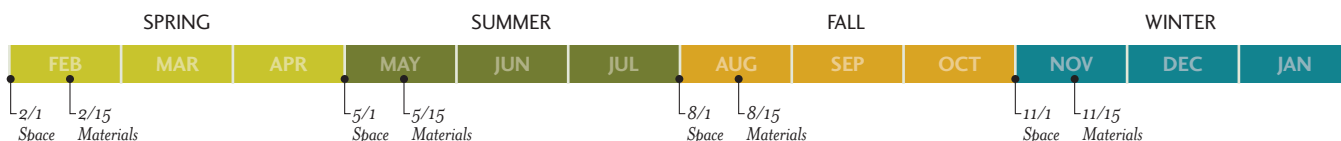


### Black & White Ads

SIZE	1 ISSUE	4 ISSUES
Full Page	\$3,951	\$3,558
2/3 Page	\$2,887	\$2,596
1/2 Page	\$2,291	\$2,061
1/3 Page	\$1,538	\$1,386
1/6 Page	\$830	\$747
1/12 Page	\$417	\$371



### Closing Dates



# Advertising



## R A T E S   A N D   S P E C S

### Digital Ad Specs

Currently Supported File Formats

- Print Quality PDF (preferred)
- EPS (please include fonts, see below for accepted font formats)

### Scans and Graphics

- Halftones must be scanned at 300 dpi and color scans must be CMYK
- Line-art must be scanned at 1200 dpi
- The shadow area of grayscale images should be no darker than 80 percent black
- Four color solids should not exceed SWOP density of 260 percent
- Scans should be sized to within 10 percent of the final print size
- Do not apply ICC color profiles to your images.

*Include all hi-res images used in Illustrator and Freehand EPS files.*

### Type

PostScript Type 1 (no TrueType). Provide both printer and screen fonts (Macintosh). OpenType fonts with PostScript data may also be used (font file names ending with the extension .OTF).

*Include all fonts used in Illustrator and Freehand EPS files.*

### Media

Match print or laser print must accompany CD-ROM or DVD-ROM submissions.

### Submit all materials to:

**Hannah Moulton**

Magazine Coordinator, Trout

hmoulton@tu.org

1300 North 17th Street

Suite 500

Arlington, VA 22209

(703) 284-9422

### Mechanical Specifications

**Trim Size:** 8" x 10 3/4"

**Spread Trim Size:** 16" x 10 3/4"

**Live Area (Bleeds):** 1/2" from trim

**Printing:** Heat-set web offset on 45lb EarthCote®  
Cover Stock is 80 lb. Orion®

**Binding:** Saddle Stitched

**Colors Available:** 4-color process

### Ad Sizes & Dimensions

SIZE	WIDTH	DEPTH
Full Page Bleed	8 1/4"	11"
Full Page	7"	10"
Spread Bleed	16 1/2"	11 1/4"
2/3 Page Spread	5 1/4"	11"
2/3 Page	4 5/8"	9 3/8"
1/2 Page Horizontal Bleed	8 1/4"	5 3/8"
1/2 Page Horizontal	7"	4 5/8"
1/3 Page Vertical	2 1/8"	9 3/8"
1/3 Page Square	4 1/2"	4 1/2"
1/6 Page Vertical	2 1/8"	4 5/8"
1/12 Page Square	2 1/8"	2 1/4"

