

2008 BISBEE'S Tournament Magazine

ADVERTISING OPPORTUNITIES

Don't Miss Out. Access Cabo's BEST Market NOW!

Two New Departments Offered

Worldwide YACHT BROKERAGE and CHARTER BOAT Special Advertising Departments

In addition to your advertisement page(s), these all new sections include free "Table of Contents" listings AND a listing on the "Quick Reference Index Page" within the magazine so readers can find your company easily, and in multiple ways. The Index Page will also be listed on our www.Bisbees.com web-site under the appropriate hyper-link.



Reserve your space NOW in Cabo's finest advertising opportunity of the year!



For 2008, Bisbee's will again print the annual *Bisbee's Baja Tournament Journal* for their 2008 Baja Events. Full-page and half-page advertising positions are available to companies wishing to access this upscale, and more importantly "active" market segment. This high quality, four-color tournament book has a circulation of 10,000 copies and will include all of the pertinent Bisbee's tournament information for tournament participants and guests, including event schedules, tournament rules, general offshore billfishing information and more.

CONTACT:

Los Cabos Sales Representative: Geno Perches @ (624) 158-3082 or Geno@Bisbees.com

USA Sales Representative: Tricia Bisbee @ (714) 393-6107 or Tricia@Bisbees.com



BISBEE'S 2008 MAGAZINE SCHEDULE

Commitment w/signed contract & payment
* *Early Commitment to receive discounted price*
All Materials Submitted by
Publication to print

May 1
April 1
May 15
June 1



Discount Price BEFORE APRIL 1st

FULL-PAGE

Tournament Sponsor \$1,200.
Non-Sponsor \$1,500.

DOUBLE-PAGE SPREAD

Tournament Sponsor \$2,100.
Non-Sponsor \$2,900.

HALF-PAGE HORIZONTAL

Tournament Sponsor \$ 650.
Non-Sponsor \$ 800.

Price AFTER APRIL 1st

FULL-PAGE

Tournament Sponsor \$1,500.
Non-Sponsor \$1,800.

DOUBLE-PAGE SPREAD

Tournament Sponsor \$2,400.
Non-Sponsor \$3,200.

HALF-PAGE HORIZONTAL

Tournament Sponsor \$ 850.
Non-Sponsor \$ 950.

SUBMISSION SPECIFICATIONS

We prefer all art to be submitted on disk with a color output included. We also accept ads via our FTP site:

FTP Host: 216.73.109.13 ♦ User ID: daron ♦ Password: daron

Ads uploaded via FTP should be compressed using Stuffit or Zip, and should have the correct file extensions (.sit, .sitx, .zip)

The following is a checklist to ensure quality results when material is submitted on disk. These submissions must meet the following conditions:

- Ads must be supplied in QuarkXpress 6.x / 7.x, Adobe InDesign CS2 / CS3, or Hi-Res (Using Press Quality Setting) Acrobat PDF. Quark and InDesign files must include all screen and printer fonts used in the file as well as all placed vector and raster artwork. All files should be clearly named. MS WORD, MS Publisher, Page-maker and Corel documents are NOT accepted.
- All raster artwork – both grayscale and color – must be saved as Photoshop TIFF files at least 300 dpi.
- Line art, such as logos, must be saved in Adobe Illustrator EPS format (CS2 / CS3) with all embedded images included. Freehand and Corel files are NOT accepted.
- Color outputs must be supplied with each ad, otherwise color, type and layout cannot be guaranteed.
- All files are processed at 175-line screen, please create your document to the appropriate DPI (300-350 DPI).
- If supplied ad material needs any changes or modifications, a production charge of \$75/hr. will assessed.
- Ads should be sent to us on Mac-formatted CDs or DVDs and must arrive one week prior to deadline. We also accept files via our FTP server – please contact us for more information on how to access server and compress and send files appropriately.

If there are problems or incomplete information from disks submitted, we will try to contact you and then proceed using the printout provided. Laser printouts work best, resulting in higher quality images. Due to tight deadlines and the complexity of electronic file processing, there can be no exceptions.

If you do not have the software programs mentioned above, please call the number below first before sending the disk(s). If you are not sure of how to work with these programs, we strongly suggest using a professional service bureau or contact our art department for assistance. Please remember to include a telephone number and contact person on disks submitted.

FULL-PAGE AD DIMENSIONS

Full-Bleed : 8 5/8" x 11 1/8"
Non-Bleed : 7 3/8" x 9 7/8"
Final Trim : 8 3/8" x 10 7/8"

1/2 PAGE HORIZONTAL AD DIMENSIONS

3/4 Bleed : 8 5/8" x 5 9/16"
Non-Bleed : 7 3/8" x 5 3/16"
Final Trim : 8 3/8" x 5 7/16"

Send all advertising materials to:

Bisbee's Headquarters, 2973 Harbor Blvd. Ste # 489, Costa Mesa, CA 92626
Tel: (714) 393-6107 - Fax: (714) 408-4187 - e-mail: wayne@bisbees.com