

On The Rip

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www.OnTheRipMagazine.com

On The Rip Magazine is the single most informative source of South Jersey Tournament information available. Complete with tournament dates, entry forms and rules, including the most recent IGFA rule book. *On The Rip* is a MUST have for every tournament angler, mate, Captain and owner. In addition to South Jersey Tournaments information, each issue contains articles of interest to the fishing and boating community and their families. Over 7,000 issues are mailed every year with additional copies distributed throughout the season at tournaments, boat shows, and retail outlets throughout the Mid-Atlantic and Northeast regions. This is the single most effective method for reaching out to this very affluent and unique demographic. No other vehicle affords such a targeted and directed access to your potential customers.

1/4 page ad \$495 Full-color, 3.625" W(idth) x 4.875" H(eight)	Full-page ad (bleed) \$1,395 Full-color, 8.75" W x 11.25" H
1/3 page ad (vertical) \$595 Full-color, 2.375 x W x 9.875 x H	Cover 2 (bleed) \$1,875 Full-color, full-page ad on inside front cover, 8.75" W x 11.25" H
1/2 page ad (horizontal) \$895 Full-color, 7.5" W x 4.875" H	Cover 3 (bleed) \$1,500 Full-color, full-page ad on inside back cover, 8.75" W x 11.25" H
Full-page ad \$1,395 Full-color, 7.5" W x 9.875" H	Cover 4 (bleed) \$2,250 Full-color, full-page ad on outside back cover, 8.75" W x 11.25" H

Format Requirements: All ads should be PDF/X-1a:2001, no linked graphics. Native Photoshop files or flattened CMYK tif files are acceptable. Fonts should be on a separate layer and vectorized or included if not flattened. Direct questions to Bob Weber, BWeber@SouthJerseyMarina.com. In cases where artwork is not camera-ready, a production rate of \$120.00 per hour will apply.

Order Confirmation and Costs:

Advertiser: _____ Email: _____

Phone: _____ Date: _____

Selected Size Ad: _____ Cost: _____

Direct special instructions to:

Walt Rosenberg at 609-884-0177 or WRosenberg@SouthJerseyTournaments.com

Scheduling and Deadlines

February 23, 2019 • On The Rip placement deadline: Sponsors must commit to *On The Rip* ads and to such Tournament Sponsorships which include *On The Rip* advertising as part of the package.

March 9, 2019 • On The Rip materials deadline: All materials must be received at the South Jersey Marina address, attention Bob Weber by this date.

May 4, 2019 • On The Rip issuance date.

Contact Walt Rosenberg for event-specific sponsorship deadlines. We will make every effort to be accommodating while allowing enough time for signage, etc. production.

South Jersey Tournaments reserves the right to modify, edit or refuse any sponsorship, submission or advertisement copy, photographs or graphics. South Jersey Tournaments reserves the right to limit sponsorship of its events and/or advertisements in its publication(s), brochures, etc.