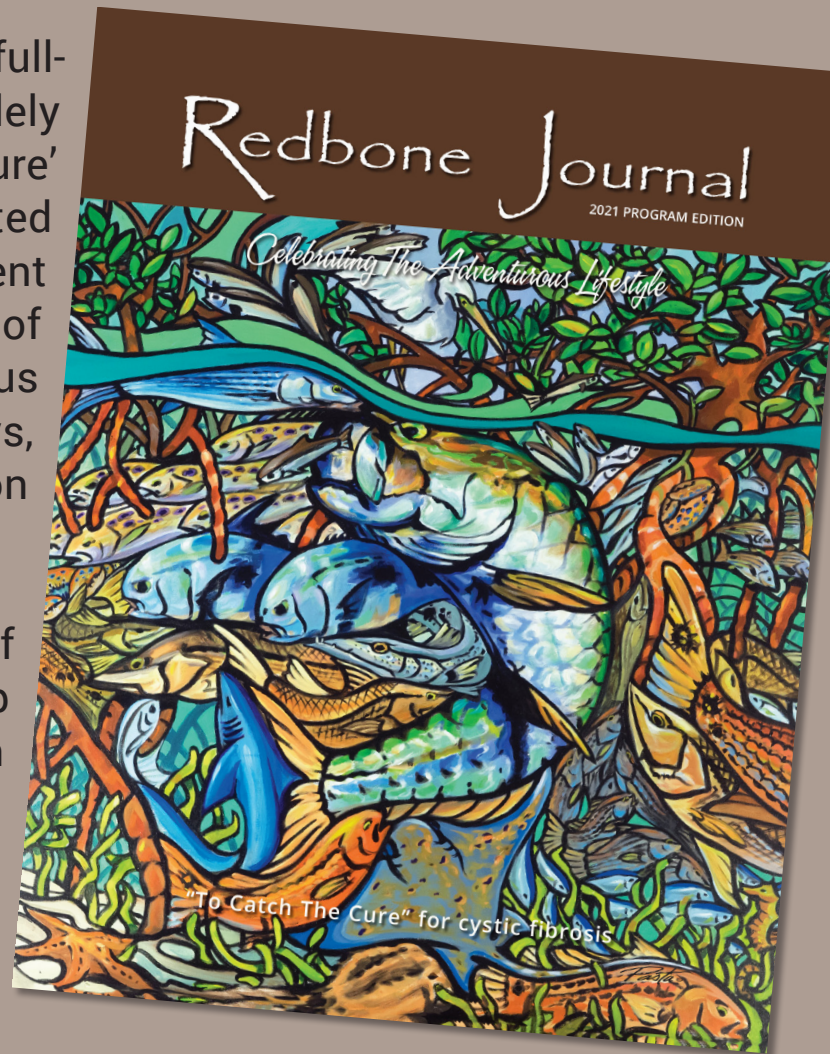


# Join us for your 2022 Redbone Tournament Program Edition Advertising Opportunity!

## **"To Catch The Cure"** **FOR CYSTIC FIBROSIS**

The Redbone Journal is a dynamic, full-color, perfect bound magazine solely dedicated to help 'catch the cure' for cystic fibrosis. It is distributed nationally to the sponsors, tournament participants and supporters of Redbone. Also available at numerous outlets throughout the Florida Keys, the Redbone Journal has a circulation and readership of 10,000.

Join our impressive list of advertisers to reach a readership who is specifically interested in your service or product. Featuring Redbone tournament coverage, conservation topics and artists who vibrantly interpret nature through their artwork.



For more info call: 305-664-2002  
For immediate response, call 305-664-7882  
Visit our website at [www.redbone.org](http://www.redbone.org)

# ADVERTISING RATES

These rates are effective January 1, 2022, based on the number of issues in any 12-month period. All orders are non-cancelable after closing date. Minimum ad size of 1/6 page required to hold contract rate. The rates below are for one time insertion.

Full page	\$3,000	1/4 page	\$900
1/2 page	\$2,000	1/6 page	\$700
1/3 page	\$1,200		

**Covers:** Contact *The Redbone Journal* for availability and quote.

**Other Special Positioning:** Add 15% to rate. All position requests subject to advertising and editorial makeup approval.

**Terms:** First time advertisers must pay 50% for first ad (first insertion) in advance: payment of balance is due at the time supplied materials are due.

**Product/Trade Ads:** \$500 cash.

**Please forward all insertion orders to:**

*The Redbone Journal*, PO Box 273, Islamorada, FL 33036

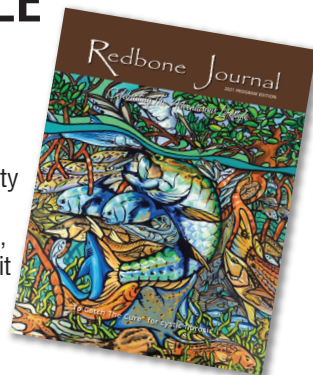
## Advertising Materials:

High resolution PDF digital files preferred. Ads may be supplied digitally as JPEG or TIFF (300 dpi CMYK). EPS files accepted with all fonts converted to outlines and images imbedded or supplied. Files may be compressed with Stuffit or Ziplt.

# EDITORIAL SCHEDULE

## THE REDBONE JOURNAL TOURNAMENT SERIES ISSUE

Sports heroes, actors, anglers, artists and media convene for The Redbone Celebrity Tournament Series. From photos of participants to rollicking essays and exploits, this issue provides an inside look at the spirit and purpose that gave rise to **The Redbone Journal**.



## Redbone Journal In-kind Trade Policy:

We are open to discuss in-kind trade with advertisers and potential sponsors. We require a minimum of \$500 cash for any ad. We will accept product based on 50% of retail value to apply to the balance of any size ad. Contact Redbone, Inc. to discuss in-kind sponsorship.

**Trim size of book:** 8-3/8" x 10-7/8"

Dimensions (in inches)	Wide	Deep
Double Truck Bleed	17	11-1/8
Full Page Bleed	8-5/8	11-1/8
Full Page (no bleed)	7-1/8	9-5/8
1/2 Page Horizontal	7-1/8	4-11/16
1/2 Page Island	4-5/8	7-1/8
1/4 Page Vertical	3-5/8	4-11/16
1/3 Page Square	4-5/8	4-11/16
1/3 Page Vertical	2-3/16	9-5/8
1/6 Page Vertical	2-3/16	4-11/16
1/6 Page Horizontal	4-5/8	2-3/16

**Important:** Keep all live matter (type, borders, etc.) at least 3/8" from all trim edges and gutters.

# INSERTION ORDER

The Redbone Journal LLC • PO Box 273 • Islamorada, FL 33036 • 305.664.2002 • Fax 305.664.9036

Date \_\_\_\_\_ The Redbone Journal LLC Representative \_\_\_\_\_

The firm listed below (advertiser) agrees to purchase advertising space of the following size and cost:

Company \_\_\_\_\_ Company Representative/Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ad Size: \_\_\_\_\_ Position Requested \_\_\_\_\_ ☐ Horizontal ☐ Vertical ☐ Island

Payment Terms of Cash Amount: Cost of Ad \$ \_\_\_\_\_

50% Deposit with Contract \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

**Production Charges:** Ads prepared or requiring additional work by The Redbone Journal LLC, will be invoiced upon completion. They are due in full upon receipt of invoice. Actual charges will be quoted prior to publication. Estimated production cost: \$ \_\_\_\_\_

**Production Instructions:** \_\_\_\_\_

The undersigned hereby represents and warrants The Redbone Journal LLC that he/she has the authority to enter into this agreement on behalf of the corporation, partnership, or individual referred to above.

Advertiser/Agent (signature) \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

The Redbone Journal LLC Rep. (signature) \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_