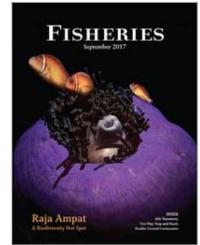


# Fisheries



**Fisheries** is a monthly magazine that was established in January 1976, by the American Fisheries Society (AFS), the oldest and largest professional society representing fisheries scientists. **Fisheries** features peer-reviewed technical articles on all aspects of aquatic resource-related subjects, as well as professional issues, new ideas and approaches, education, economics, administration, and law. Issues contain features, essays, AFS news, current events, book reviews, editorials, letters, job notices, chapter activities, and a calendar of events.

## Advertising & Sales Office

**M. J. Mrvica & Associates, Inc.**  
 2 West Taunton Avenue, Berlin, NJ 08009  
 P: 856-768-9360 ~ E: markmrvica@mrvica.com

## Publisher & Editorial Office

**Wiley**  
 101 Station Landing, Suite 300, Medford, MA 02155

**Dave Surdel**, Director – Reprint Sales, Americas, Wiley  
 P: 781-388-8343 ~ E: commercialprints@wiley.com

**For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com**

## Circulation

**Total Circulation:** 5,500  
**Coverage:** 74 countries worldwide including the United States.

All members of the American Fisheries Society receive a subscription to **Fisheries** magazine. AFS members work in a broad range of organizations, applying their skills to a variety of disciplines, including research, education, management, administration, aquaculture, engineering, consulting, and government policy making. **Fisheries** subscribers are known by a variety of titles, including chief, fisheries manager, biologist, professor, administrator, and researcher. In their occupations, members are required to plan and prepare budgets.

## Editorial Information

**Co-Chief Science Editors:** Olaf Jensen and Jeff Schaeffer

**2016 Impact Factor:** 3.00

**Peer Review:** Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

## Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Rates are subject to change with 30 days prior notice; however, all advertisers are protected from price increases for the duration of their existing contracts.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

## Black & White Advertising Rates

Ad Unit	1X	3X	6X	9-12X
Full Page	\$1,790	\$1,645	\$1,490	\$1,360
1/2 Page	\$1,120	\$1,030	\$930	\$845
1/3 Page	\$825	\$745	\$685	\$625
1/4 Page	\$670	\$600	\$500	\$440
1/6 Page	\$465	\$420	\$390	\$345

## Color Rates

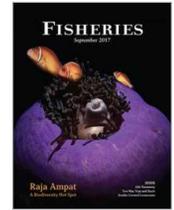
Ad Unit	1X	3X	6X	9-12X
Full Page	\$1,950	\$1,805	\$1,650	\$1,520
1/2 Page	\$1,280	\$1,190	\$1,090	\$965
1/3 Page	\$985	\$905	\$845	\$785
1/4 Page	\$830	\$760	\$660	\$600
1/6 Page	\$625	\$580	\$550	\$505

**Cover and Preferred Position** (in addition to earned B&W rate):

Cover 2:	\$2,200
Cover 4:	\$2,500
All other special positions (in addition to earned B&W rate)	10%

Positions available on a non-cancelable basis.

# Fisheries



## Issuance & Closing Dates

Frequency: 12x per year

2018 Closing Dates:

Cover Date	Reservation	Material Due
January	12/8/17	12/18/17
February	1/11/18	1/22/18
March	2/8/18	2/16/18
April	3/13/18	3/21/18
May	4/11/18	4/19/18
June	5/11/18	5/21/18
July	6/12/18	6/20/18
August	7/12/18	7/20/18
September	8/14/18	8/22/18
October	9/11/18	9/19/18
November	10/12/18	10/22/18
December	11/9/18	11/19/18

## Bonus Distribution

Issue	Conference
August	AFS 148 <sup>th</sup> Annual Meeting

## Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Bleed	Width	Depth
Full page	8.375"	11"
Page Sizes, Non-Bleed	Width	Depth
Full page	7.75"	10.375"
1/2 page vertical	3.458"	9.583"
1/2 page horizontal	7.083"	4.708"
1/3 page vertical	2.250"	9.583"
1/3 page horizontal	7.083"	3.083"
1/4 page	3.458"	4.708"
1/6 page vertical	2.250"	4.708"
1/6 page horizontal	3.458"	3.083"

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at alliburd@wiley.com.

- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Type of Binding: Saddle-stitched

## Contacts

Ship all insertion orders to:

M. J. Mrvica & Associates  
 Attn: Mark Mrvica  
 AFS, Vol \_\_\_\_, Issue \_\_\_\_  
 2 West Taunton Avenue, Berlin, NJ 08009  
 P: 856-768-9360

Ship all advertising material as well as two insert examples to:

Wiley  
 Attn: Al Liburd, Advertising Specialist  
 AFS, Vol \_\_\_\_, Issue \_\_\_\_  
 111 River Street, Hoboken, NJ 07030  
 E: alliburd@wiley.com

Ship inserts to:

The Sheridan Press  
 Attn: Annette Flannery  
 AFS, Volume \_\_\_\_, Issue \_\_\_\_  
 450 Fame Avenue, Hanover, PA 17331  
 P: 717-632-8448