

2020 Advertising Rate Card

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: commercialreprints@wiley.com

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

Circulation

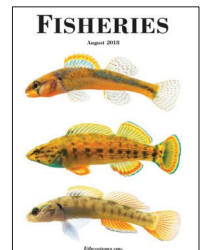
Total Circulation: 5,277
Coverage: 74 countries worldwide including the United States.

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
2018 Impact Factor: 2.74
ISI Journal Citation Reports® Ranking 2018: 8/50 (Fisheries)
Peer Review: Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

www.fisheries.org/books-journals/fisheries-2



Advertising Information

Ask about digital advertising opportunities in the Fisheries

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

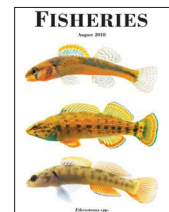
Cover and Preferred Position (in addition to earned B&W rate):

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.

WILEY

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Issuance & Closing Dates

Frequency: 12x per year

2020 Closing Dates:

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
45:1	January	12/19/19	12/26/19	1/2/20
45:2	February	1/20/20	1/27/20	2/1/20
45:3	March	2/17/20	2/24/20	2/29/20
45:4	April	3/18/20	3/16/20	4/1/20
45:5	May	3/16/20	4/23/20	4/30/20
45:6	June	5/18/20	5/25/20	6/1/20
45:7	July	6/17/20	6/24/20	7/1/20
45:8	August	7/16/20	7/23/20	7/30/20
45:9	September	8/18/20	8/25/20	9/1/20
45:10	October	9/16/20	9/23/20	9/30/20
45:11	November	10/19/20	10/26/20	10/31/20
45:12	December	11/17/20	11/24/20	12/1/20

Bonus Distribution

Issue	Conference
September	149th Wildlife Society and American Fisheries Society 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 horizontal	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. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via

FTP, contact: PrintAdTraffic@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 to:

Al Liburd, Advertising Production Specialist
 P: 201-748-8754
 E: PrintAdTraffic@wiley.com
 Wiley
 111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship inserts to:

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