

AFFTA ON THE FLY

REACH

3,900

FLY FISHING INDUSTRY PROFESSIONALS

WEEKLY MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B LOWER LEADERBOARD**  
The lower leaderboard gives your company a prominent position right under the association's masthead.
- C/1 TOP/BOTTOM SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F FEATURED COMPANY AD**  
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- G TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.  
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**A**

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**C**

**Majority of sporting licenses purchased at local retailers**  
Angling Trade  
As state game agencies around the country employ the internet to make hunting and fishing licenses easier for sportsmen to buy and information on sporting regulations simpler to obtain, the traditional route of purchasing a license at a local retailer before heading outdoors remains a popular option. Research conducted by HunterSurvey.com and AnglerSurvey.com found that 58 percent of those hunters surveyed still purchase their licenses through a retailer, while 41 percent of surveyed anglers bought theirs at a local store as well. [MORE](#)

**Speak up for strippers**  
Fly Rod and Reel Magazine  
The Massachusetts Division of Marine Fisheries (DMF) will be holding public hearings on two important conservation measures that will have an immediate impact on saving our strippers. You can help stop the wasteful killing of strippers by voicing your support for these two proposals. [MORE](#)

**Fly fishermen hear call of the bamboo**  
The Portland Press Herald  
Bamboo fly rods run upward of \$1,500 and \$2,000. That's not the kind of cottage industry that would make it in a poor economy. Unless you're in Maine. [MORE](#)

**Product Showcase**

<b>Strip-X™ Fly Line Cleaner</b>	<b>Galvan Fly Reels</b>	<b>Great Bay Rod Company</b>
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**Strip-X** is a new, yet familiar product. Strip-X will strengthen your leader and tippets as well as clean and straighten your fly line. What makes this possible is the additional felt layer on the inside. [More Info](#)

Pure size, function, quality, and unswerving, in smooth action and brute strength. These reels set a new standard in saltwater big game fly fishing. [More Info](#)

The ENG Series is a favorite with our discriminating customers. This 9-foot 4-piece rod is a medium action taper with blended medium modulus graphite and is available in weights 2-8 with a striking deep green finish and perfectly matched thread wraps. The ENG series effectively covers all of your fishing needs. [More Info](#)

**Rebuilding menhaden will provide significant benefits for recreational fisheries**  
The American Sportfishing Association via Fishing World  
During its November meeting, the Atlantic States Marine Fisheries Commission voted by an overwhelming margin to approve a new fishing target level for menhaden in an effort to increase its abundance and its availability as a forage species for striped bass, bluefish, Atlantic tuna and other important saltwater species. The American Sportfishing Association (ASA) applauds the commission for taking this critical step to conserve menhaden which could reduce harvest of this important, but declining, forage fish by up to 37 percent. [more](#)

**REC Components launches Wheatley fly box program to support Casting for Recovery**  
Fly Fisherman  
Casting for Recovery (CFR) is proud to announce that REC Components of Stafford Springs, Conn., the exclusive distributor in the U.S. of Richard Wheatley products, has signed on to support Casting for Recovery's mission to support women with breast cancer address quality of life issues. A series of Richard Wheatley's aluminum fly boxes, including "The Lady Wheatley" series, are now being sold branded with the CFR logo, and 10 percent of the net sale proceeds of these boxes will be donated to both fund the organization's mission. [More](#)

**Pennsylvania Senate Bill 1049 to create multi-year fishing license**  
Fly Fisherman  
The legislation supports John Arney's (Pennsylvania Fish and Boat Commission executive director) plan to create opportunities to generate license sales and initiate multi-year licenses and permits. He sees restructuring license fees as a way to attract and retain anglers and thereby increase revenues for Fish and Boat. [more](#)

**Ross announces limited edition Evolution reel**  
MRCrewed  
Starting Dec. 1, Ross will make available a limited selection of their Evolution reel with a photographic brown trout finish. All reels will be custom engraved with a special edition number. [more](#)

**Faithful Companies**

<b>Talon</b> Talon is an American company dedicated to providing high quality composite products to a demanding market. <a href="#">MORE</a>	<b>Pacific Fly Group</b> We are the best source for your fly fishing needs. Our products are known for their outstanding workmanship, exceptional quality and value. <a href="#">MORE</a>
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**Author and Orvis marketing man Tom Rosenbauer is helping to direct fly-fishing's future**  
Fly Rod and Reel Magazine  
As written by Greg Thomas, "If you ask Western anglers to paint the face of The Orvis Company, you might end up with an illustration of some stuffy classics professor in tweed casting a bamboo rod on a manicured streambank, trying to lure some minuscule brook trout from the brush with 7X Tippet and a standard Adams dry fly. Somewhere along the fly-fishing timeline, that's the vision my heroes Western friends and I developed. Fortunately, that stereotype got quashed a few years ago when I attended a trade show and met Tom Rosenbauer." [MORE](#)

**AFFTA On the Fly**  
Cathy Hartwig, Vice President of Publishing, 469.420.2801  
[Download media kit](#)

**Recent Issues**  
Nov 18, 2011  
Nov 11, 2011

Katrina Smallwood, Content Editor, 469.420.2675  
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7701 Lee College Road, Ste. 100, Irving, TX 75039

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 3,900 fly fishing industry professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
**\$2250**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$2000/\$1750**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

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 Ut enim ad minimum  
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 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



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 Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad  
**\$1000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



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 Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit,  
 sed do eiusmod tempor  
 incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

**COLBY HORTON**

DIRECTOR OF MEDIA AND CONTENT

469.420.2601

chorton@multibriefs.com

**JAMES DeBOIS**

DIRECTOR OF ADVERTISING SALES

469.420.2618

jdebois@multibriefs.com

AFFTA ON THE FLY, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO  
FLY FISHING INDUSTRY PROFESSIONALS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of manufacturers, retailers, guides, sales representatives and media professionals within the fly fishing industry, AFFTAs On The Fly keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

AFFTA ON THE FLY  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN AFFTA ON THE FLY:



## CREDIBLE SOURCE

For 37 years, our members have turned to the association as the informational authority of the industry. Advertising in AFFTA On The Fly solidifies your place among weekly information provided to AFFTA members.



## TARGETED DISTRIBUTION

Advertising in AFFTA On The Fly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to AFFTA On The Fly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, AFFTA On The Fly ensures your ad will be seen weekly by our 3,900 subscribers.



## AFFORDABLE

Advertising in AFFTA On The Fly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AFFTA On The Fly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AFFTA On The Fly.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.