

# CREST

BISBEE'S LUXURY MAGAZINE FOR THE OUTDOOR ENTHUSIAST



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RATECARD 2010  
MEDIKIT





## IN THE BEGINNING...

Looking back at the 25 years of Bisbee's Black and Blue Tournament, makes you wonder how this amazing tournament was started. Robert Bisbee, "Bob" to everyone, was a very successful fuel dock and tackle store owner in Newport Harbor, California. Bisbee's Marine Fuels and Sportfishing Headquarters was the last stop before Southern California and points south. He was perfectly located. His store was the most logical and convenient stop for gas, an oil change, and last minute supplies for all who were traveling to Cabo and the great fishing found there. After he installed a single-sideband radio, he became the go-to guy; an integral part for all of Cabo's development and needs. Everyone came to rely on Bob, from broken down boats for spare parts to fishermen who needed alerting when their wives gave birth! He even acted as a mayday correspondent to the US Coast Guard who needed information about boats in trouble.

Bob's constant to-ing and fro-ing from Cabo eventually triggered a revelation: a fishing tournament that would stimulate his fast growing business empire (as well as utilizing the "beer muscle" generated by his friends at the local bars). The tournament started in the spring of 1982 with just six boats and, of course, Bob Bisbee was on the winning team with his oldest son, Bob Jr., as captain. Because the tournament was such a success and received such a good response, they decided to have another tournament in the fall for the black and blue marlin season. And the rest, as they say, is history.

Now the biggest cash prize in sea-angling competitions with over 150 boats from 50 states and over 30 countries and millions in prize money, the tournament has a huge impact on tourism. Bisbee's is the industry standard, the competitions others are measured against...



# LAVISH, LUXURIOUS & LUCRATIVE

Revolutionizing the way we think about fishing, The Bisbee series of Tournaments focuses on the obsession of the lure and the draw of the big fish. Inspired by Bisbee's Marlin Tournaments and the vast audience devoted to this popular sport, our success continues to grow as we broaden our horizons with an in-depth view of the sophisticated side of fishing.

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## DIRECT. EFFECTIVE. ECONOMICAL.

### FEATURED CONTENT:

Luxury Feature, Fashion Editorial, Fishing Special, Haute Cuisine, Travel Adventure, Celebrity Profile, "How to Spend It" Advice, Up-to-the-minute Tackle Reviews, Top Boat Reports, and much more

### Regular Content:

Welcome Anglers, Photo Gallery of all Tournaments, Governors Greeting, Message Tourism Dept, 2008 C.U.P Championship Team, 2008 C.U.P. Championship Highlights, 2008 Black & Blue Participants/Overview/Schedule, 2008 Black & Blue Anniversary/Shooting Gallery, Casa Hogar Elevates & Educates, Hunting Feature, The Madam & Wild Hooker, East Cape Offshore Tournament (July 29,30, Aug 4), Los Cabos Offshore Tournament, 2009 Tournament Rules, Equipment Regulations/Grid Map/History, 2008 Winner Black and Blue Champions Sponsor Page

### Your Reasons To Advertise:

- Bisbee's Tournament Magazine 'inhouse captive readership'
- Placement on [www.Bisbees.com](http://www.Bisbees.com)
- Weigh-scale banner signage
- Logo recognition on tournament posters
- Bannership throughout the event(s)
- Booth space at "SPONSOR VILLAGE" to present / display your products and services
- Placement of your literature in the angler sports bags
- Opportunity to logo ID all tournament clothing
- VIP Passes to all tournament functions



# DEMOGRAPHICS

## Bisbee's Angler Demographic Profile. Is this your target market?

Average Age: 44  
Average Years  
Fishing: 25  
Number of Fishing  
Days last year: 84.4

- High disposable income
- Passionate about their sport
- Early adapters
- Trend setters

Average Annual Income:  
\$445,000  
Average Net Worth:  
\$2,300,000  
College Educated: 75%  
Boat Ownership: 83.1%

- Role Models for the rest of the sportfishing community
- Discriminating and demanding, but loyal to quality and performance
- Influences / recommenders

## Additional Fishing and Sports Audience Facts:

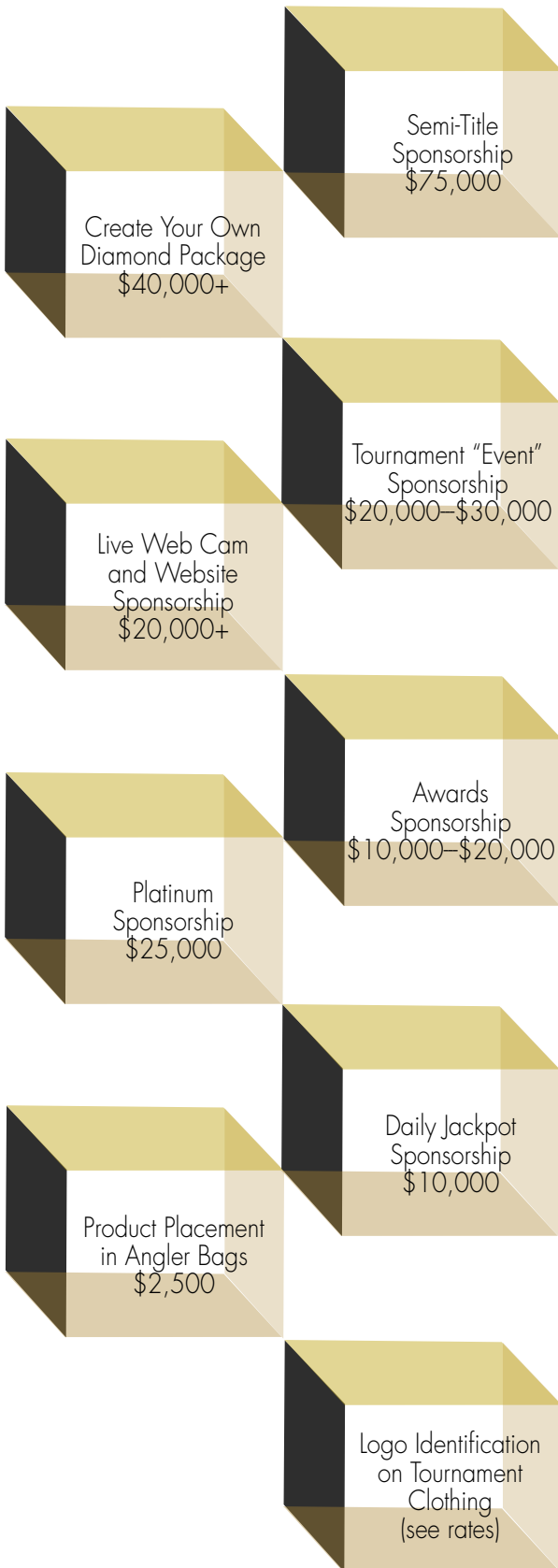
- 44.3 million anglers in America
- More Americans fish than play golf and tennis - COMBINED
- The overall impact of angler expenditures in the US would make sportfishing #32 on the Fortune 500 list of America's largest companies, above such giants as Target, Sears, and Johnson & Johnson
- In studies on sports sponsorships, 78% of adults said that they would be more likely to buy a product associated with a cause they care about, 66% would be likely to switch brands and 62% would likely switch retailers... SPONSORSHIP WORKS!
- Bisbee's - the presenters of the richest fishing event in the world - is at the media apex of this market!

Sources: *Sportfishing Magazine* / *Marlin Magazine*.

Additional information was obtained from socio-economic studies of the recreational billfishing sportfishery by Texas A&M University, American Sportfishing Association ([www.asafishing.org](http://www.asafishing.org)) and IEG, Inc. ([www.sponsorships.com](http://www.sponsorships.com))



# SPONSORSHIPS



## Semi-Title Sponsorship — Exclusive

**Entitled to all of the benefits of the sponsorships below**

- Name aligned with Bisbee's
- All Marketing vehicles – see list below under all level sponsorship opportunities.
- National and international distributed media exposure.

## Create Your Own Diamond Package

**Choose any 4 levels of sponsorship opportunities.**

## Tournament "Event" Sponsorship

Kick-Off Party Investment: \$20,000

Awards Celebration Investment: \$30,000

## Live Web Cam and Website Sponsorship

[www.Bisbees.com](http://www.Bisbees.com)

## Awards Sponsorship

**Media from around the world fight for the best spot to see who will get THE SHOT of the "Million Dollar Check!"**

- This photo will be used in national magazine and newspapers worldwide.

1st Place: \$20,000

2nd Place—5th Place & Release Division: \$10,000

## Platinum Sponsorship

### Weight Station Signage

- Logo placed directly onto the Scale
- On-Site Booth Space in the Sponsor's Village
- 8 x 8 ft space
- 3 full-day fishing and dockside exposure
- 1st option of space choice
- Full page ad in Bisbee's Magazine contains all rules for tournament.
- Monthly newsletter including link
- Logo on Sponsor Page
- Logo on prominently displayed Video/Big Screen Presentation
- Event Signage 5 banners 3 x 6 ft
- Official Posters 2,500 are printed
- Distribution of Sponsors materials in Anglers' Bags
- 6 VIP Passes

## Daily Jackpot Sponsorship

**To be named after one of our six prestigious Optional Daily Jackpots  
Your name and logo will be prominently featured on all corresponding jackpot levels.**

## Placement of Literature & Products in Angler Bags

**You have the privilege of placing promotional products or service brochures into the anglers' bags, which are distributed to approximately 200 teams and 1,000 anglers on registration day.**

## Logo Identification on Tournament Clothing

- Jackets (embroidered) 1,500 qty. @ \$4.75 ea.
- Golf Shirts (embroidered) 1,500 qty. @ \$4.75 ea.
- T-Shirts (silk screened) 5,000 qty. @ \$2.50 ea.
- Bags (embroidered) 1,500 qty. @ \$4.75 ea.
- Hats (embroidered) 1,500 qty. @ \$4.75 ea.

## EXCLUSIVE Awards Stage Sponsorship

Level One - "Stage Girls/Men": \$20,000

Level Two - Premier Stage Coverage: \$10,000

Level Three - Stage Coverage: \$5,000



## ADVERTISING RATES

## WEB RATES

Open Rate	Per 1,000 (10%)	Per 5,000 (15%)	Per 10,000 (20%)
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Top Banner  
Strip Banner  
Button

## CLOSING DATES

Space Close	Material Deadlines	Print Date
March 15	April 15	May 15

4 Color	Open Rate	Special: -10% x2*
Spread	\$13,570	\$12,213
Full Page	\$7,800	\$7,020
1/2 Page	\$5,220	\$4,698
1/4 Page	\$3,175	\$2,858

Black & White	Open Rate	Special: -10% x2*
Spread	\$12,570	\$11,313
Full Page	\$6,800	\$5,120
1/2 Page	\$4,220	\$3,780
1/4 Page	\$2,175	\$1,957

Covers	Open Rate	Special: -10% x2*
Cover 4 OBC*	\$9,660	\$8,694
Cover 2 IFC*	\$9,040	\$8,136
Cover 3 IBC*	\$9,040	\$8,136

Resource:

Special rates apply based on status position and availability.  
Space Options - Full Page, 1/2 Page, 1/4 Page

All rates are quoted NET  
\*OBC is the outside back cover  
\*IFC is the inside front cover  
\*IBC is the inside back

# AD SPECIFICATIONS

## Only digital files are accepted.

Ad files must comply with these specifications:

1. Macintosh platform, Photoshop TIFF format only
2. NO other formats are accepted

TIFF file specifications

1. Minimum 300 dpi resolution
2. CMYK color; NO spot or RGB color
3. Files must be created at 100% of the actual size
4. All work must be contained in a sign file
5. NO hidden elements. All elements comprising a digital ad must be visible

## PROOFS:

All materials must be accompanied by an accurate proof. If we do not receive materials to the exact specifications we require, we reserve the right to convert the files correctly and bill advertisers at a commercial rate.

## MEDIA SUPPORT:

If you'd like to upload via FTP server, please call us for details.  
Tel: 212-396-2394  
Fax: 212-202-7615

To advertise in CREST:

**BISBEE'S BLUE WATER CUP SERIES**  
U.S. Cell: 214.557.8108  
Mex. Cell: 624.129.9740  
wayne@bisbees.com  
e-Fax back to 624.129.9740

## YOUR REPRESENTATIVE:

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

## FILES:

- Ads should be saved as a PDF, at a minimum of 300 dpi with all images embedded, with fonts embedded or converted to outlines
  - Do not nest EPS in other EPS files
  - Include trim bleed of 1/4" on all sides
- QuarkXPress files will NOT be accepted**

## IMAGES:

- Save color images as CMYK in TIFF or EPS format.
- DO NOT USE RGB color or JPEG format**
- Save black and white images in TIFF or EPS format

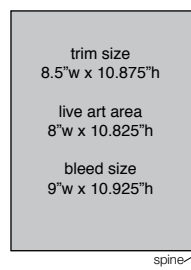
## FONTS:

- Use only Type 1 or Adobe Type fonts.
- True Type and Multiple Master fonts will not be accepted**
- Do not use stylized fonts (using the application to make the text bold, italic, etc.)
  - Postscript fonts are required for each type style (Helvetica Bold, Helvetica Italic, etc.)

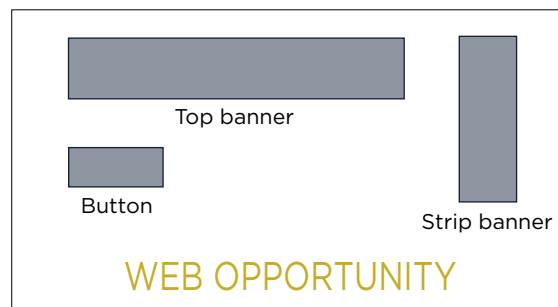
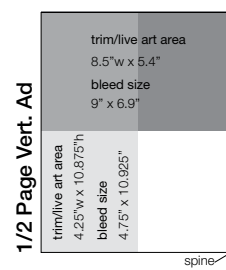
We strongly discourage submission of any native file formats as we cannot guarantee the quality of their reproduction. If you must supply native files, please use the following guidelines when preparing these files:

- All screen fonts, printer fonts, logos, pictures, images, etc. must be supplied with the ad. Be aware that some placed or embedded elements may also need fonts
- All elements must be placed at 100% size. DO NOT rotate, scale or crop placed images
- All image resolution should be at 300 dpi. All line art resolution should be at 1200 dpi resolution
- Pantone colors (PMS) must be converted to CMYK process
- Build pages to trim size and extend bleed 1/8" beyond the document page. Supply all ads as single pages. When submitting spreads that have live image crossing the gutter, build the file from opposing trim size pages. Submit each page as a separate file following proper conventions for naming and bleed
- All ads must be supplied sized at 100%
- Supply a digital proof calibrated to SWOP

## Full Page Ad



## 1/2 Page Horiz. Ad



# CREST DISPLAY ADVERTISING CONTRACT

BISBEE'S BLUE WATER CUP SERIES  
U.S. Cell: 214.557.8108  
Mex. Cell: 624.129.9740  
wayne@bisbees.com  
e-Fax back to 624.129.9740

Account Executive: \_\_\_\_\_

Customer ID: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Client Contact \_\_\_\_\_

Number of Insertions \_\_\_\_\_ Contract Date \_\_\_\_\_

Ad Size: spread | full | 1/2 V | 1/2 H | 1/4 V | 1/4 H Rate: \_\_\_\_\_

Sponsorship: \_\_\_\_\_

Resource: \_\_\_\_\_

Selected Event:  Black & Blue  Los Cabos  
 Easy Cape  Cup Series

## Dates of Insertion

Summer Issue  Fall Issue

Special Instructions: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone/Fax: \_\_\_\_\_

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

Billing Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## Design and Production Costs

Details: \_\_\_\_\_

Hourly Rate: \_\_\_\_\_ Costs as agreed: \_\_\_\_\_

1. The Publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements, which must comply with the US Code of Advertising Practice. 2. The Advertiser will indemnify any damage loss or expenses incurred to the publisher as a consequence of the Advertiser's announcement. 3. The placing of an order does not confer the right to renew on similar terms. 4. The Publisher will not be liable for any damages or loss caused by the late publication, error or failure of an advertisement to appear. 5. The publisher reserves the right to refuse cancellations. 6. The publisher reserves the right to increase advertisement rates and to amend terms as regards space and frequency of insertion. 7. The Advertiser is liable to pay any series of discount earned should the Publisher receive a cancellation before the competition of the booking. 8. The Advertiser is responsible for all copy and materials sent to the Publisher. No Responsibility is taken by the Publisher for loss or damage. 9. Artwork will not be returned unless requested and the Publisher reserves the right to destroy any artwork after it has been in his custody for a period over 6 months. 10. The Publisher takes no responsibility for color reproduction.

Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or maximum allowed by law. Commission deductions (15%) given for advertising agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and/or advertising agency's ability to book space into future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. In the event of nonpayment, the advertiser and advertising agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees. When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be held jointly and severally liable to the Publisher for payment hereunder. Cancellations are not accepted after space closing date. Advertising rates are subject to Publisher's approval and agreement by the advertiser and advertising agency to indemnify and protect Publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees arising out of publication of such advertisement.

Publisher reserves the right to terminate this agreement at any time for any reason solely by giving the advertiser fifteen (15) days written notice of such cancellation. In the event of such cancellation, or in the event that the advertiser's advertising does not appear in any issue contracted for, both parties agree that the damages would be difficult or impossible to calculate. As a result, the Publisher's sole liability to Advertiser for such cancellation or failure to include shall be limited to liquidated damages in the amount equal to ten (10%) percent of the price payable by Advertiser under contract for one month of advertising.

The contract implicate the laws of Pennsylvania should govern the enforcement of the contract.

X \_\_\_\_\_  
Authorized Signature Date

X \_\_\_\_\_  
Print Name

# APPLICATION FOR CREDIT

To be considered for credit, please complete in full and return to:

**BISBEE'S BLUE WATER CUP SERIES**

U.S. Cell: 212.557.8108

Mex. Cell: 624.129.9740

e-Fax back to 624.129.9740

Legal Business Name: \_\_\_\_\_ Doing Business as: \_\_\_\_\_

Billing Contract: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

## Type of Business:

If corporation, state of incorporation: \_\_\_\_\_ Year Incorporated: \_\_\_\_\_ Year Established: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Federal ID/ Social Security Number: \_\_\_\_\_

Name of Owners and/or Corporate Officers: \_\_\_\_\_

Name (full legal name): \_\_\_\_\_ Title: \_\_\_\_\_ SSN: \_\_\_\_\_

Home Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Name (full legal name): \_\_\_\_\_ Title: \_\_\_\_\_ SSN: \_\_\_\_\_

Home Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Home Phone: \_\_\_\_\_

## Bank References:

1) Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Account Number: \_\_\_\_\_

Date Opened: \_\_\_\_\_  Checking  Savings  Loan

2) Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Account Number: \_\_\_\_\_

Date Opened: \_\_\_\_\_  Checking  Savings  Loan

## Trade References:

1) Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Account Number: \_\_\_\_\_

2) Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Account Number: \_\_\_\_\_

To the best of my knowledge, the above facts are represented as true. I authorize Bisbee's to obtain any information required concerning the statements and application hereon. I also authorize the above reference banks to release information as requested by Roam.

I agree that all invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law. Commission deductions (15%) given for advertising agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and/or advertising agency's ability to book space into future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. In the event of nonpayment, the advertiser and advertising agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees. When advertising is placed by an advertising agency on behalf of the advertiser, and advertising agency shall be held jointly and severally liable to Publisher for payment hereunder.

The below-signed individual is an authorized representative at the corporation or a partner or owner.

\_\_\_\_\_  
Authorized Individual (print name)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Sales representative name: \_\_\_\_\_ Sales representative number: \_\_\_\_\_