2027 IGFA *World Record Game Fishes*

Rates and Specifications

#50

Effective November 2026



ADVERTISEMENT RATES

United States Currency

Ad Size	Rates
FULL PAGE	$4,000
1/2 PAGE	$2,000
1/4 PAGE	$1,000
1/8 PAGE	$500

AD SIZE SPECIFICATIONS

Width X Height

FULL PAGE TRIM	8.25”	10.875”
FULL PAGE BLEED	8.5”	11.125”
1/2 PAGE HORIZONTAL	7”	4.65”
1/4 PAGE VERTICAL	3.4”	4.65”
1/8 PAGE HORIZONTAL	3.4”	2.2”

Submit Space Reservation and Artwork:

Denise Hartman

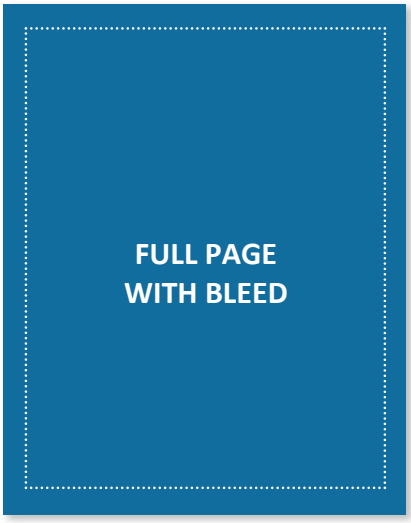
Corporate Giving Manager

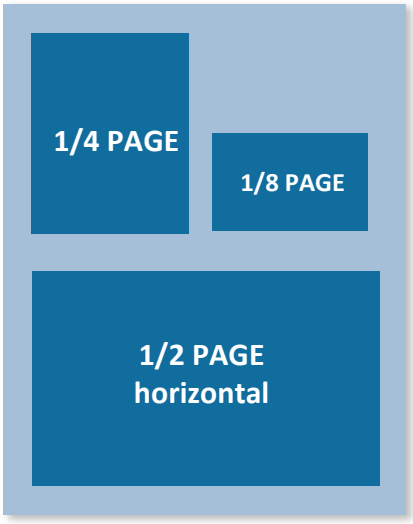
300 Gulf Stream Way

Dania Beach, Florida, 33004 USA

Email: dhartman@igfa.org Call: 954-295-3578

Artwork Deadline: Friday, January 30, 2027





Digital Requirements

IGFA Publications Specifications
Trim Size: 8.25″ x 10.875″
Bleed Size: 8.5″ x 11.125”

No live matter within .2” of final trim size. On spreads allow .125”safety on each side of the gutter. If using registration marks, they should be offset at least .125” from trim. **All ads supplied must be CMYK and in final form.**

AD SIZE: All ads must be **created to exact size specifications listed here**. On bleed ads use trim size as your document size. No live matter within .25” of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF format is the preferred file format for submission. TIFF files and high resolution JPEGS are acceptable. All graphics and images must be **no less than 300 dpi in resolution**. Files should conform to SWOP guidelines, and total ink density is not to exceed 300%. **For full page advertisements, embedded videos are optional for the digital version of the *World Record Game Fishes* book and must be provided in .MP4 or .MOV format.**

FILE TRANSFER: Ad files can be sent electronically via email or uploaded to IGFA’s dropbox (email **dhartman@igfa.org** for link and instructions). For ads supplied electronically, advertiser must supply an additional low-resolution flattened layered proofing file (ie: jpeg). Ad files can be emailed to IGFA.

- ***Incorrect Format or Specifications:***

Supplied materials that do not comply with the specifications will be asked to be corrected and submitted again.

- ***Special positions (non-cancelable)****:*

Every effort will be made for requested advertisement placement, but only covers and paid for special positions can be guaranteed.

- ***Contract and Copy Regulations:***

a) *All advertising is subject to the approval of the publisher (IGFA). Advertisers assume all responsibility for all content of their advertisements published and for all claims arising therefrom made against the publisher.*

b) *Advertisements set to simulate editorial material will be accepted only at the publisher's option, and the publisher reserves the right to insert the word "advertisement" above or below such copy.*

SUBMIT SPACE RESERVATION TO:

Denise Hartman
Corporate Giving Manager
300 Gulf Stream Way
Dania Beach, Florida, 33004 USA
dhartman@igfa.org
call: 954-295-3578

Space Reservation Contract

Please reserve your space in the 2027 *IGFA World Record Game Fishes* book below:

Please place a check mark next to the advertisement size	
FULL PAGE	❑
1/2 PAGE HORIZONTAL	❑
* 1/4 PAGE VERTICAL	❑
* 1/8 PAGE HORIZONTAL	❑

❑ **REPEAT last year’s ad as is** _____

❑ **REPEAT last year’s ad with changes** _____

***Placement request: All 1/4 and 1/8 ads will be placed in these sections of your choice:**

❑ **Angler’s Marketplace**

❑ **Destinations**

***Name of Advertiser (For Advertiser Index)**

_____

Address:_____

City:_____

_____

State/Zip:_____

Country:_____

Phone:_____ **Fax:**_____

E-mail:_____

Name, address, phone & fax of ad agency, if any:

_____