



# Tight Lines & Tall Tales

## REACH OVER 450 FLY ANGLERS!

Advertising in the Mid South Fly Fishers; monthly newsletter, Tight Lines and Tall Tales, puts your business in front of one of the largest collective groups of avid fly anglers. Our members travel regularly, spending time and money at resorts, lodging, fly shops and more. If you are a guide service, lodging, resort, fly shop, outdoor products retailer, here is an inexpensive way to reach your target market.

Contact the editor, Doug Yancey, at [dyancey03@bellsouth.net](mailto:dyancey03@bellsouth.net) for information, ad artwork and special requests. The newsletter will expand to keep pace with the additional advertisers coming on board in 2008.

Should you decide to run less than a full year, we offer flexible plans. For example, running six times per year, you can choose between the first six months or as every other month.

All ad contracts end in December of each year. Ads must be paid for before they will appear in the newsletter. Make checks payable to Mid South Fly Fishers Newsletter.

Have your message seen alongside these regular features.

Reading the Stream



Fly of the Month

**In This Issue**

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and more!

AUGUST CALENDAR OF EVENTS	
1-4	FFF CONCLAVE - LIVINGSTON, MT
7	CLUB MEETING -
9	KNOTHEADS—SPORTSMANS
10-12	MS HUNT & FISH EXTRAVAGANZA
13	BEGINNING FLY TYING—BASS PRO
18	INTRO FLY FISHING CLASS - TWRA
21	KNOTHEADS—BASS PRO SHOP
28	BOARD MEETING

Yes, I want to advertise in *Tight Lines and Tall Tales*.

My ad size will be  1/6 Page  1/4 Page  1/3 Page  Half Page  Full Page\*

I wish to run  3 times  6 times  9 times  12 Times

In the Months of  Jan.  Feb.  Mar.  Apr.  May  June  
 July  Aug.  Sept.  Oct.  Nov.  Dec.

Enclosed is my check for the amount of \$ \_\_\_\_\_. Please sign and include this portion with payment.

My artwork is attached

I am sending electronic artwork to [dyancey03@bellsouth.net](mailto:dyancey03@bellsouth.net)

or

I want help constructing my advertisement, please call me at \_\_\_\_\_.

Signed \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

\* Due to postal requirements, a Full page ad cannot appear on the front or back page.



**Contact:**  
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 Memphis, TN 38117  
 Day phone: 901-748-9287  
 or email: dyancey@vp.com

## 2008 TL&TT ADVERTISING RATES

Size & Frequency	1x BW	1x Color	3x BW	3x Color	6x BW	6x Color	12x BW	12x Color
Full Page	\$200.00	\$400.00	\$540.00	\$1,080.00	\$960.00	\$1,920.00	\$1,440.00	\$2,880.00
Half Page	\$100.00	\$200.00	\$270.00	\$540.00	\$480.00	\$960.00	\$720.00	\$1,440.00
One Third	\$66.00	\$132.00	\$178.20	\$356.40	\$316.80	\$633.60	\$475.20	\$950.40
One Fourth	\$50.00	\$100.00	\$135.00	\$270.00	\$240.00	\$480.00	\$360.00	\$720.00
One Sixth	\$32.50	\$65.00	\$87.75	\$175.50	\$156.00	\$312.00	\$234.00	\$468.00

*Tight Lines and Tall Tales* is the monthly publication of the Mid-South Fly Fishers, one of the largest fly fishing clubs in the U.S. Submissions will be accepted until the 15th of the month preceding the month of publication.

### Requirements for ad submissions

The newsletter is laid out on a PC Windows platform.

**We can make ads for you or you can provide art files.**

### Software/Formats:

Adobe Illustrator for Mac 8.0 or higher (with fonts converted to paths)

Adobe Illustrator for PC (with fonts converted to paths)

Adobe Photoshop v. 8.0 for PC or Macintosh

TIFF files of 300 px/in or higher resolution, Color TIFFs must be CMYK format.

### EPS file preferred (vector image).

Although we can accept some Adobe Mac files, most fonts are not compatible between Mac and PC, and your artwork could be misinterpreted.

### Preferences:

We prefer that original files be sent in Illustrator format so we can manipulate artwork to fit. Provide all fonts with file or convert all text to outlines.

All artwork should be black and white or grayscale for a black only ad. Color ads should be CMYK.

If possible, all artwork should be compressed (we prefer Stuff-it or WinZip).

**Note:** We are unable to use the following electronic file types as camera-ready art:

NO Microsoft Word files (a word processing program, not a graphics application)

NO Microsoft PowerPoint (great for on-screen presentation and 35mm slide output, but not for high resolution art)

NO Microsoft Publisher files

NO GIF files (very low resolution)

JPEG's (very low resolution, only good for embroidery, need to be at least 4X the final ad size if used)

## 1/6 page ad

Frequency	BW	Color
3x	\$87.75	\$175.50
6x	\$156.00	\$312.00
12x	\$234.00	\$468.00

3x = Your choice of Jan/Apr/July/Oct or Feb/May/Aug/Nov or Mar/Jun/Sep/Dec

6x = Every other month starting Jan or Feb.

## 1/3 page ad

Frequency	BW	Color
3x	\$178.20	\$356.40
6x	\$316.80	\$633.60
12x	\$475.20	\$950.40

3x = Your choice of Jan/Apr/July/Oct or Feb/May/Aug/Nov or Mar/Jun/Sep/Dec

6x = Every other month starting Jan or Feb.

# 1/2 page ad

<u>Frequency</u>	<u>BW</u>	<u>Color</u>
3x	\$270.00	\$540.00
6x	\$480.00	\$960.00
12x	\$720.00	\$1,440.00

3x = Your choice of Jan/Apr/July/Oct or Feb/May/Aug/Nov  
or Mar/Jun/Sep/Dec

6x = Every other month starting Jan or Feb.

***Reach over 450 avid MSFF anglers each month.***

***Because of indicia requirements, a full page advertisement cannot run on the back cover.***

***Color ads will have placement preference over black only ads.***

**Tight Lines & Tall Tales**  
**4728 Spottswood, Box 223**  
**Memphis, TN 38117**  
ADDRESS CORRECTIONS REQUESTED



# 1/4 page ad

<u>Frequency</u>	<u>BW</u>	<u>Color</u>
3x	\$135.00	\$270.00
6x	\$240.00	\$480.00
12x	\$360.00	\$720.00

3x = Your choice of Jan/Apr/July/Oct or Feb/May/Aug/Nov  
or Mar/Jun/Sep/Dec

6x = Every other month starting Jan or Feb.