

The Flyfisher

Advertising Rate Card
Number One

Official Publication of the Federation of Fly Fishers
Effective January 1, 1983 - December 31, 1983

BLACK & WHITE

Ad Size	Frequency		Dimensions W x H
	1-time	4-times	
Full Page	\$500	\$450	7-1/2" x 10"
2/3 Page	\$360	\$324	4-1/4" x 10"
1/2 Page	\$280	\$252	7-1/4" x 4-3/4" 4-3/4" x 7-1/2"
1/3 Page			
1 column	\$200	\$180	2-1/4" x 10"
square	\$200	\$180	4-3/4" x 4-3/4"
1/6 Page			
horizontal	\$120	\$108	4-3/4" x 2-1/2"
vertical	\$120	\$108	2-1/4" x 4-7/8"
1/12 Page	\$ 70	\$ 63	2-1/4" x 2-1/4"

FULL COLOR

Full Page	\$800	\$720	7-1/4" x 10"
2/3 Page	\$580	\$522	4-3/4" x 10"
1/2 Page	\$480	\$432	7-1/4" x 4-3/4" 4-3/4" x 7-1/2"

COVERS

Back and inside covers are available at special rates. However, for 1983, they've already been sold and those holding those positions will have first right of refusal for 1984.

CLOSING DATES

	Insertion Order	Camera-ready Materials
Winter Issue (Jan)	Nov 15th	Dec 1st
Spring Issue (Apr)	Feb 15th	March 1st
Summer Issue (July)	May 15th	June 1st
Fall Issue (Oct)	Aug 15th	Sept 1st

SECOND COLOR

On a limited basis, the addition of a second color to a b/w ad is possible to certain pages within each issue of the magazine. Color available may be any of the colors used in the four color process, or an alternate PMS color. Consult with Editor in advance of copy deadline for specifics. Add on fee is negotiable, but will range from \$50 to \$150, depending on number of advertisers interested, space available and color selected.

EDITORIAL PROFILE:

The Flyfisher is the official publication of The Federation of Fly Fishers, a non-profit, conservation minded, educational association dedicated to promoting the sport of fly fishing. *The Flyfisher* is dedicated to providing a voice for fly fishermen and promoting the sport. Each issue of *The Flyfisher* will feature articles on where and how to fish with the fly rod. Angling literature dealing with present and historical themes will be in each issue, as will some fiction. Angling tips, articles on fly tying and guest editorials will also be in each issue. News about the Federation of Fly Fishers, its 10,000 members and 250 clubs will be covered in special departmental sections. Members of the Federation are the only individuals receiving the publication. It is not a general circulation publication. Its readers are dedicated fly fishermen and conservationists. They should be considered among the most knowledgeable fly fishermen in the world and a prime target for advertisers.

INSERTS: Available at negotiable rates

BLEEDS: No extra charge for bleeds

SPECIAL POSITION: Limited availability, but possible with 10% surcharge.

MECHANICAL REQUIREMENTS:

Magazine is printed sheet-fed offset with three columns per (advertising) page. Trim size is 8½ x 11. Ad page size is 7¼ x 10. Saddle stitched binding. All halftones are 133 line screens.

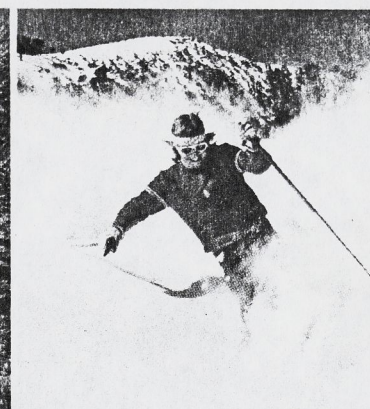
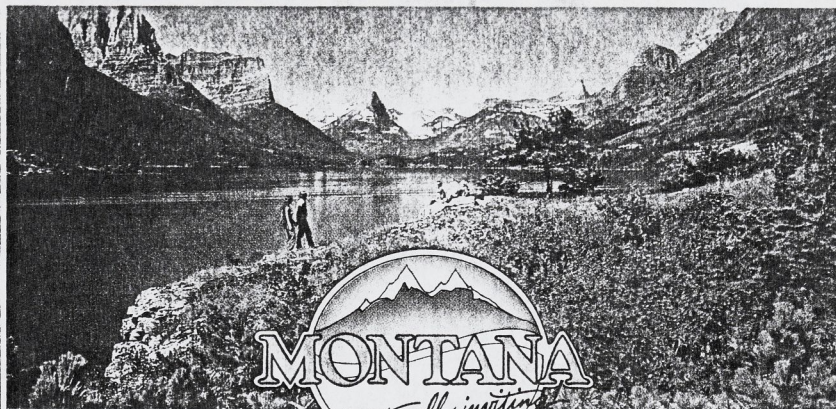
Advertiser must supply slick reproduction proofs, negatives, photo prints, or suitable camera-ready art work. For color ads, all material should be submitted with pre-separated negatives (right reading emulsion side down) plus color keys.

CIRCULATION:

10,000 copies, guaranteed, each issue. Federation may print 2-3,000 extra copies of any one issue for membership development drives, at no increase in rate to advertisers.

COMMENT:

The Federation of Fly Fishers recognizes that advertisers in the *Flyfisher* are expressing support for the Federation and its causes with their dollars. The Federation, the Editor and advertising staff of the *Flyfisher* will do everything within their power to see that support is returned in every way possible.



Travel Montana • Department of Commerce

Helena, MT 59620 • Phone (406) 449-2654

January 23, 1984

Guy Geffroy
G. P. Chasse & Peche
12, Rue de Rome
Paris, FRANCE 75008

Dear Guy,

Please forgive the delay in responding to your needs. I believe I have some good answers to your business needs, and I welcome the opportunity to assist G. P. Chasse & Peche in operating a unique and profitable fly fishing extravaganza in Montana.

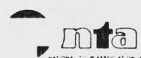
I have enclosed for you:

- 1) A fly fishing itinerary with prices.
- 2) Outfitters' licensing requirements.
- 3) Fishing regulations.
- 4) Various fishing maps.

As you will see, I have enlisted the help of Bud Lilly of Bozeman, Montana, to establish and price the itinerary. Bud is in my estimation one of the top three most knowledgeable fishermen and outfitters in Montana. He operated a nationally acclaimed tackle shop and outfitting business for over a decade in Montana. He now operates the Western Rivers Club. This club is a non-profit organization which specializes in establishing fly fishing trips in Montana.

Bud and the Western Rivers Club seem to be uniquely suited to helping you in establishing a first class, fishing tour of Montana. I highly recommend him.

I offer you two options for this summer/fall. First, should you desire to not bring customers but rather run the trip yourself so that you can negotiate directly with suppliers, Bud and I will be glad to host you. I suspect the only cost to you, and if you wish one associate, would be for meals and transportation. I believe I can secure lodging and guide service at no cost.



Guy Geffroy
January 23, 1984
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Second, should you desire to pre-sell the trip and bring clients, Bud and I will provide detailed information on itinerary, make all ground arrangements, and fix the cost exclusive of air transportation.

I do not expect that the cost per angler would vary should you choose different dates. I would advise a ten-day trip sometime between July 15 and October 1. If you choose the dates, we will adjust the itinerary to assure the highest quality of success.

Again, please pardon the delay in my response. I remain at your service,

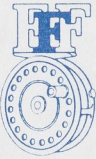
Sincerely,

John L. Wilson
Travel Director

JW/nd
cc: Bud Lilly ✓
Encl.

FEDERATION of

FLY FISHERMEN



5 March 1984

Dear Bud:

I spent one of the long weekends in February--Lincoln's or Washington's--going through the responses to the TU Survey of the Economic Impact of Non-Resident Anglers to record the subjective statements that could not be easily keyed for computer compilation. There were lots of comments opinions on various matters. Among them, however, were requests for up-to-date information about fishing conditions, accommodations, and so forth. The two people listed below looked like candidates for your Western Rivers Club, and I believe both of them indicated that they were in the \$50,000.00 plus income range.

John D. Beatty
1916 Lincoln Ave.
Wyomissing, PA 19610

George Leonardo
136 Lee Ave.
Livermore, CA 94550

I thought that you might want to put them on your list of prospects. They clearly want some kind of response, hence the names and addresses on anonymous responses.

Thanks for the picture of that big, black fish you released while angling in the Pacific. It's good to give fish like that a chance to grow.

Best wishes to you and Pat.

Sincerely,

Arthur Coffin

Bud & Pat -

I'm not sure just exactly what type of services your club will be providing. If it is setting up customized itineraries, here is one possible approach.

Don't know if it's near the track you intend or not.

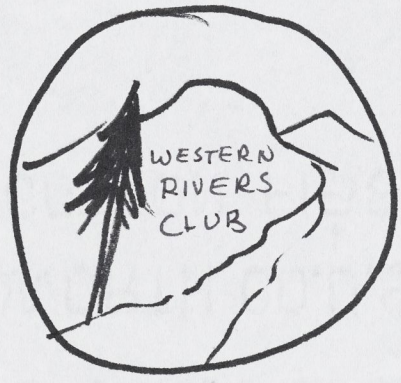
Something to consider, anyway -

Best wishes.

Dan

(Don't know how
"customized" you would want
to get, but here is a
suggestion. This cover page
could be pre-printed - you just
add name, date).

(These acetate
binders add a touch
of class, and aren't too
expensive if bought in
bulk.
(This way - no staples
+ lots of flexibility in
adding or subtracting
pages)



WESTERN FISHING TOUR
DESIGNED ESPECIALLY FOR

John and Samantha Doe
Union City, New York

AUGUST, 1983

(Suggest using
this weight
paper
20 lb
Heavyweight
bond)
!
Photos
would
hang on
just fine)



Bud and Pat Lilly
2007 Southbrook Rd. Bozeman, MT. 59715
(406) 586-5140

(Page 2 could be a personal letter briefly
outlining fishing possibilities)

Dear John + Samantha -

Based on the information ^{we} received from you,
here is a fishing tour we think you will really enjoy.
There is a variety of waters in this itinerary ^{and} there will
be plenty of opportunity to use the dry flies and the ^{small} nymphs
you indicated you prefer to fish. However, since this is
your first trip to the Rocky Mountains, I am sure will be
fishing in the kind of water and ~~in the~~ surrounded by
some of the loveliest landscaping ~~that~~ you ^{have} ever ~~seen~~. Some
of the Creator's best work was done right here.

After you arrive in West Yellowstone and get a good
night's sleep you might want try the Yellowstone River in the
Park. This river is popular ^{and} you will see some other anglers, but
every Western ^{angler} should fish it at least once. On the Yellowstone
River Page, I have suggested a couple spots where it will not
be too crowded.

Day Two will be an entirely different experience. You will
meet Fenwick Hardy (one of the top guides in the ^{West}) at the Trout
Shop at 8:30 and you will ~~be~~ be driven a quick 40 minute
drive for a float trip on the Madison. ^{The} Hoppers should be out ~~to~~
to keep the big browns + rainbows interested on ^{your} the hopper patterns
in between the caddis hatches.

Samantha, since you said you get seasick at the
very sight of any kind of boat, perhaps you would like to take
a ride to Virginia City, only about 40 minutes from the spot, John
and Fenwick will be taking out the boat around 4:30 in the
afternoon. Virginia City is an old gold mining town, delightfully
preserved, yet not a ghost town. ^{It is} Rich in history of old claim
~~lands~~, the center of vigilante activity, and Boot Hill (the result of
that activity). Don't miss the great michelodeon music machines
at the Opera House.

[Would not be so rigid an itinerary
as I have written - that format
could be revised]

A day on the Madison can be pretty tiring, so we suggest you sleep in the following day, eat a leisurely breakfast, and grab a box lunch at the XXX Cafe. Then, point your car north out of West Yellowstone and head for little spot I know on the Gallitan River. A great place to spend a relaxing day, to enjoy the bright, scrappy rainbows, eat your lunch in the shade of a big Douglas fir. See the "Gallitan Page" for directions to this spot.

Back in Bunion City, New York, you probably ~~never~~ ^{never} heard of "gulper fishing", but trust us, it's ~~also~~ can be a lot of fun. Actually you fish for ^{the} big rainbows + browns of Hedgen Lake. Fenwick Hardy will meet you at the trout shop ^{at the crack of dawn,} fix you up with belly boats, ^{+ the right flies.} (These "boats" won't bother you at all, Samantha... Actually they are just aids to help you wade through deeper water). The best of this fishing will be done by noon, so the rest of the day is yours to nap, photograph the animals in Yellowstone Park ~~or~~ whatever you want.

John, I know how much you like to fish small dry flies, so let ~~us~~ suggest you spend one day on Slough Creek up in the northeast corner of the Park. Cutthroat trout have been ~~branded~~ as dumb critters, but let me know what you think of the IQ of these Slough Creek residents.

[ETC, ETC.]

We hope that we have helped to make this ~~an~~ trip that you will ^{not only} enjoy next August, but ~~it~~ also for years to come as you relive it in your mind's eye.

Please call if there are any questions we can answer.

Tight Lines and Bright Waters,

Bud + Pat

[Could suggest or arrange for motel, etc.]

(Same for most trips.
Could have several printed)

BASIC EQUIPMENT

(Maybe a different
equipment page for
Fall fishing trips)

What to bring on a Western Fishing Trip? Chances are good you already own most of what you should bring.

A fly rod is a personal thing which suits the skills and personality of each angler. When folks ask me what I personally prefer for these Rocky Mountain waters, I tell them that I like a (length) graphite rod equipped with a single action reel and (type of lines or lures). Briefly the reasons for this choice are - For ~~big~~ big nymph or fall streamer fishing, I sometimes go with a (rod) and (line).

Chest high waders are a must. Felt soles are a near-must. ~~For~~ If you plan to do any gulper fishing from a belly boat, stocking-type waders are a real help.

About the only thing consistent with the weather in this part of the Rockies, is that it is unpredictable. Bring a rain jacket and carry it with you at all times. A snow squall can crop up at any time, (I have even seen them in July and August), so bring a light jacket and wool sweater, too.

Other necessities are Polaroid sunglasses, suntan lotion, chopstick and mosquito repellent. (I find brand works pretty well against these pests out here). A wading staff is a real aid in some waters.

etc

etc

MADISON RIVER - JULY 15 - SEPTEMBER 10

Pasted ~~on~~ on -
photo MADISON
(Rubber cement)

(By the way
rounded-
corner, satin
finish photos seem
to stick best, +
curl the
least.)

Brief Description of fishing on Madison during these weeks.

Normal condition of river. Wading difficulty. Best time of day, best part of river to fish - edge of river? middle? type of pockets? etc.
Hatches - hoppers. Current regulations.

Type of scenery. Animals, birds, ~~etc~~ to look for. Name of mountain ranges (i.e. Madison Range, Gravelly Range, Sashona Mountain etc.)
Points of interest (Virginia City, nearby Ennis, Cattle etc.)
ranchy still a mainstay, etc.)
[This part pre-printed] ↑

* * * *

[This part typed or written for each client] ↓

MY ^{PERSONAL} SUGGESTIONS FOR YOU

↑ Directions on how to get there, where to park. Suggestions on how to fish this spot, etc.

PATTERNS: Size + Pattern of suggested flies.

Could have pre-printed pages like this for each river or lake. Then just pick page + photo out of file, - Have personal ^{letter} page, equipment page, then assemble together in personalized itinerary. Maybe even map of your design.

For those coming out ⁱⁿ June or early July, you could include a copy of your famous Salmon fly instructions you used to hand out.

For Madison you might want 3 or 4 different pre-printed pages to be sent according to time of year. For example. ^(a) Park Madison for June - August. ^(b) Park Madison Sept - Oct. ^(c) Rest of Madison Stonefly hatch ^(d) Rest of Madison July - Sept 10 ^(e) Rest of Madison Sept - Oct.

Might need a page for each of following.

- Fritchole
- Gibbon
- Big Hole
- Slough Creek / Lamar River
- Yellowstone
- ~~_____~~
- Gallitan
- Taylor Fork
- Armstrong / Nelson (if for no other reason you will get queries on these).
- Other Spring Creeks
- Hebyen / Quake (gopher description)
- Wade / Cliff
- Grebe
- Lewis

(On some maybe you wouldn't need a photo - but would certainly be an eye-catching feature)

Any others you have in mind.

This sounds like a lot of work, but once its done, your file is all set for several years. Just have each page typed and then run off on copy machine. I am sure there must be some place in Bozeman which would do this reasonably (Mike's Office?).

Once you had file of these pages + photos, it will not take long to assemble a custom itinerary to meet each individual needs. Would be a classy brochure without overburdening cost. In quantity - even photos aren't too bad.

— Oh well, it's an idea, anyway.

- Dan