



**Fisherman's**  
Marine & Outdoor

[www.fishermans-marine.com](http://www.fishermans-marine.com)

***WE'VE GOT YOUR GEAR!***

**2008 - 2009**

**COOPERATIVE  
ADVERTISING  
PROGRAM**

**BUILDING THE FUTURE  
TOGETHER!**



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# **2008 CO-OPERATIVE ADVERTISING PACKAGE**

## **INSERTS**

We produce a number of inserts throughout the year targeted at specific seasons and promotional opportunities. These inserts are 4-color, printed on high quality newsprint, and are inserted in the Oregonian, Columbian, and more. The collective circulation total roughly between 300,000 to 500,000. Each of these inserts offer 3 opportunities for vendor participation; Cover positions-(either front or back), Feature positions, and standard positions. Inserts are always part of a larger marketing campaign and are usually backed with traffic building promotions often including broadcast support.

<i>Cover Position</i>	<b>\$1,200.00</b>
<i>Feature Position</i>	<b>\$ 800.00</b>
<i>Standard Position</i>	<b>\$ 500.00</b>

## **PROMOTIONAL EVENTS**

These are targeted events aimed at specific seasonal opportunities. They consist of ads in the Oregonian & Columbian. The ads are often supported by varying combinations of traffic building promotions, including broadcast support, and or on-site events, or other. All positions are equal so these events offer a single opportunity for vendor participation.

<i>Standard Position</i>	<b>\$ 500.00</b>
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## **NEWSPAPER**

Newspaper ads are sales events that run in the Oregonian and Columbian and are targeted to specific times. These times may occur prior to, or at the close of a season or event to generate sales in one or more departments or categories. Often these ads run when one or more seasons are running simultaneously. These ads can vary from a full page, 129", ad to our version of a strip ad, at 86". All positions are equal so there is a single opportunity for vendor participation.

<i>Standard Position</i>	<b>\$ 350.00</b>
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901 N. Columbia Blvd Portland, OR 97217 Phone (503) 283-8310 Fax (503) 285-9461

**2008 Cooperative Advertising Agreement**

**Vendor:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address/City/St./Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

**Web Address:** \_\_\_\_\_ **e-Mail:** \_\_\_\_\_

**Mfg. Rep.:** \_\_\_\_\_

**Address/City/St./Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

**e-Mail:** \_\_\_\_\_

**Billing Contact:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Address/City/St./Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

**Web Address:** \_\_\_\_\_ **e-Mail:** \_\_\_\_\_

**Co-Op Conditions:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Co-Op Calendar Year:** ----- **January 1, 2008 thru December 31, 2008**

**Total Co-Op Amount:** \$ \_\_\_\_\_

**Method Of Payment:**      **Cash/Check:**       **Credit To Account:**

**Free Goods:**       **Other:**

**Billing Information:** **Billing cycle is bi-monthly.**

*If your products are advertised within a two month period you will be billed according to your agreement.*

*If payment is not received within 30 days, it will be deducted from invoice.*

**Co-Op Billing Inquiries:**----- **Call Brian Dibert (503) 283-8310 Ext. #460**

**Co-Op Authorization Signature:** \_\_\_\_\_