The FISHING LOWDOWN

THE HIDDEN COAST'S MONTHLY TAB ON FISHING & OUTDOOR RECREATION

2026 Mechanicals

Print and Digital Advertising

Published monthly. Full color.
In print and online!

Print Advertising

FOUR AD SIZES AVAILABLE!

Full Page | Half Page | Quarter Page | Business Card

ACCEPTED FILE TYPES

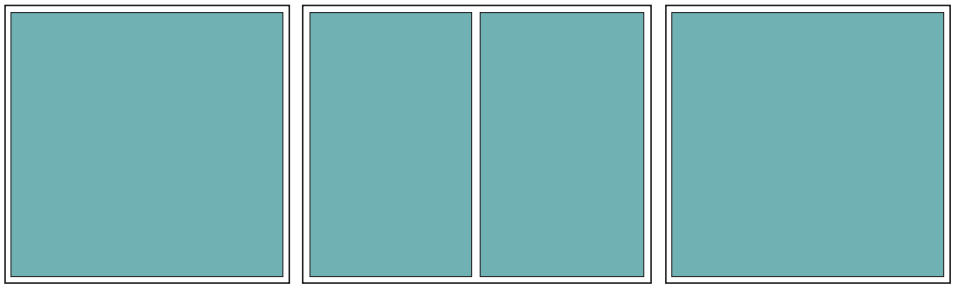
PDF FILES: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads (only FP & two-page spreads), set crop marks ¼" outside of the trim area so they do not appear within the bleed area.

We accept .zip files as well WeTransfer links.

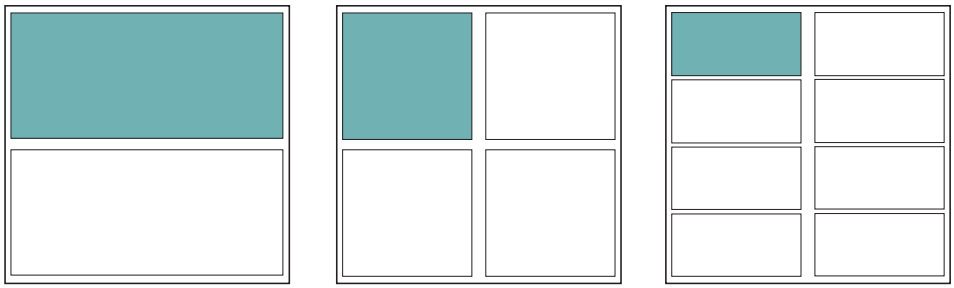
We do not accept any Microsoft files (Publisher, Word, PowerPoint).

PUBLICATION SIZE
10.50" X 12.00"
FULL COLOR, NEWSPRINT TAB

The Hidden Coast assumes no responsibility for defects, omissions, misprints or font defaults for any supplied digital file.



Cover: 9.68"W x 7.10"T | **Double Truck (2 pages):** 19.36"W x 10.34"T | **Full Page:** 9.68"W x 10.35"T



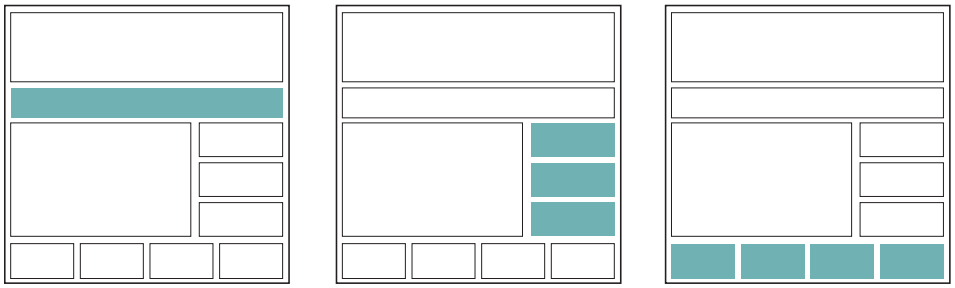
Half Page: 9.68"W x 5.34"T | **Quarter Page:** 4.76"W x 5.34"T | **Business Card:** 4.76"W x 2.59"T

Select Additional Ad & Cover Sizes Available. Call for Specs.

THREE AD SIZES AVAILABLE!

Home Page Banner | Medium Box | Small Box

Digitial Advertising



Home Page Banner: 728px x 90px | **Medium Box:** 300px x 250px | **Small Box:** 180px x 150px

ACCEPTED FILE TYPES

PNG or JPEG FILES:
RGB color mode. Resolution 200 DPI.
Provide URL so ad can be linked to website.
No animation.
One month minimum run on all web ads.

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New for 2026! Our weekly digital newsletter **The Hidden Coast Brief!** 728px x 90px

SCAN FOR WEBSITE

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