

TIMES HAVE CHANGED

Your advertising approach should, too!

Our region's most successful tackle shops, marinas and charter boat captains have found that "diversifying" their advertising approach has been the key to reaching the broadest customer base possible.

Diversify NOW with

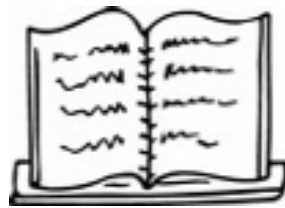
THE NEW JERSEY ANGLER

Affiliated Business Program

Take advantage of all three aspects of the
New Jersey Angler "Media Trilogy"
for just \$79 per month!

#1. Print Ads:

Advertise each month in our regionalized "Angler Advantage" editorial section



#2. Internet Ads:

Get a listing and click-thru link on our popular and newly expanded website NJAngler.com



#3. Television:

A targeted commercial on our hit TV Show, *The New Jersey Angler Video Magazine*, drives viewers to our website to book charters and find area tackle shops.

Over for details...

Stop wasting money on ineffective advertising!

Join the ***New Jersey Angler*** Affiliated Business Program and let the multi-media strength of ***our*** brand work for ***you!***

What you get:

1. Print Ads in *The New Jersey Angler Magazine* (25,000 copy distribution):

A 2"W x 1 1/8"H black-and-white print advertisement in the regionally appropriate part of our new *Angler Advantage* Editorial Section (Choose From Raritan Bay, North Coast, Central Coast, South Coast, Delaware Bay/Cape May, or Freshwater). This section is one of the most popular features of the magazine, and contains monthly predictions, tips and other location-specific information from a regular columnist. Readers look forward to this section each month as great way to obtain specific information for the areas they fish. This ad can be changed each month at no additional charge. Additionally, standard insertion ads in the magazine proper can be purchased by affiliated businesses at 12-month pricing, and color is free on these ads. This is an ideal option for advertising tournaments, special events, promotions, etc.

2. Internet Ads on NJAngler.com (over 2,500,000 hits per month):

A listing in the regionally appropriate part of the *Angler Advantage* Section on our website NJAngler.com. Also, a listing on the appropriate website page "Book a Charter" or "Find a Tackle Shop". Listing includes a three sentence summary of your business, contact information and a link back to your website.

3. TV Ads Drive Traffic (Airs 3X per week on Comcast Sportsnet):

A 15-second generic Ad will run on our hit TV show, *The New Jersey Angler Video Magazine*, directing viewers back to our website to book a charter or find a tackle shop in their area.

What It Costs:

The cost of this package is **\$79 per month***. This includes 12 monthly print ads in the *Fish Finder* Section, a year-long listing on both the *Fish Finder* and "Book a Charter" or "Find a Tackle Shop" pages on our website, and the generic TV ad that drives viewers to the website to book a charter or find a tackle shop.

This amount is payable monthly (**\$79**), quarterly (**\$237**) or up front at a 5% discount (**\$900**).

Print ad size can be doubled for an additional \$30 per month!

* This is only available on a 12-month contract. On a monthly basis, print ads in the *Fish Finder* section still cost \$79 per month, but this does not include the website listings or "Affiliated Program" status.

Sample Listings Under "Find a Tackle Shop" Web Page

Cape May Area Shops



Photo

Captain Tate's Bait & Tackle

Address: Route 47 and 83, Dennisville, NJ

Phone: (609) 861-4001

Summary: A full service shop specializing in all your fresh and saltwater needs. The freshest bunker and green crabs on the Jersey Cape, and live spot our specialty. Call ahead reservations are recommended for fresh bunker and live spot.

Web Link: www.thebassbarn.com/capttate.htm (*click thru*)



Photo

Sterling Harbor Bait & Tackle

Address: 1020 West Rio Grande Ave., Wildwood, NJ

Phone: (609) 729-1425

Summary: A full service bait and tackle shop serving the inshore, offshore and surf fisherman. Rental boats and kayak rentals available. We are Cape May County's Hobie Kayak and Ocean Kayak Dealer. Home of the famous Duke of Fluke Tourney.

Web Link: www.sterlingharbor.com (*click thru*)



Photo

South Jersey Marina

Address: 1231 U.S. Highway 109, Cape May, NJ

Phone: (609) 884-2400

Summary: A full service marina hosting New Jersey's largest and most capable charter boat fleet. Come fish the Jersey Canyons for tuna, billfish and dolphin, or spend the day on the Delaware Bay or in the legendary Cape May rips for giant Cape May strippers.

Web Link: www.sjmarina.com (*click thru*)



Photo

Hands II Bait & Tackle

Address: 970 Route 109 S, at the foot of the bridge going into Cape May

Phone: (609) 884-BAIT

Summary: Make Hands your first choice for everything fishing in Cape May County. We have everything for the saltwater angler - from the back bays to the Canyons. We have the freshest bait on the Jersey Cape, including the freshest bunker and live spot.

Web Link: www.thebassbarn.com/hands.htm (*click thru*)



Photo

Off The Hook Bait & Tackle

Address: 989 Ocean Drive, Cape May, NJ (at the foot of 2-Mile Bridge)

Phone: (609) 884-7289

Summary: Located at Hinch Marina just a stone's throw from Cape May Inlet, we are a full service shop dedicated to all your fishing needs. We specialize in the freshest baits for inshore and offshore. Our Marina has 116 upgraded lighted docks, gas, bathrooms,

Web Link: www.hinchmarina.com (*click thru*)

Fish Finder: Little Egg Inlet to Cape May

Striper fishing takes center stage this month as waters cool and fish become more active. Early in the month, the action will center around local fish that are feeding with an increased sense of urgency. By the end of the month, migrating fish will be mixed in and some of the best fishing of the year will be on tap.

Surf fishermen will enjoy some of the best success early in the month, as schools of mullet swarm out of the back bays and move down the beach within easy reach of surfcasters. 5 to 7-inch swimming plugs such as Bombers, Redfins, and Yo-Zuri Crystal minnows will take their share of fish, as will all manner of topwater plugs.

The inlet jetties always produce well at this time of year. Places like the Brigantine Jetty, the Avalon Jetty and the North Jetty at Cape May Inlet (Cold Spring Jetty) can be counted on to produce big bass during the mullet run, especially so during a stiff onshore blow. Bring along a few heavy metals and long-casting bottle plugs when fishing under such conditions.

Back bay angler will notice an uptick in striper action, as well. Chumming and bottom fishing with clam bellies has become a favorite fall pastime. Look for creek mouths and deep cut sod banks to



Break out the No-Doz; the fall run is on!

By Bill Donovan

Jim Hanlon of Malvern, PA
hefts a 40-lb. Delaware Bay
monster.

produce best, although anglers chumming heavily can pull fish from almost anywhere.

Those casting plugs at dawn and dusk will find cooperative fish, also. In the back bays a 5-inch RedFin is always a top producer, as is a small Stillwater Popper. For stripers, these lures should be worked very slowly for best results.

The Cape May rips should be on fire by mid month. Although bucktail jigs and live eels will take their share of fish, live spot will outfish all other offerings 3 to 1. Pin the spot through the lips with a 6/0 Octopus style hook, drop them back into a heaving ripline, and hold on! Treat your spot with care, though, as each bait will set you back at least \$3 at the local tackle shop.

The largest fish will come from the Delaware Bay, starting sometime around the 15th of October, or once the water temperature drops to below 60 degrees. The best fishing for very large fish, based on my experience, comes between October 25th and November 7th. This always strikes me as odd, given that the majority of the migratory Chesapeake stock is still well north of Delaware Bay waters at this point. This leads me to conclude that many of the

big bass taken in the bay are actually "local" fish that move more East/West than North/South. They could be a Delaware strain of fish, or maybe they're Chesapeake fish that never made the northward trek to New England. Regardless, there are some giant bass in the bay during this period, so burn the sick time any time you can!

The majority of those Delaware Bay cows will take the heads (noggins) of fresh bunker fished on the bottom on fish finder rigs and 10/0 Octopus style hooks.

When going after Delaware Bay bruisers, do yourself a favor and order your bunker well beforehand and make sure you've got enough for a days fishing. When the action is hot, it isn't unusual to go through 3 or 4 dozen baits, so err on the side of caution and go out there loaded for bear.

During the fall run, fresh bunker is a commodity around the Delaware Bay, and it should be treated as *(continued)*

Standard AD

Standard AD

Double Width AD

Double Height AD

THE NEW JERSEY
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Sign-Up Form

Check one: **Charter Boat:** _____ **Tackle Shop:** _____ **Other:** _____

Business Name: _____

Business Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Billing Address: _____

Information Desired in Internet Listing:

Information Desired in Print Ad (can be changed monthly):

Bill me: **Monthly (\$79)** _____ **Quarterly (\$237)** _____ **Up Front (\$900)** _____

Double the size of my print ad for an additional \$30/month? **Y** **N** (circle one)