

ADVERTISING AGREEMENT

GUIDE TO WISCONSIN HOOK AND LINE FISHING REGULATIONS, 2017-2018

*Bureau of Fisheries Management
Wisconsin Department of Natural Resources*



Wisconsin Department of Natural Resources
Bureau of Fisheries Management
101 S. Webster St.
P.O. Box 7921
Madison, WI 53707-7921

TABLE OF CONTENTS

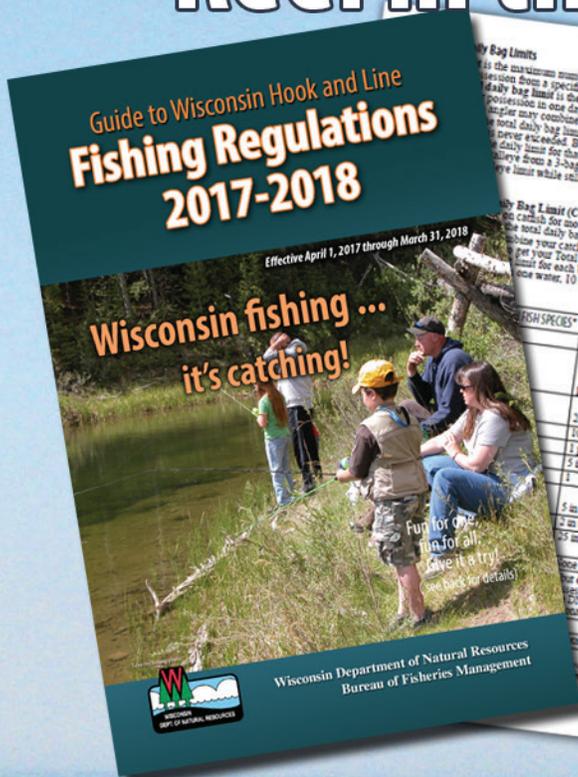
Agreement	5
Recitals	5
1.0 Terms of Agreement	5
2.0 Publisher’s Services	
2.1 Ad space rental	5
2.2 Rights reserved	5
2.3 Unacceptable content	5
2.4 Disclaimer	6
3.0 Considerations	6
4.0 Advertiser’s obligations	6
5.0 Assignment/Delegation	6

Schedule A: Additional Specifications

A. Description/Overview	
A.1 Available to the public.....	8
A.2 Responsive party.....	8
A.3 Responsible party	8
A.4 Offered price.....	8
A.5 Complete, competitive sealed offer	8
A.6 Successful offering party	9
B. Instructions/Responsibilities for an offer	
B.1 Offering party may request clarification.....	9
B.2 When prices may be submitted	9
B.3 Rejected offers.....	9
B.4 Tied prices	9
B.5 Withdrawal after offered price opening.....	9
B.6 Correction before offered price opening.....	9
B.7 Correction after offered price opening.....	9
B.8 Required to comply	9
B.9 Information requested	9
B.10 Ethics.....	9
B.11 Non-collusion certification	9
B.12 Attachments	9
C. Specifications	
C.1 Space available and minimum offer price(s).....	10
C.2 Mechanical requirement for pamphlet.....	11
C.3 Material requirements.....	11
C.4 Finished artwork.....	11
C.5 Production schedule and timeline	11
D. Terms, Conditions and Limitations	
D.1 Change in ownership	11
D.2 Will not accept advertising.....	11
D.3 Compatibility with mission and goals	11
D.4 Publicity.....	11
D.5 Identifying advertisement material.....	11
D.6 Errors.....	11
D.7 Failure to print	11
D.8 Damages from price offer specifications	11
E. How to submit price offers	
E.1 Advertising price offer form.....	11
E.2 Sealed offers.....	11
E.3 Courier service.....	12
E.4 Contract and payment after award.....	12
Price offer form and page preference table	13-14

SET YOUR HOOK!

Reel in the reward.



Daily Bag Limits
An angler may possess or possess in a specified waterbody or a portion of a waterbody a specified number of fish that an angler may possess or possess in one day from all waters or portions of waters. An angler may combine the catch of a particular species from multiple waters in a specified waterbody as long as the daily bag limit for that body of water is never exceeded. For example, an angler may possess a 3-bag limit lake. The angler can not then fish in another lake while still possessing the 3 walleye from the lake.

Catch and Release (Catch) - As an example, the daily bag limit for most waters is 10 in total (p. 54). An angler may catch more than 10 fish in total, but only 10 may be kept. That means an angler may catch 25 in total from multiple waters in a specified waterbody as long as the daily bag limit for each body of water is never exceeded. For example, an angler may catch 10 from moose water and 5 from muskellunge water.

FISH SPECIES*	Total Daily Bag Limit
Brook Trout	25 in total; only one may be a rainbow catch if fishing Wisconsin system waters (see page 70)
Walleye	25 pounds and one fish in total
Smallmouth Bass	10 in total
Yellow Perch	1 per season
White Bass	5 in total
Rock Bass	5 in total
Bluegill	2 in total
Crappie	25 in total
Other	5 in total

* One of each may be killed and kept for immediate delivery to a DNR Service Center or local office.



Introduce your business to Wisconsin's diverse angling community

- 1.25 million anglers (resident and non-resident)
- 1.4 billion dollars in fishing related expenditures
- 21,500+ fishing related jobs

Powerful Circulation

- Distributed directly to over 1300 license vendors
- Major Regional Sport Shows
- DNR Central, Regional, and Service Center offices
- Wisconsin Department of Tourism
- Major sporting goods retailers

Perfectly Timed

Annual print cycle - Your business message will be present for the entire fishing season. Distribution begins early in the year to capitalize on the angler's growing anticipation of the coming season. The regulation pamphlet is then kept and referred to throughout the year for season guidelines, bag and length limits.

- Average Wisconsin angler fishes for 17 days/year
- Anglers spend about \$500 per trip
- 3rd ranked non-resident fishing destination

Supporting the Sport

Your inclusion in the Guide to Wisconsin Hook and Line Fishing Regulations reduces printing and distribution costs and enables more funding to go directly back into Wisconsin's fisheries program.

Value/Cost

The fishing regulations pamphlet costs as little as \$3.50 to \$5.50 per thousand readers*. Backed with high demand circulation, the pamphlet is one of the most effective ways to reach Wisconsin's profitable angling market. (* based on half page/full page color ad rate per 1,200,000 readers)

Advertising inquiries: karl.scheidegger@wisconsin.gov

AGREEMENT

THIS AGREEMENT is entered into, this _____ day of _____ 2016 by and between the State of Wisconsin, Department of Natural Resources, Bureau of Fisheries Management with its principal office at 101 S. Webster St., Madison, WI 53707-7921 hereinafter referred to as the “Publisher” and _____ located at _____

hereinafter referred to as the “Advertiser”.

RECITALS

WHEREAS the Advertiser wishes to place an advertisement(s) in the Publisher’s printed and internet accessible publication entitled *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018*;

WHEREAS, for good and valuable consideration, the Publisher agrees to provide ad space(s) to the Advertiser in the publication entitled *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018*;

WHEREAS the Parties are duly authorized and have the capacity to enter into and perform this Agreement;

NOW, THEREFORE, in consideration of the promises and payments made herein and intending to be legally bound, Advertiser and Publisher hereby agree as follows:

1.0 TERMS OF AGREEMENT

1.1 The terms of this Agreement are effective as of the date first written above.

2.0 PUBLISHER’S SERVICES

2.1 Ad space rental. - The Publisher agrees to rent to the Advertiser ad space(s) in its publication entitled *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018* to display an advertisement (hereinafter referred to as the “Ad”) for the total offered price in accordance with the specifications attached to this Agreement as “Schedule A” (hereinafter referred to as the “Additional Specifications”).

2.2 Rights reserved. -The Publisher reserves the right to select or reject advertisers based on the compatibility and propriety of the Advertiser with a medium and with the mission and goals of the Publisher.

2.3 Unacceptable content. - The Publisher **will not** accept:

1. Advertisements or sponsorship marks/insignias which contain any of the following characteristics, or which are produced by advertisers or sponsors who can be described in any of the following manners:

- a) Religious;
- b) Discriminatory;
- c) Obscene, graphic or indecent;
- d) Sexually-suggestive; or
- e) Political.

2. Advertisements or sponsorship marks/insignias that depict or promote—or which are produced by advertisers or

sponsors who produce or represent—the following products, services or other materials:

- a) Tobacco products;
- b) Alcohol;
- c) Gambling;
- d) Adult/mature rated films, television or video games or other products rated by the industry as only suitable for mature audiences;
- e) Adult entertainment providers and establishments including but not limited to adult book or video stores, adult Internet sites, adult telephone services, and adult escort services;
- f) False or misleading material that the advertiser knows or should know is false, fraudulent, misleading, deceptive, or may constitute a tort of defamation or invasions of privacy;
- g) Illegal activity including any advertising that promotes any activity or product that is illegal under federal, state or local law or any advertising that contains material that is an infringement of copyright, trademark or is otherwise unlawful or illegal;
- h) Profanity and violence including any advertising that contains any profane language or portrays images or descriptions of violence.
- i) Discrimination based on sex, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation or physical, mental, emotional or learning disability;
- j) Political activity, including the promotion or opposition of a political party or political philosophy; the election of any candidate(s) for federal, state or local government offices; and initiatives, referendums and other ballot measures;
- k) Public issue advocacy, including any material which expresses, promotes or opposes an opinion, position or viewpoint on matters of public debate.

3. Any advertisement or sponsorship whose content or provider is deemed by the Publisher, in its own discretion, to

be inappropriate or otherwise inconsistent with the Publisher's goals, purposes and functions.

4. Advertisements or sponsorship marks/insignias from providers who:

a) Have a permit, license or approval application pending with the Department, until such time as the permit, license or approval is issued or withdrawn;

b) Have received a notice of violation; or

c) Are currently in litigation with the Department, including contested case hearings and enforcement actions.

2.4 Disclaimer. - All publications carrying advertising will include a disclaimer of Publisher approval or endorsement of advertised products or advertisers.

The Wisconsin Department of Natural Resources (WI DNR) does not endorse and makes no representations expressed, inferred or implied, concerning any advertisement, the content of the advertisement, or any products or services offered in the advertisement or by the advertiser. Reference to any specific commercial product, process, or service by trade name, trademark, copyright, logo or otherwise does not represent an endorsement or recommendation by WI DNR.

The Advertiser will not advertise that it is doing business with the State or use this Contract as a marketing or sales tool without prior, written consent of the Secretary of the Department of Natural Resources.

3.0 CONSIDERATION

3.1 With respect to the Ad space(s) rental and other services to be provided, the Advertiser shall pay to the Publisher the total offered price indicated in the Additional Specifications.

3.2 The Publisher shall send all invoices, awards, and/or pertinent communication to the Advertiser's address indicated in the Additional Specifications or to any other address the Advertiser may communicate to the Publisher after the effective date of this Agreement.

3.3 This agreement may be executed in two or more counterparts, each of which shall be deemed to be an original and taken together shall be deemed to be one and the same instrument. This agreement may be executed and delivered by the Publisher electronically in Microsoft Word or PDF format.

4.0 ADVERTISER'S OBLIGATIONS

4.1 The Advertiser hereby agrees to pay the State the sum of \$ _____ due upon execution of this agreement directly to the Wisconsin Department of Natural Resources, Bureau of Fisheries Management, 101 S. Webster St., Madison, WI 53707, according to the terms and conditions of payment indicated in the Additional Specifications (see E.4).

4.2 Advertiser shall provide the Ad(s) in the format and within the deadlines indicated in the Additional Specifications (see C.5).

4.3 Advertiser shall collaborate with the Publisher and provide the Publisher all of the required information necessary to ensure the execution of the services to be provided;

4.4 Advertiser shall promptly report to the Publisher any problem of which it may be aware of concerning the Ad(s) display according to the production schedule and timeline stated in the Additional Specifications (see C.5).

4.5 Advertiser is solely liable for the Ad(s) content and for any and all damages arising from its use or display.

4.6 Advertiser shall defend and hold harmless the Publisher in any legal proceedings instituted by a third party alleging fault on the part of the Publisher resulting from the presence, use, or display of the Ad(s) or of the information contained therein, and shall indemnify the Publisher for any monetary condemnation in capital and interests, and for any expense, including attorney fees and expenses that the Publisher may incur as a consequence thereof (see 5.2).

4.7 Advertiser may not transfer to a third party any of its rights under this Agreement including without limitation the lease of the Ad(s) space, in whole or in part, without the prior written consent of Publisher.

4.8 The Advertiser affirmatively represents and warrants to the State that it is not subject to a finding for recovery under R.C. 9.24, or that it has taken appropriate remedial steps required under R.C. 9.24 or otherwise qualifies under that section. Advertiser agrees that if this representation or warranty is deemed to be false, the Contract shall be void ab initio as between the parties to this Contract, and any funds paid by the state hereunder immediately shall be repaid to the State, or an action for recovery immediately may be commenced by the State for recovery of said funds.

4.9 The Advertiser certifies that neither it nor its employees are public employees of the Publisher under federal and state law for tax, retirement deduction, and Workers' Compensation purposes and that the Advertiser carries Workers' Compensation coverage if required to do so under Wisconsin law.

5.0 ASSIGNMENT/DELEGATION

5.1 The Advertiser will not assign any of its rights nor delegate any of its duties and responsibilities under this Agreement without prior written consent of the Publisher. Any assignment or delegation not consented to may be deemed void by the Publisher.

5.2 In consideration of publication of an advertisement, the Advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement(s), including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

5.3 The Advertiser by signature on this document, certifies that it has reviewed and understands the Wisconsin ethics and conflict of interest laws found in s. 19.45, Wis. Stats. and will take no action inconsistent with those laws. The Advertiser understands that failure to comply with Wisconsin's ethics and conflict of interest law is, in itself, grounds for termination of this Agreement and may result in the loss of other contracts or grants with the State of Wisconsin.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year first written above.

Advertiser

Name (print)

Signature

Title

Date

Wisconsin Department of Natural Resources

Name (print)

Signature

Title

Date

SCHEDULE A

ADDITIONAL SPECIFICATIONS

INVITATION TO OFFER A PRICE FOR:
Advertising space in the printed and internet accessible version of the
Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018.

OFFERED PRICE TITLE:
Advertising, *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018*

DEADLINE FOR SUBMISSION DATE:
November 18, 2016 received by 4:00 p.m. C.S.T.

OFFICIAL NOTICE DATE:
September 1, 2016

Any questions or clarifications regarding this information should be directed to:
Karl Scheidegger, Bureau of Fisheries Management,
karl.scheidegger@wisconsin.gov or (608) 267-9426

A. DESCRIPTION; OVERVIEW

A.1 Available to the public. - The Wisconsin Department of Natural Resources, Bureau of Fisheries Management, hereinafter referred to as the "Publisher", is making available to the public, limited space on specific pages, sections, and locations in the *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018* regulations pamphlet. Awards will be based on highest offered price from responsive and responsible party that meet the terms, conditions, and limitations stated in the Terms, Conditions and Limitations Section of this document.

A.2 Responsive party. - A party (herein also referred to as advertiser) is responsive if the offered price responds to the specifications in all material respects and contains no irregularities or deviations from the specifications that would affect the amount or specifications of the price or otherwise give the offering party an unfair competitive advantage.

A.3 Responsible party. The Publisher's determination of the definition of a responsible party includes but may not be limited to the following factors:

1. the offering party's business or mission provides benefits and/or services to hunters, anglers, or outdoor recreational activities
2. the offering party's business or mission complements, matches, or supports the goals and mission of the Publisher
3. the offering party's business or mission shows respect and appreciation for wildlife and habitat
4. the offering party's business facilities reflect a professional and responsible business practice that reflect positively to the public,
5. the offering party's business or product can provide what is promoted in the ad

A.4 Offered price. - Each page/location made available for advertising/promotional space will have a minimum price for

that specific page, section, and/or location and specifications for each. All offers considered will have to meet or exceed the posted minimum price. Each offering party will have the opportunity to offer a price on three (3) locations in the Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018 indicating their preference in each section as first, second and third preference (1st, 2nd, 3rd). (see Advertising Price Offer Form) No single offering party will be awarded more than two (2) locations in the Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018 on prices collected. If an offering party has the highest offer for more than 2 locations, preference will be given to the ads that are larger in size. (see the E - How to Submit Price Offers section).

A.5 Complete competitive sealed offers. - An offering party must submit a complete competitive sealed offer, which should include all of the items listed in the How to Submit Offers section and any additional information required. An Advertising Offer Form is supplied with this document that must be submitted and filled out with the required information.

All offers should be sent to:

**Wisconsin Department of Natural Resources
Bureau of Fisheries Management, FH/4
Attention Fishing Regulations Advertising,
101 S. Webster St.,
Madison, WI 53707-7921**

All offer envelopes must include the words SEALED OFFER on the outside of the envelope. All offers will be secured and remain sealed until the posted DEADLINE FOR SUBMISSION DATE. After the DEADLINE FOR SUBMISSION DATE AND TIME all offer envelopes will be opened and reviewed to determine if the offer meets all of the requirements listed in the Terms, Conditions

and Limitations Section of the ITO. If the price offer meets all of the terms, conditions and limitations, an award will be made to the highest responsive and responsible offering party.

A.6 Successful offering party. - An offering party is considered successful if its offer is the highest dollar amount for that particular, specified page, area, or section and meets all of the terms, conditions and limitations stated in this document in comparison to all other offering parties. When making and award for a specific page or location, preference will be given to the larger ads. While offering parties may offer discounts and other similar incentives, discounts and incentives will not be used in making the determination of the offer. The ad spaces have requirements and preferences as indicated on the Advertising Offer Form and awards to successful offering parties will be made according to these limitations and specifications.

B. INSTRUCTIONS/RESPONSIBILITIES FOR AN OFFER

B.1 Offering party may request clarification. - If an offering party discovers an inconsistency, error or omission in this document, the party should request clarification from the Publisher through the telephone number listed under Schedule A, Additional specifications. Offering parties should make their requests for clarification a minimum of five (5) working days before the DEADLINE FOR SUBMISSION DATE: October 16, 2016. No other form of clarification is acceptable. Failure of the offering party to comply may result in the offering party being deemed not responsive.

B.2 When prices may be submitted. - The Publisher must receive sealed price envelopes and have them time stamped no later than 4:00 p.m. C.S.T. on the DEADLINE FOR SUBMISSION DATE. Offered prices received after 4:00 p.m. C.S.T. on the DEADLINE FOR SUBMISSION DATE will be considered as late, will not be considered, and result in the Offering party being deemed not responsive.

B.3 Rejected offers. - The Publisher may reject any offered price, in whole or in part, if any of the following circumstances are true:

1. The price is not in compliance with the requirements, specifications, terms, conditions, or limitations stated in the Agreement and/or in this document,

2. The Publisher determines that awarding any item is not in the best interest of the Bureau of Fisheries Management, the Department of Natural Resources, or the State of Wisconsin.

B.4 Tied prices. - If two or more parties offer the same price for the same size for the same location and both are determined to be responsive and responsible, the Publisher may break the tie with the flip of a coin. When making and award for a specific page or location, preference will be given to the larger ads.

B.5 Withdrawal after offered price opening. - An offering party may, by written request, withdraw its price offer after the opening, if there is reasonable proof that an inadvertent mistake was made and the correction cannot be determined with reasonable certainty. "Inadvertent" means inattentive or unobservant; heedless; due to oversight; unintentional. If the Publisher sus-

pects that the successful price offer contains a mistake, the Publisher may ask the offering party for written confirmation of its offer.

B.6 Correction before offered price opening. - If an offering party withdraws its price offer and resubmits it with revisions, the revisions should be clearly identified and signed or initialed by the offering party on the resubmitted Advertising Price Offer Form. The omission of an offering party's signature to a resubmitted offer may result in the offer being determined to be not responsive. Any corrections must be completed off the premises.

B.7 Correction after offered price opening. - The Publisher may permit an offering party alleging an inadvertent error to correct its offer, after opening, only if the mistake and the correction are clearly evident from the offer and correction does not otherwise give the offering party an unfair competitive advantage.

B.8 Required to comply. - Offering parties are required to comply with all of the terms and conditions of the ITO, whether the offering party had actual knowledge of the terms and conditions of the ITO and regardless of any statement or omission in the offer that might indicate an offering party's contrary intention. The Publisher will not agree to any additional or inconsistent terms or conditions proposed by the offering party. The terms and conditions of the ITO prevail over any inconsistent or additional terms or conditions of the offer proposed by the offering party.

B.9 Information requested. - The Publisher may request additional information to evaluate an offering party's responsiveness to the ITO or to evaluate an offering party's responsibility. If an offering party does not provide the requested information, it may adversely impact the Publisher's evaluation of the offering party's responsiveness or responsibility.

B.10 Ethics. - All offering parties and employees of the Publisher are bound by the Ethics Laws of the State of Wisconsin. Any offering party or employee who violates any of these laws will be subject to penalties set forth by law.

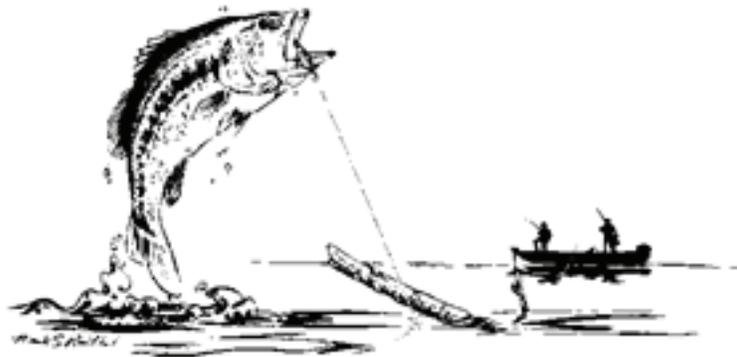
B.11 Non-collusion certification. - By the signature affixed on the Advertising Price Offer Form the offering party certifies the he/she is (sole owner, partner, president, secretary, etc.) of the party making the forgoing offer; that such offer is genuine and not collusive or sham; that offering party has not colluded, conspired or agreed, directly or indirectly, with any other offering party or person, to put in a sham offer; or colluded or conspired to have another not offer and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the price of its offer or any other offering party, or to fix any overhead, profit or cost element of the offer price, or of that of any other offering party, or to secure any advantage against any offering party or any person or persons interested in the proposed contract; and that all statements contained in the offer are true; and further, that the offering party has not, directly or indirectly, submitted this offer, or the contents thereof, or divulged any related information or data to any association or to any member or agent of any association.

B.12 Attachments. - The Advertising Price Offer Form is attached for reference.

C. SPECIFICATIONS

C.1 Space available and minimum offer price(s). -The following is a list of the pages and locations that will be made available for offer, advertisement size and the minimum offer price. Each offering party will have the opportunity to offer prices on three (3) locations indicating preference as first, second, and third preference (1st, 2nd, 3rd). No single offering party will be awarded more than two (2) spaces based on offers collected. When making an award for a specific page or location, preference will be given to the ad that is larger in size.

Page	Location	Size Considered	Min. offer
2	Inside front cover - Adjacent to "How to use" publication	Full page - 4.25" x 7.5"	\$12,000
12	In the "Statewide Fishing Restrictions" section	Full page - 4.25" x 7.5"	\$7,000
13	In the "Statewide Fishing Restrictions" section	Full page - 4.25" x 7.5"	\$7,000
24	In the "Statewide Fishing Restrictions" section	Full page - 4.25" x 7.5"	\$7,000
		Half page - 4.25" x 3.5"	\$4,000
25	In the "Statewide Fishing Restrictions" section	Full page - 4.25" x 7.5"	\$7,000
		Half page - 4.25" x 3.5"	\$4,000
34	In the "Special Regulations by County" section	Full page - 4.25" x 7.5"	\$7,000
		Half page - 4.25" x 3.5"	\$4,000
35	In the "Special Regulations by County" section	Full page - 4.25" x 7.5"	\$7,000
		Half page - 4.25" x 3.5"	\$4,000
44/45	In the "Special Regulations by County" section	Center spread - 9.5" x 7.5"	\$16,000
54	In the "Special Regulations by County" section	Full page - 4.25" x 7.5"	\$7,000
55	In the "Special Regulations by County" section	Full page - 4.25" x 7.5"	\$7,000
		Half page - 4.25" x 3.5"	\$4,000
64	In the "Special Regulations by County" section	One-fourth - 1.875" x 3.5"	\$1,500
65	In the "Special Regulations by County" section (Group ads)	One-eighth - 1.875" x 1.5"	\$500
76	In the "Fishing Season Tables" section	Full page - 4.25" x 7.5"	\$7,000
77	In the "Fishing Season Tables" section	Full page - 4.25" x 7.5"	\$7,000
87	Inside Back Cover - adjacent to Service Center information	Full page - 4.25" x 7.5"	\$11,000
88	Outside Back Cover	5.375" x 8.375" full bleed	\$14,000



C.2 Mechanical requirement for pamphlet. - The Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018 pamphlet finish trim size: 5.375" x 8.375"; printed non-heatset web; 4-color process on cover and pages available for advertising, remaining pages black ink. saddle-stitched; 88 pages self cover, 30# recycled newsprint, brightness of 59.

C.3 Material requirements. - Digital submissions are preferred. Formats: Adobe In-Design (CS6), Photoshop or Illustrator documents, jpg. files at 300 dpi, and/or PDF files prepared and formatted for printer. Art elements at 300 dpi or greater resolution, 100% of original size, supplied via CD or DVD and all art files, fonts, etc. included. Hard-copy proofs at 100% size to match each supplied digital file must be provided.

C.4 Finished artwork. - All final, finished artwork for the ad must be delivered to the Publisher in one of the above required formats no later than December 1, 2016. The Publisher accepts no responsibilities for errors after the proof approval or revision is returned from the advertiser regardless of circumstances.

Finished artwork formatted as specified in C.3 Material requirements: must be sent to:

**Wisconsin Department of Natural Resources
Bureau of Fisheries Management, FH/4
Attn: Advertising, Fishing Regulations
101 S. Webster St.
Madison, WI 53707-7921**

C.5 Production schedule and timeline. - The production schedule and timeline is:

- Dec. 2, 2016 Deadline for receiving
 SEALED PRICE OFFERS
- Dec. 9, 2016 Notice of approval and award
 sent to successful party
- Dec. 16, 2016 Advertising Agreement with
 signatures received by
 Publisher
- Dec. 16, 2016 Payment in full for successful
 offer price quoted received
 (see E.4 Contract and
 payment after award)
- Dec. 23, 2016 Final approved artwork
 received by Publisher
- Jan. 8, 2017 Final version of pamphlet sent
 to printer by Publisher
- Feb. 19, 2017 Printed publication distributed
 and in circulation

D. TERMS, CONDITIONS AND LIMITATIONS

D.1 Change in ownership. - A change in ownership or name/title of client does not release the originating agency/advertiser from liability for payment.

D.2 Will not accept advertising. - The Publisher will not accept advertising of the content identified in the Unacceptable Content Section 2.3.

D.3 Compatibility with mission and goals. - The Publisher reserves the right to select advertisers based on the compatibility and propriety of the advertiser with a medium and with the mission and goals of the Publisher.

D.4 Publicity. - The Contractor will not advertise that it is doing business with Publisher or use this Contract as a marketing or sales tool without prior, written consent of the Secretary of the Department of Natural Resources

D.5 Identifying advertisement material. - All advertisements must include the statement "paid advertisement" in small type somewhere on the ad.

D.6 Errors. - The Publisher is not responsible for errors in key numbers, text, or copy nor is Publisher responsible for copy changes received after closing date for submission of ads.

D.7 Failure to print. - Publisher is not liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond Publisher's control or beyond the Publisher's stated intentions or goals.

D.8 Damages arising from price offer specifications. - An offering party may not be compensated for damages arising from inaccurate or incomplete information in the ITO specifications or from inaccurate assumptions based upon the specifications.

E. HOW TO SUBMIT PRICE OFFERS

E.1 Advertising price offer form. - Each offering party must fill out and submit the Advertising Price Offer Form supplied with this ITO with the all required information.

E.2 Sealed offers. - Each offer must be submitted in a sealed envelope to one of the following two addresses (with the words SEALED OFFER clearly marked on the outside of the envelope) depending on the offering party's planned method of delivery:

US Postal Service

**Wisconsin Department of Natural Resources
Bureau of Fisheries Management, FH/4
Attn: Advertising, Fishing Regulations
P.O. Box 7921
Madison, WI 53707-7921**

Common carrier and hand delivery address

**Wisconsin Department of Natural Resources
Bureau of Fisheries Management, FH/4
Attn: Advertising, Fishing Regulations
101 S. Webster St.
Madison, WI 53703**

E.3 Courier service. - If an offering party uses an express mail or courier service, the title and the words SEALED OFFER must be clearly marked on the express mail or courier envelope or must be enclosed in a sealed envelope inside the express mail or courier service envelope, with the title and the words SEALED OFFER clearly marked on the inside envelope. An offer that is not properly and clearly marked and is inadvertently opened before the scheduled price offer opening time may not be evaluated for award.

E.4 Contract and payment after award. - After the successful offering party is notified, the offering party will have until 4:00 p.m. December 16, 2016 to return the signed contract and submit full payment for the space(s) awarded

either by certified bank check, cashier's check or money order. If the signed contract and full payment is not received by 4:00 p.m. December 16, 2016, the offering party will be considered nonresponsive and the award will be given to the next offering party. (see C.5 Production schedule and timeline)

Contract and payment must be delivered to the following address:

Wisconsin Department of Natural Resources
 Bureau of Fisheries Management, FH/4
 Attn: Advertising, Fishing Regulations
 101 S. Webster St.
 Madison, WI 53707-7921

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ADVERTISE
 in the
 Guide to Wisconsin Trout Fishing Regulations

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Wisconsin Department of Natural Resources
 Bureau of Fisheries Management

Advertising Price Offer Form

Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018

Offering Company/Business Name		
Type of Business, Organization, or Product		
Contact Person		
Federal Tax ID No.		
Street Address		
City:	State:	Zip:
Phone No.	Fax No	
Email Address		

Detach and send

See Invitation to offer (ITO) for instructions and options.

Each page/location made available for advertising/promotional space will have a minimum offer price for that specific page and/or location and specifications for each. All offers considered will have to meet or exceed the posted minimum price. Each offering party will have the opportunity to provide an offer on three (3) locations indicating preference as first, second, third preference (1st , 2nd, 3rd). No single offering party will be awarded more than two (2) locations. See the How to Submit Price Offers section on the attached ITO).

By the signature affixed on this Advertising Price Offer Form the offering party certifies the he/she is (sole owner, partner, president, secretary, etc.) of the party making the forgoing offer; that such offer is genuine and not collusive or sham; that the offering party has not colluded, conspired or agreed, directly or indirectly, with any offering party or person, to put in a sham offer; or colluded or conspired to have another not offer and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the offer price of its offer or any other offering party, or to fix any overhead, profit or cost element of the offer price, or of that of any other offering party, or to secure any advantage against any offering party or any person or persons interested in the proposed contract; and that all statements contained in the offer are true; and further, that the offering party has not, directly or indirectly, submitted this offer, or the contents thereof, or divulged any related information or data to any association or to any member or agent of any association. The offering party confirms and agrees to comply with all of the terms and conditions of the ITO. All offering parties and employees of the division are bound by the Ethics Laws of the State of Wisconsin. Any offering party or employee who violates any of these laws will be subject to penalties set forth by law.

Signature

Date

Print name

Title

(over, please)

Pages Available for Advertising/Offer Sheet

Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018

Preference	Page No.	Page Description	Page Minimum Offer	Your Offer
	2	Inside front cover, 4.25" x 7.5"	Full page ad; \$12,000	\$
	12	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	13	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	24	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	24	Half page ad, 4.25" x 3.5"	Half page ad; \$4,000	\$
	25	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	25	Half page ad, 4.25" x 3.5"	Half page ad; \$4,000	\$
	34	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	34	Half page ad, 4.25" x 3.5"	Half page ad; \$4,000	\$
	35	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	35	Half page ad, 4.25" x 3.5"	Half page ad; \$4,000	\$
	44-45	Center Spread, 9.5" x 7.5"	Middle of book \$16,000	\$
	54	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	55	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	55	Half page ad, 4.25" x 3.5"	Half page ad; \$4,000	\$
	64	Quarter page ads, 1.875" x 3.5"	1/4 page; \$1,500	\$
	65	1/8 page ads 1.875" x 1.5" (group ads)	1/8 page; \$500	\$
	76	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	77	Full page ad, 4.25" x 7.5"	Full page ad; \$7,000	\$
	87	Inside back cover, 4.25" x 7.5"	Full page ad; \$11,000	\$
	88	Back cover, 5.375" x 8.375" (full bleed)	Full page ad; \$14,000	\$

Detach and send

