



Pennsylvania Fish & Boat Commission

For Immediate Release

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Cast Your Ad in the 2011 Fish & Boat Summary Book

Harrisburg, PA - What do more than one million licensed anglers in Pennsylvania do before their first cast of the season? They pick up a copy of the Pennsylvania Fish and Boat Commission's (PFBC) [Summary of Fishing Laws and Regulations](#).

Businesses who want to reach those anglers should act now to reserve advertising space in the 2011 Fishing Summary Book. Interested advertisers should contact Outdoor Sales & Marketing Group, Inc. at 1-800-564-6818 for rate and placement information.

The PFBC establishes the text of the summary book and distributes it through its fishing license issuing agents and uses revenues from ad sales to offset the cost of publishing 1.1 million summary books. This is of particular importance in a time of tight budgets and is an example of the Commission's commitment to manage angler and boater dollars wisely.

In addition, accepting advertisements into the summary book has also provided the opportunity to use full-color printing. As a result, the PFBC has been able to enhance the information provided in the summary book such as a fish identification guide for popular sportfish.

A copy of the summary book is provided free of charge to everyone purchasing a Pennsylvania fishing license at approximately 1,000 license issuing agents throughout the Commonwealth.

Outdoor Sales & Marketing Group serves as the Fishing Summary Book publisher and handles all advertising accounts. Promotional advertising does not constitute endorsement by PFBC or Outdoor Sales & Marketing Group.

The mission of the Fish and Boat Commission is to protect, conserve, and enhance the Commonwealth's aquatic resources and provide fishing and boating opportunities. For more information about fishing and boating in Pennsylvania, please visit www.fishandboat.com.

Contacts:

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Our Mission:

www.fish.state.pa.us

To protect, conserve and enhance the Commonwealth's aquatic resources and provide fishing and boating opportunities.