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FROM THE PUBLISHERS OF
Texas Fish & Game®



TEXAS Lakes & Bays FISHING Atlas

PRODUCED BY THE PUBLISHERS OF

TEXAS Fish & Game®



The Texas Lakes & Bays Fishing Atlas is published by Texas Fish & Game magazine, the largest outdoor publication exclusively covering Texas.

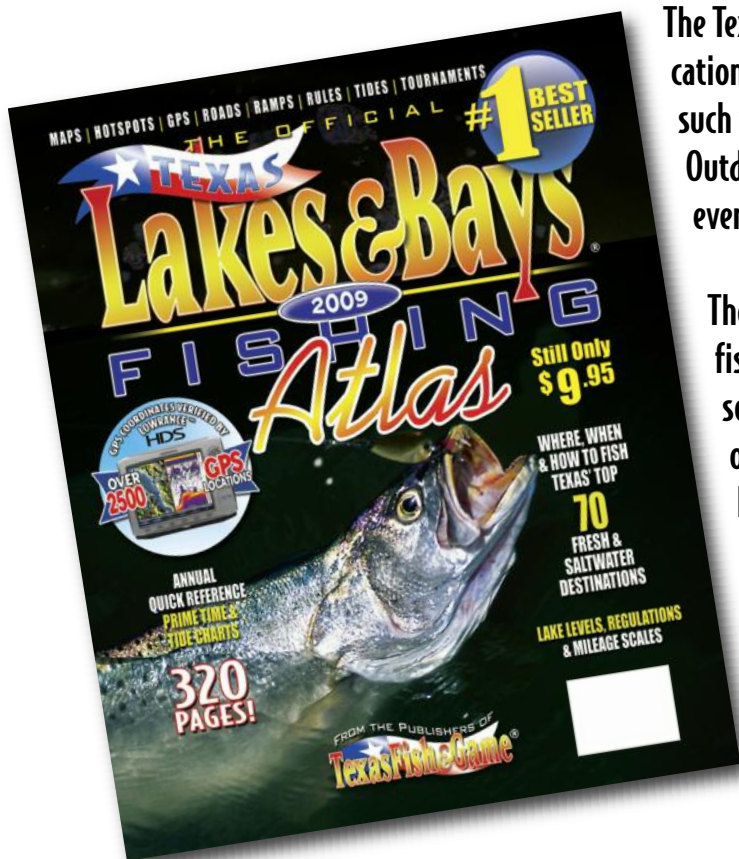
Texas Fish & Game is one of the largest regional outdoor publications in the United States and is The Authority on Texas' Great Outdoors.

Texas Fish & Game has been serving Texas anglers and hunters since 1984 and has an Audit Bureau of Circulation verified paid readership of over 92,197 active outdoor households within the state every month.

Texas Fish & Game has won numerous state and national awards for excellence. It features writers and photographers who are nationally recognized for their excellence in covering the Texas Great Outdoors.

TEXAS Lakes & Bays FISHING Atlas

Top-Selling Outdoor Publication Top-Selling Texas Fishing Map Product



The Texas Lakes & Bays Fishing Atlas is the top-selling outdoor publication on Texas newsstands for the past 14 years running, beating out such well-established national publications as Field & Stream and Outdoor Life. It also beats ALL other Texas outdoor publications, even it's sister publication, Texas Fish & Game on the newsstands.

The Texas Lakes & Bays Fishing Atlas is also the top-selling Texas fishing map product on the market today. Most all map companies serving the state of Texas go to print with their map renditions once every three to five years and reach only a fraction of the market that The Texas Lakes & Bays Fishing Atlas reaches annually.

Over the years, The Texas Lakes & Bays Fishing Atlas has consistently won major awards for its unique presentation of maps and "insider information" on the Lone Star State's most popular fresh and saltwater fishing destinations.

The logo features the word "TEXAS" in a blue banner with a white star, positioned above "Lakes & Bays" in large, yellow-to-orange gradient letters. Below this, "FISHING" is written in blue block letters, and "Atlas" is written in a red-to-yellow gradient script font.

TEXAS Lakes & Bays FISHING Atlas

**The most comprehensive "Where-to,"
"When-to" and "How-to" guide to fishing
Texas waters that has ever been compiled.**

We've reproduced and enhanced over 100 topographic maps from the U.S. Geologic Survey (U.S.G.S.) and the National Oceanographic and Atmospheric Administration (NOAA) to reflect Texas' Top 70 freshwater lakes and the entire Texas Gulf Coast. We then commissioned over 60 of Texas' top fishing professionals to provide us with GPS fishing hotspots by species, the best months and time of day to fish each spot and the best baits, and tactics to use.

We also provide the following information:

- Over 2500 GPS Fishing Hotspots
- Waterbody Rules & Regulations
- Texas' Largest Tournament Directory
- Public Water Body Facilities with Phone Numbers
- Road information
- Boat Ramp GPS Locations
- Fishing Piers
- Camping and Picnic Areas
- Easy-to-Read, Easy-to-Use Charts
- State Parks
- Freshwater Bankfishing Hotspots
- Saltwater Boat & Road Access
- Wadefishing Hotspots
- Kayaking Trails

The logo for the Texas Lakes & Bays Fishing Atlas. At the top, a banner with a star and the word "TEXAS" is displayed. Below this, the words "Lakes & Bays" are written in a large, stylized, yellow-to-orange gradient font. Underneath, the word "FISHING" is written in a blue, blocky font with white outlines. At the bottom, the word "Atlas" is written in a red-to-yellow gradient script font.

TEXAS Lakes & Bays FISHING Atlas

**Over 50,000 Distributed
Insures Your Ad Will Be Seen By More People**

The 2010 Texas Lakes & Bays Fishing Atlas will have a state-wide distribution of more than 50,000 copies.

Copies will be sold at the six largest fishing-related retail chains in Texas.

- Over 300 Wal-Mart Supercenters
- All Academy Sports & Outdoors
- All Gander Mountain Outdoor Stores
- All Cabela's
- All Bass Pro Shops

These locations will each have attractive counter top displays located in the fishing department stocked with The 2010 Texas Lakes & Bays Fishing Atlas year around.

Over 10,000 copies are sold to individuals every year directly through Texas Fish & Game Publishing Company.

Copies are distributed by the state's two largest magazine wholesale companies, Newsgroup and Anderson News.

They distribute copies state-wide to:

- Major Grocery Store Chains
- Military Exchanges
- Major Newsstand Chains
- Major Airports
- Major Book Store Chains
- Top Convenience Store Chains

...And many more leading retailers.

Copies are sold directly through our own network of Texas Fish & Game/Texas Lakes & Bays independent retailers throughout the state.

What's more, over 5000 copies are sold at major boat and fishing shows in Houston, Dallas, San Antonio, Austin and Corpus Christi throughout the year.

NO OTHER PERIODICAL OR MAP COMPANY EVEN COMES CLOSE!

FACILITIES ON LAKE SOMERVILLE

MAP LOCATOR		SERVICES PROVIDED											PG 162	MAP LOCATOR		PG 163		
KEY	PLACE NAME	MAP PAGE NUMBER	PARKING	LIVE BAIT	RESTROOMS	CAMPING	PICNIC AREA	BOAT RAMP	LAUNCH FEE	PRIVATE OPERATION	PUBLIC OPERATION	COURTESY DOCK	BOAT GAS	WEIGH STATIONS	CLEANING STATIONS	GPS	LOCATION	PHONE
A	State Park - Nails Creek Unit	162	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 17.742', W96 39.856'	US 290 to FM 180	979-289-2392
B	State Park - Birch Creek Unit	162	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 18.562', W96 37.153'	FM 60 to PR 57	979-535-7763
C	Rocky Creek Park 1	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 17.998', W96 34.302'	Texas 36 to FM 1948	979-596-1622
D	Rocky Creek Park 2	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 18.325', W96 33.884'	Texas 36 to FM 1948	979-596-1622
E	Big Creek Park & Marina	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 19.500', W96 34.249'	FM 60 to RR 4	979 596-1616
F	Yegua Creek Park 1	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 18.444', W96 32.728'	Texas 36 to FM 1948	979-596-1622
G	Yegua Creek Park 2	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 18.374', W96 32.194'	Texas 36 to FM 1948	979-596-1622
H	Welch Park	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 20.334', W96 33.089'	Thornberry Rd.	979-596-1122
I	Lake Somerville Marina/Overlook Park	163	•	•	•	•	•	•	Y	•	•	•	•	•	•	N30 18.586', W96 30.956'	505 Marina Drive	979-289-2321

Information provided by TPWD & the City of Somerville

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4 COLOR IX

Full Page	\$3,510
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1/2 Page	\$1,995
1/4 Page	\$1,135

BLACK/WHITE

Full Page	\$2,585
3/4 Page	\$2,005
1/2 Page	\$1,540
1/4 Page	\$880

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These pages will be divider pages between sections and will have a fold-out tab.

www.fishgame.com - www.lakesandbays.com

To advertise please contact your Sales Rep.

Texas Lakes and Bays is an annual published by Texas Fish & Game Publishing Co., LLC

HOTSPOT FINDER

	PAGE	HOTSPOT NAME	GPS LOCATION	BEST MONTHS	BEST BAIT & TACTIC
LARGEMOUTH BASS					
	163	Overlook Cove	N30 18.750', W96 31.174'	Year around	topwaters, worms, crankbaits
	163	Rocky Point	N30 18.444', W96 31.139'	Spring, Winter	topwaters, worms, crankbaits
	163	Shallow Cove	N30 18.200', W96 31.000'	Spring, Winter	plastic worms, crankbaits
	163	Yegua Park, 1st Cove	N30 18.320', W96 32.030'	Spring, Winter	topwaters, plastic worms
	163	Yegua Park, 2nd Cove	N30 18.336', W96 32.158'	Spring, Winter	plastic worms, topwaters
	163	Salty Creek Cove	N30 17.609', W96 34.469'	Spring, Winter	crankbaits, topwaters
	163	Brushy Point Shoreline	N30 20.941', W96 33.201'	Year around	worms, spinnerbaits, crankbaits
WHITE BASS					
	163	White Bass Pass	N30 18.492', W96 31.780'	Summer thru Fall	Hellbenders, pet spoons, Rat-L-Traps (silvered, trolled)
	163	Dam Area	N30 20.150', W96 32.900'	Summer thru Fall	Hellbenders, pet spoons, Rat-L-Traps (silvered, trolled)
	163	Rocky Creek Park - West Shore	N30 18.400', W96 33.760'	Summer thru Fall	Hellbenders, pet spoons, Rat-L-Traps (silvered, trolled)
	163	Yegua Park - North Shoreline	N30 18.350', W96 31.710'	Summer thru Fall	Rat-L-Traps, Hellbenders, pet spoons
	163	Snake Island	N30 18.970', W96 35.530'	Summer	Rat-L-Traps, Hellbenders, pet spoons
	162	Pecan Hump	N30 17.830', W96 36.650'	Fall	Hellbenders, pet spoons
CRAPPIE					
	163	Lake Somerville Marina	N30 18.493', W96 31.119'	Year around	minnows, jigs, ghost minnows
	163	Little Crappie Point	N30 18.500', W96 36.760'	Year around	minnows, jigs, ghost minnows
	163	Deer Island	N30 17.900', W96 35.310'	Spring, Fall, Winter	minnows, jigs
	162	Birch Creek Bed	N30 19.050', W96 36.510'	Fall, Winter	minnows, jigs
	163	Tire Bank	N30 19.340', W96 34.180'	Fall	minnows
	162	Pecan Lake	N30 17.561', W96 36.429'	Year around	minnows, ghost minnows, jigs
	162	Fence Line Hole	N30 17.960', W96 36.440'	Year around	minnows, jigs
CATFISH					
	162	Fence Line Hole	N30 18.015', W96 36.430'	Year around	live shad, cut bait, ghost minnows, worms
	163	Lake Somerville Marina	N30 18.493', W96 31.119'	Year around	stink bait, liver, live shad
	163	Welch Creek Park	N30 18.079', W96 35.316'	Year around	stink bait, liver, cut baits
	163	Salty Creek Cove	N30 17.610', W96 34.430'	Winter	stink bait, worms, ghost minnows
	162	Pecan Lake	N30 17.605', W96 36.422'	Year around	dough bait, cut bait, stink bait
	162	Creek Beds	N30 18.493', W96 35.316'	Spring	blood bait
BANKFISHING			FISH		
	163	Overlook Cove	N30 18.795', W96 30.993'	Year around	largemouth bass
	163	Welch Park	N30 20.829', W96 32.895'	Year around	largemouth bass, white bass, catfish
	163	Yegua Park	N30 18.362', W96 32.183'	Year around	catfish, largemouth bass, crappie
	163	Salty Creek Cove	N30 17.632', W96 34.556'	Fall	catfish, largemouth bass
	163	Lake Somerville Marina	N30 18.351', W96 31.024'	Year around	crappie, catfish
	163	West Yegua Park	N30 17.956', W96 32.725'	Year around	largemouth bass, white bass
	163	Big Creek Park	N30 19.789', W96 34.061'	Year around	largemouth bass
	163	Brushy Creek	N30 20.595', W96 33.436'	Spring, Winter	largemouth bass
	163	Burn's Creek Cove	N30 16.793', W96 35.497'	Fall	largemouth bass
	163	Apache Cove	N30 21.049', W96 35.439'	Spring thru early Winter	largemouth bass
	PAGE	ANGLER NAME	GPS LOCATION	SPECIES, WEIGHT, DATE	BAIT & TACTIC USED
LAKE RECORDHOLDERS					
	163	Earnest Evers	N30 18.463', W96 31.598'	largemouth bass, 10.88 lbs. - 4/16/1996	1/2 oz. gold rattletrap at 8:30 p.m.

ALL GPS COORDINATES VERIFIED BY **LOWRANCE**