



# United States Department of the Interior

## FISH AND WILDLIFE SERVICE Fish and Aquatic Conservation

5275 Leesburg Pike  
Falls Church, VA 22041



### **We Make Fishing Better! retractable (pullup) banner**

#### **Filenames:**

pullup-banner\_We\_Make\_Fishing\_Better\_2017.pdf  
pullup-banner\_We\_Make\_Fishing\_Better\_2017.indd

**Created:** July 2017

**Created by:** Steven Fochtman

#### **Graphic Specifications:**

Total graphic print size (base stand and visible graphic): 37.5" width x 85" height

Visible graphic size: 37.5" width x 83" height

(be sure to leave room for bleeds: 6" bleed at the bottom and 1/2" bleed at the top)

In Adobe InDesign - custom layout size: 19.62" width x 44.87" height

#### **Image metadata:**

1) Photo for Recreation Access

Two boys walking with their fishing pole and net

Still Image Source: Recreational Boating and Fishing Foundation (RBFF)

[https://www.dropbox.com/sh/d7e7exh2ke0gahj/AAAoNPQ9cGLQcNMrJLnCAPSia/Take\\_Me\\_Fishing\\_Image\\_Library/Freshwater%20\(Fishing%20%26%20Boating\)?dl=0&preview=TMF\\_Kids\\_Fishing\\_43010.jpg](https://www.dropbox.com/sh/d7e7exh2ke0gahj/AAAoNPQ9cGLQcNMrJLnCAPSia/Take_Me_Fishing_Image_Library/Freshwater%20(Fishing%20%26%20Boating)?dl=0&preview=TMF_Kids_Fishing_43010.jpg)

Creator: Take Me Fishing

Description: N/A

[See RBFF Terms of Use](#)

2) Photo for Aquatic Connectivity

Dam removal

Still Image Source: Fish and Aquatic Conservation Flickr

<https://www.flickr.com/photos/usfwspacific/6421463869/in/photolist-aMrFui-aptnod-aptnk7-aMrGbD-apqEPg-apqEdg-aptnJC-aMrFPe-aptndy-aMrD3k-aoZMkG-aMrC6Z-cuKP1W-aMrDNg>

Title: Elwha Dam Removal

Creator: Kate Benkert/USFWS

Description: N/A

3) Photo for Aquatic Invasive Species

Zebra mussels

Still Image Source: Images folder

Creator: David Britton/USFWS

Description: N/A

4) Photo for Conservation through Participation

Invasive waterweed - ELODEA

Still Image Source: Images folder

Creator: USFWS

Description: N/A

5) Photo for Fish Health

Fish health inspections

Still Image Source: Fish and Aquatic Conservation Flickr

<https://www.flickr.com/photos/eddiesfisheriesfws/8614909532/in/photolist-e8gEsY-e2JFSJ-e4XP96-rvnT7Q-e54GxY-e2JK63-xvGTym-e54Yxu>

Creator: Phil Hines/USFWS

Description: Staff from the Dexter Fish Health Unit (NM) conduct annual fish health inspections to ensure that all fish stocked are not spreading fish pathogens into stocked waters

6) Photo for Fish Medicine

Biologist in a lab room

Still Image Source: Fish and Aquatic Conservation Flickr

<https://www.flickr.com/photos/eddiesfisheriesfws/23288487689/in/photolist-7ZigE4-zeUGqE-zhdBd6-yZBQs1-BtVA2P>

Creator: Kate Benkert/USFWS

Description: Jim running dose-verification during a chloramine-T study

7) Photo for Fish Production

Fish eggs

Still Image Source: NCTC Image Library (National Digital Library)

<https://digitalmedia.fws.gov/cdm/singleitem/collection/natdiglib/id/20894/rec/1>

Creator: Ryan Hagerty/USFWS

Description: Fish egg masses used for training in the NCTC laboratory

8) Photo for Habitat

Landa Park Spring

Still Image Source: NCTC Image Library (National Digital Library)

<https://digitalmedia.fws.gov/cdm/singleitem/collection/natdiglib/id/20550/rec/4>

Creator: Ryan Hagerty/USFWS

Description: Landa Park Spring in New Braunfels, TX

9) Photo for Job & Economics

Fishery biologist checks sonar

Still Image Source: NCTC Image Library (National Digital Library)

<https://digitalmedia.fws.gov/cdm/singleitem/collection/natdiglib/id/22417/rec/1>

Creator: Ryan Hagerty/USFWS

Description: U.S. Fish and Wildlife Service biologist check sonar in the Fox River

**Instruction for printing:** Having your banner printed can be easy to do. Download the files onto a thumb drive and take it to a local printing shop such as Staples, Office Depot, FedEx Office or The UPS Store. You can also go to their website, if they provide that option, and upload the files there. Be sure to include type of paper and print size. Let them know about blow up the scaling (from custom layout size to banner size).

If you have printing questions or concerns, please contact Gina Jones at [gina\\_a\\_jones@fws.gov](mailto:gina_a_jones@fws.gov).