

March 17, 2010

tideline newsletter tideline aquatics

Tideline Aquatics Store Hours

Monday – Friday 11am-7pm
Saturday 10am-6pm
Sunday 1pm-5pm

NEW **FREE** GENERAL WATER TESTING AT TIDELINE

AQUATICS... WITH A SMALL CATCH

Beginning today, we have decided to begin offering FREE general water tests with any purchase of \$5.00 or more in the store. Before general water tests would cost you \$3.00 regardless of whether you purchased anything or not. Well to save you money and to encourage you to have your water tested more regularly, we have now amended that policy.

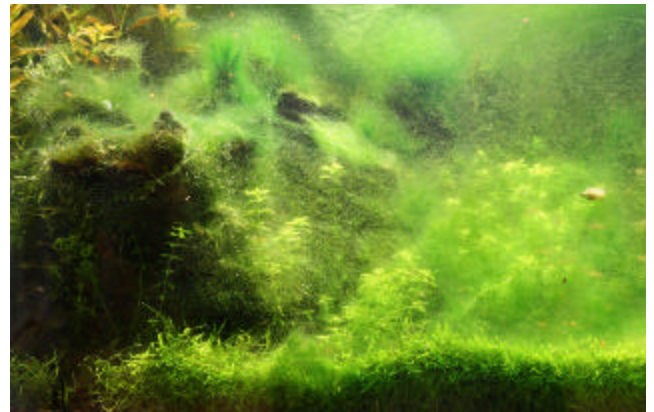
Tideline Aquatics water testing is much more advanced than other stores in the area. We do not use cheap test strips. We use quality water test kits. These are the same kits we use to perform water analysis on our own store aquariums! Tideline Aquatics also writes down your results for you on a water analysis test sheet that gives you vital information on where your water parameters should be and how to correct any conditions that fall out of the “acceptable” range.

The FREE water test includes pH, ammonia, nitrite, carbonate hardness (KH), general hardness (GH) and salinity (when applicable). We will offer 1 FREE water test per customer. If you have multiple aquariums, we will still offer FREE testing but you will be required to make a minimum \$5.00 store purchase for each

general water test we perform. But if you come into the store and just want a water analysis performed with no purchase, it will cost you only \$3.00.... understood and all good!!

Remember we offer more advanced testing like calcium, phosphate, nitrate and copper. These tests will still cost \$3.00 per test for us to perform in the store. These tests are more expensive for us to do and also require more time for us to perform them. We appreciate your business and encourage you to purchase test kits for you to test your own water at home. Also remember this: most test kits are good for about 1 year after opening them.

PROBLEM ALGAE IS NOT ALWAYS A WATER QUALITY ISSUE.....



Algae in the aquarium is most often caused from adverse water quality. But when you test your water and find that phosphate levels are correctly low, nitrates are in the acceptable range, your partial water changes are being performed at the proper interval and you are not over feeding the

fish, the cause of problem algae can be puzzling. But there are other reasons algae can plague your aquarium that you may not be considering.

How old are your aquarium lamps?

Most aquarium lamps will run for 2 or 3 years but the spectrum these old lamps provide is far from the range of their original design. The



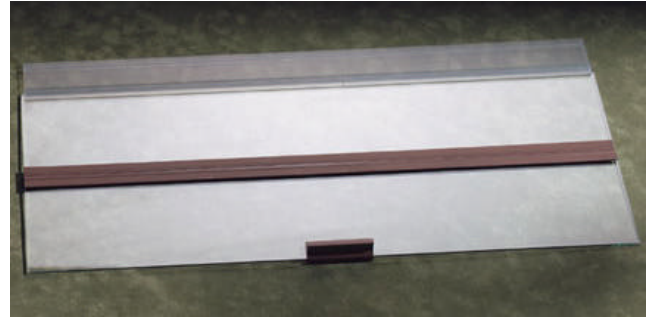
lamps light spectrum degrades with time requiring most aquarium bulbs to be replaced at least once per year. Old lamps will do little for live plants and live corals for photosynthesizing but algae thrives better under this poor spectrum of light!! It can be difficult to remember when you replaced your aquarium lamps last. You can keep up with their age by simply keeping a file on your computer or even by putting a piece of tape on the back of your fixture with the date of installing new lights. All aquarium lamps should be replaced at least one per year with one exception – LED lighting (they can last 10+ years!).

Have you been cleaning your glass top and/or light fixture shield?



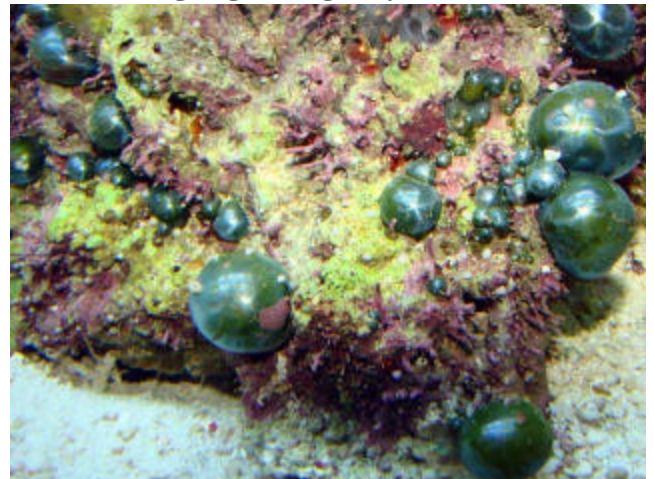
Most light fixtures have an acrylic shield that slides into the fixture. This shield protects the electrical components from moisture and corrosion. Regardless of how wonderful the light fixture over your aquarium is, if the shield is

dirty from salt spray and/or water spots, the spectrum of beneficial light reaching your aquarium is reduced to nothing! But algae will still thrive! Light fixture shields should be cleaned at least once per week!! Clean the shield when the lights are off using a soft damp cloth so as not to scratch the shield. A scratched up shield is just as damaging to the light spectrum as a dirty shield.



The same holds true for glass tops on your aquarium. Water spots, algae and dust on glass tops destroy the spectrum of light reaching your aquarium. Glass tops need to be removed and cleaned often! If the glass is cloudy after cleaning them, you may need to replace them. Remember that poor light equals algae!!

Is bubble algae growing on your live rock?



Welcome to the club! Bubble algae (*Valonia ventricosa*) will grow in the reef aquarium under all conditions – great water quality and crappy water quality lol. This algae hitchhikes in on live rock and will take over the aquarium if not kept in check. Some animals will eat it (emerald crabs, desjardini sailfin tangs) but they will never eradicate it and likely you will not either. When you see it, remove it. There is no magical cure other than regular routine removal during partial water changes. Sorry folks... it is evil... it is with you for good (like artichoke weed in a flower bed).

NEW HIKARI FOODS IN STOCK NOW AT TIDELINE!



Shrimp Cuisine is designed for ornamental freshwater aquarium shrimp. It contains the necessary mineral profile for proper shedding (molting) of these beautiful shrimp. The food is rich in vegetable matter that herbivorous shrimp prefer. The tiny pellet size is perfect for even the smallest of ornamental freshwater shrimp.

Crab Cuisine is the perfect food for marine lobsters, freshwater crayfish, land hermit crabs and aquatic hermit crabs. It is loaded with calcium that helps your animal maintain a strong outer skeleton and assists them in the molting process. This food does not dissolve in water instead holding its shape so it is easily consumed by the crustacean.

Massivore Delight is an excellent alternative to live foods with its superb palatability. This food is designed for the big boys in your aquarium like large cichlids, catfish, triggerfish, puffers and wrasses. Massivore Delight will enhance the vibrant colors of your fish while providing them with an excellent nutritious treat!

DON'T HAVE TIME OR PAPER TO PRINT YOUR TIDELINE COUPONS?? HERE IS A NEW ALTERNATIVE....

When technology moves forward, so does Tideline Aquatics. If you simply do not have a printer, did not remember your coupons or whatever the reason... now you can use your phone!! Just go to the Tideline Aquatics website using your phone (www.tidelineaquatics.net) when you get to the register and show the cashier

the coupon pictured on your phone. This will now be an acceptable "coupon" for being able to get the specials without having to print them off! Now there is simply no excuse for not saving money with us when shopping at the store.



HUGE NEW SHIPMENT OF CULTURED CARIBBEAN LIVE ROCK NOW IN STOCK!!

The live rock is just as incredible as it has been and now you can save money when you purchase rock in quantity. We now have in place a "step" process for purchasing rock. There is a price for 1-10lbs, 11-25lb, 26-50lbs and for the most savings, 50lbs +. Bulk buying will now save you big on aqua-cultured live rock at Tideline!

CLEARANCE SAVINGS OF 50% ON MANY ITEMS NOW!!

Our clearance section right by the counter is now loaded with many items priced up to 50% off. Sand, gravels, water conditioners, buffers, uv sterilizers and more are marked down for quick sale. These are products that have been replaced with other lines or products that we just decided to discontinue for one reason or another. Check out the clearance area beside the front counter!

NEW GERMAN STENDKER DISCUS SHIPMENT IS HERE!!

Finally the weather gave us a break enough to get our new German Stendker Discus shipment here safely. We received a total of 36 absolutely perfect fish in 12 varieties. The colors are striking and the quality is unsurpassed. These fish will require a 3 day quarantine period but you are welcome to come and check them out prior to them going up for sale. Remember that discus are peaceful fish that require soft warm water, regular partial water changes and a mixed diet of dry and frozen foods to remain healthy.



NEW SICCE SYNCRA SILENT WATER PUMPS ARE NOW IN STOCK AT TIDELINE!



SIGN UP!!

Go to www.twitter.com and create your own personal account. It's FREE!!!! Then find us by searching for: TidelineAquatic (notice there is no "s" on the end of aquatic. Sign up to "follow" us and even add the option to receive tweets via text messages to your cell phone. With your twitter account you will receive notifications of livestock shipments, product specials and best of all "twitter only" super specials sent out randomly to our twitter followers.

Also, use coupons from our website for even more savings when you shop with us!!

tideline aquatics	<p>unlike most stores, we have a wonderful selection of true aquatics plants, not houseplants under water that rot and die in the aquarium!</p> <p>ALL LIVE PLANTS!!</p> <p>20% OFF!!</p> <p><small>MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 02.24.2010</small></p> 
tideline aquatics	<p>these have the deepest of blue color & are much hardier than wild-collected specimens!</p> <p>SMALL CULTURED REGAL BLUE TANGS!</p> <p>\$19.99 each</p> <p><small>MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 02.24.2010</small></p> 
tideline aquatics	<p>stock up your reef aquarium with a good deal on some new corals this week...</p> <p>BUY ANY 2 CORALS AT REGULAR PRICE.....</p> <p>SAVE 25% ON EACH ONE!!</p> <p><small>MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 02.24.2010</small></p> 
tideline aquatics	<p>save now on food for your fresh & saltwater fish! good nutrition equals healthy organisms!</p> <p>SAN FRANCISCO FROZEN CUBE FOODS - MIX OR MATCH!!</p> <p>BUY 2 GET 1 FREE!!!</p> <p><small>MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 02.24.2010</small></p> 

Just a few examples of the specials available on our website coupons this week!!

Don't forget to show your military ID at the check-out counter! Tideline Aquatics now offers a discount to both active and retired military persons with a military ID!!

WHAT'S NEW AT [tideline aquatics?](#)

ON THE MENU THIS WEEK:

Feeder Guppies, Feeder Ghost Shrimp (almost out), Feeder Goldfish, Feeder Rosey Reds, Feeder Black Worms, Feeder Crayfish (BACK IN STOCK), Feeder Fiddler Crabs (soon) AND LIVE BRINE SHRIMP!!

WE ARE NOW STOCKING LIVE BRINE SHRIMP AT \$1.75 PER PORTION! AN EXCELLENT TREAT FOOD FOR MOST AQUARIUM FISH!! REMEMBER THAT NO FISH WILL SURVIVE ON BRINE SHRIMP ALONE – A MIXED DIET IS ESSENTIAL TO THE HEALTH OF YOUR FISH!

FRESHWATER:

Snakeskin x Green Turquoise Discus, Snakeskin Pigeon Blood Discus, Red Pigeon Blood Discus, Silver Pigeon Blood Discus, Blue Diamond Discus, Brilliant Turquoise Discus, Blue Cobalt Discus, Marlboro Red Discus, Blue Snakeskin Discus, Common Pigeon Blood Discus, Red Scribbled Discus, Tank Bred Stendker Tefe Discus, Lg Black Angelfish, Lg Mixed Angelfish, Small Angelfish (Black, Black Lace Veil, Half Black Veil, Zebra Lace Veil), Red Tux Platy, Pearl White Fighter Bettas, Fancy Dwarf Gouramis, Pink Kissers, Flame Paradise Gouramis, Spiketail Gouramis, Platinum Gouramis, Neon Praecox Rainbowfish, Green Platinum Tiger Barbs, Keyhole Cichlids, Super Red Kribensis, Bolivian Rams, Assorted Oscars, Eretmodus Goby Cichlids, Electric Blue Ahli Cichlids, Tropheus duboisi, Leleupi, Moorii, Cylindricus, Tetracanthus, True Flying Fox, Royal Farlowellas, Red Loricaria Whiptail Cats, Super Red Bristlenose Plecos, Fourline Pictus Catfish, Spotted Pictus Catfish, Striped Rafael Catfish, Butterfly Paleatus Catfish, Synodontis Jaguar Catfish, Bala Sharks, Chinese Hifin Sharks, Endlicheri Polypterus, Weeksi Polypterus, Black Ghost Knives, Sierra Knifefish, Scarlet Badis, Red Stiphodon Gobies, Halfbeaks, Monos, Green Scats, Matoro Stingray, Redfin Blue Tetras, Glass Bloodfin Tetras, Congo Tetras, Lemon Tetras, Black Phantom Tetras, Red Eye Tetras, Robertsi Tetras, Rummynose Tetras, White Clouds, African Frogs, Lg Jaguar Catfish, Bottlenose Catfish, Punctatus Corydoras Catfish, Red Velvet

Swordtails, Assorted Platys, Black Lyretail Mollies, Tiger Barbs, Wild Caught Apistogramma cacatuoides, German Blue Rams, Assorted Mystery Snails, Clown Loaches, Black Kuhli Loaches, Albino Black Sharks, Medium Fire Eels, Tiretrack Eels, Cardinal Tetras, Japonica Shrimp, Geophagus balzani Earth eaters, New Rabbit Snails, New Tiger Nerite Snails, New Zebra Nerite Snails, Common Nerite Snails, Planiceps Shovelnose Catfish, Julli Corydoras Catfish, Albino Corydoras Catfish, Male Bettas, Crowntail Male Bettas, Blue Gouramis, Gold Gouramis, Gold Honey Gouramis, Opaline Gouramis, Giant Danios, Threadfin Rainbowfish, Cherry Barbs, Gold Barbs, Red Chromides, Curvicep Dwarf Cichlids, Tinanti Buffalo Head Goby Cichlids, Otocinclus Dwarf Algae Eaters, Albino Bushynose Plecos, Common Plecos, Rubber Plecos, Green Phantom Plecos, Jumbo Daddy Clown Loaches, Golden Dojo Loaches, Elipsifer Eels, Medium Silver Arowanas, African Butterflyfish, South American Dragonfish Gobies, Double Trunk Elephantnose, White Cheek Gobies, Figure Eight Puffers, African Ropefish, Red Fantails, Black Moors, Mixed Chinese Goldfish, Tank Bred Neon Tetras, Red Serpae Tetras, Red Cherry Shrimp, Glo-Fish.

These are just the newest arrivals to Tideline. We have so many more species in stock from our previous orders!!

LIVE AQUARIUM PLANTS:

Giant Hygrophylia, Red Ludwigia Peruensis, Rotala Indica, Java Fern, Banana Plants, Red Jungle Val, Cyperus helferi, Hottonia palustris, Bacopa, Cabomba, Red Narrow Ludwigia, Aponogeton ulvaceus, Italian Val, Dwarf Sagittaria, Crinum Onions, Cryptocorynes, Moss Balls, Cabomba furcata, Assorted Anubias.

SALTWATER:

Rusty Angelfish, Assorted Damselfish, Firefish Gobies, Candy Cane Gobies, Black Foot Bluefin Lionfish, Yellow Mimic Tangs, Orange fin Tangs, Yellow Coris Wrasses, Tank Bred Kauderni Cardinalfish, Valentini Pufferfish, Flagfin Angelfish, Adult and Juvenile Annularis Angelfish, Asfur Angelfish, Red Lyretail Anthias, Orange Spotted Blennies, Klausewitz's Blenny, Algae Blennies, Orange Kleini Butterflyfish, Azure Damselfish, Tassled

Filefish, Pinkbar Aurora Gobies, Hectors Gobies, Dragon Sifter Gobies, Black Cap Jawfish, Diamond Sifter Gobies, Golden Head Sifter Gobies, Leopard Sharpnose Pufferfish, Clown Tang, Australian Tuskfish, Medium and Large Koran Angelfish, Royal Grammas, Green Clown Gobies, Dragon Sifter Gobies, Mandarin Dragonets, Yellow Watchman Goby, Red & White Social Fairy Wrasse, Dragon Wrasses, Pearly Jawfish, Assorted Damsel fish, Black Volitan Lionfish, Fuzzy Dwarf Lionfish, Cultured Blue Regal Tangs, Arabian Pseudochromis, Fridmani Pseudochromis, Snowflake Moray Eels, Clown Triggerfish, Niger Triggerfish, Golden Heart Triggerfish, XL Rectangulus Triggerfish, Coral Beauty Angels, Flame Angels, Midas Blennies, Tank Bred Ocellaris Clownfish, Yashia Haze Gobies, Green Wolf Eel, Bicolor Basslets, Foxface Rabbitfish, Christmas Wrasses.

INVERTEBRATES:

Tons of incredible Aqua-Cultured Live Rock, Cleaner Shrimp, Reef Hermits, Reef Snails, Bubble Anemones, Carpet Anemones, Long Tentacle Anemones, Bubble Corals, Aussie Acan Corals, Blueberry Gorgonias, Arrow Crabs, Sally Lite Foot Crabs, Trachyphyllia Corals, Duncans Whisker Corals, Green Super Star Polyps, Assorted Frag Corals, Peacock Mantis Shrimp, Fancy Leather Corals, Reef Starfish, Urchins, Feather Dusters, Frogspawn Corals, Torch Corals, Hammer Corals, Christmas Tree Worm Rocks, Wellsophyllia Corals and more more more!!!

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