

FLORIDA SPORT FISHING

JOURNAL // ONLINE // TELEVISION



2017 WEBSITE ADVERTISING

DEMOGRAPHICS

SCHEDULE & RATES

WEBSITE ADS

DIGIMAG®

TELEVISION

ARTWORK SPECS

FLORIDASPORTFISHING.COM

#1 ONLINE EXPERIENCE

THOUSANDS OF PAGES!

2 MILLION PAGE VIEWS ANNUALLY!

ROS WEB BANNERS

(Design services included)

Type	Size ¹	Rate ² (min 50k impressions)
Leaderboard	728x90	\$13 CPM
Half Page	300x600	\$13 CPM
Med. Rectangle	300x250	\$9 CPM
Homepage Peel	Custom	\$15 CPM

EXPANDABLE WEB BANNERS

(Design services included)

Type	Size ¹	Rate ² (min 50k impressions)
Leaderboard	728x90 to 728x270	\$15 CPM
Med. Rectangle	300x250 to 550x250	\$11 CPM

★ PREMIUM EXPOSURE ★

SITE SKIN

Rate²
(min 50k impressions)

\$30 CPM

BRAND BLOCKING

(Home Page)
Includes Skin, (1) Leaderboard,
(1) Half Page, (2) Med. Rectangle

Rate

\$700/week

BOAT/RESORT/PRODUCT VIDEO PREVIEWS

(Client provided. Production services quoted upon request.)

Duration	Rate
3:00-5:00	\$999/36 months

EXCLUSIVE EMAIL BLASTS

(Guaranteed delivery to active Florida anglers/boaters)

Size ¹	Rate
600xVariable	\$999/100,000 recipients
600xVariable	\$2499/300,000 recipients (can be divided into 3 separate blasts)

1. expressed in pixels 2. cost per thousand impressions

Leaderboard 728x90

Medium Rectangle 300x250

Half Page 300x600

Site Skin Custom Size Both Sides

- ✓ Winner Golden Web Award
- ✓ Regional Fishing Reports
- ✓ Inshore, Offshore & Freshwater
- ✓ New Gear, Hot Destinations & Useful Rigging Techniques
- ✓ The Latest Tackle, Electronics, Apparel & Accessories
- ✓ Boat Previews, Events, Recipes, Humor & So Much More

SPECS

Standard IAB Guidelines (www.iab.net)

- All units launch new browser window
- ▶ Accepted file formats .fla, .jpg, .gif, .swf, .png, .html
- ▶ Maximum load size not to exceed 30k
- ▶ Animation length not to exceed 15 seconds

ACCEPTED DELIVERY MODES

Email, File Transfer Service, CD/DVD or Flash Drive.

EMAIL TO: website@floridasportfishing.com

FILE TRANSFER SERVICE:

You may use your choice of service.
(Dropbox, Hightail, WeTransfer, etc.)

FLORIDA SPORT FISHING READERS ARE YOUR CUSTOMERS!

PAGES 5,000+

VIEWS 2 MILLION ANNUALLY

CONTACT: sales@floridasportfishing.com | 954.942.7261

