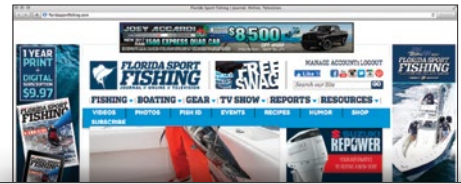


FLORIDA SPORT FISHING

JOURNAL // ONLINE // TELEVISION



2018 WEBSITE ADVERTISING

DEMOGRAPHICS

SCHEDULE & RATES

WEBSITE ADS

DIGIMAG*

TELEVISION

ARTWORK SPECS

FLORIDASPORTFISHING.COM

#1 ONLINE EXPERIENCE

THOUSANDS OF PAGES!

1 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

Rate ² (min 50k impressions)
\$30 CPM

BRAND BLOCKING

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

Rate
\$700/week

SOCIAL/DIGITAL CAMPAIGNS \$199 MO. ALL FOUR ASSETS

Facebook	183,000 Fans
Instagram	60,000 Followers
Twitter	12,000 Followers
Newsfeed	80,000 Monthly Viewers

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

✓ 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 1 MILLION+ ANNUALLY

CONTACT: sales@floridasportfishing.com | 954.942.7261

