

Snow BIRDS

ADVERTISING OPTIONS

5% DISCOUNT
for space reserved
by Aug 1!



Online only SnowbirdsGulfCoast.com

Directory ads - One full year of exposure!

Includes 60 words of copy plus one graphic or photo *and a link back to your web site.*

First ad \$500 per year
Each additional \$250 per year

Additional online advertising opportunities

Button Ads (120 x 90pxls) from \$125 per month

Banner Ads (234x60pxls) from \$200 per month

Snowbird ENewswire \$125
Post your news release! (3x minimum)

Enewsletter sponsorship \$125 per edition
(3x minimum)



Print/Online Snowbirds Gulf Coast

20,000 copies distributed in more than 300 locations along the Florida Panhandle to the Alabama Gulf Coast. Four editions Dec. 2008, Jan. - March 2009. *All display ads full color!*

Premiere Sponsorships

Back Page Ad **SOLD!** \$20,000

Includes double truck bottom strip ad on calendar page, four Marketplace ads, front page online banner ad, 12 Snowbird ENewswire releases, 12 E-Newsletter sponsorships. Discounts on additional non-premium advertising pages.

Premium Full Page Ad \$10,000

Choice of page 3, 5, 7, inside back cover.

Includes free online front page button ad, directory ad, two Marketplace ads, six Snowbird E-Newswire releases, six E-Newsletter sponsorship and discount on additional non-premium advertising pages.

Run of the House

Full page \$6500

Includes online directory ad, 10-word print classified ad and one Marketplace ad in all editions.

1/2 page \$3500

Includes online directory ad and discounts on print Marketplace ads.

1/4 page \$2750

1/8 page \$1950

Online directory ad, plus Marketplace ad and 10-word classified \$1000

Online directory ad, plus 10 word classified \$600

NEW!

We now accept all major credit cards for payment including MasterCard, Visa and American Express.



Ask about
special discounts in
Snowbirds Fla!

To place an ad: **850-291-1266** or publisher@SnowbirdsGulfCoast.com

TECHNICAL SPECIFICATIONS

SnowBIRDS Gulf Coast and SnowBIRDS Fla are printed full color in tabloid newspaper format, paper size 9.75 inches wide by 11.75 inches height. An outside margin surrounds the print area of each page.

FULL PAGE

VERTICLE FORMAT

9.75 "w x 11.75 "h

HALF PAGE ^(1/2)

HORIZONTAL FORMAT

9.75 "w x 5.75 "h

VERTICLE FORMAT

4.80 "w x 11.75 "h

QUARTER PAGE ^(1/4)

VERTICLE FORMAT

4.80 "w x 5.75 "h

EIGHTH PAGE ^(1/8)

HORIZONTAL FORMAT

4.80 "w x 2.80 "h

MARKETPLACE AD

HORIZONTAL FORMAT

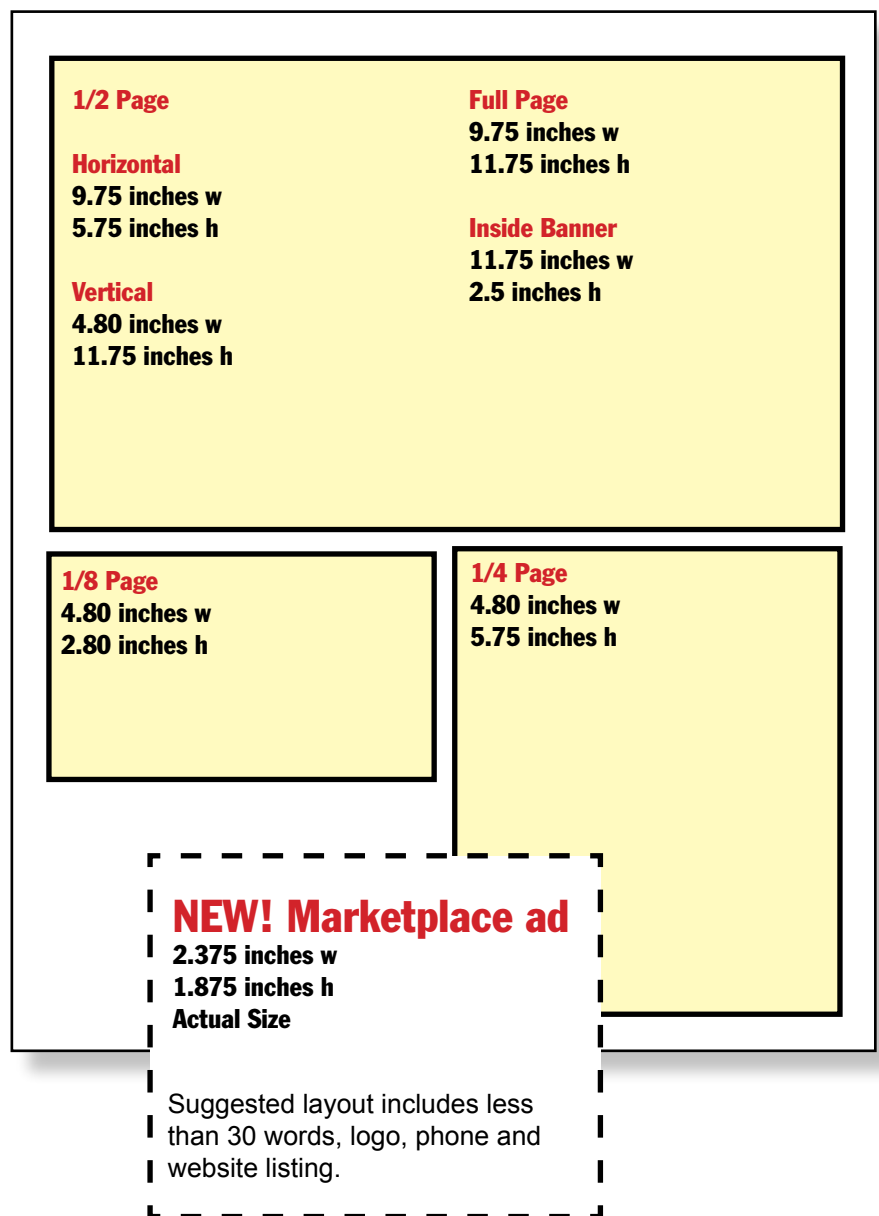
1.875 "w x 2.375 "h

DELIVERY:

MEDIA: CD or DVD ROM

TRANSFER: E-mail attachment to

publisher@snowbirdsgulfcoast.com



FILE FORMATS:

JPEG: CMYK 300-600 dpi; no security - all fonts included

PDF (preferred): CMYK 300-600; all fonts embedded; no graphic downsampling; binary data 300-1200 dpi; no security

PUBLICATION SCHEDULE AND DEADLINES:

Issue	Space Deadline	Art Deadline
SnowBIRDS Gulf Coast		
Season Package (August 1 - 5% Discount)	September 15, 2008	
Single Issue (Space Available)		
December 2008	September 30, 2008	October 20, 2008
January 2009	November 3, 2008	November 14, 2008
February 2009	December 30, 2008	January 7, 2009
March 2009	January 12, 2009	January 26, 2009
SnowBIRDS Fla		
January 2009	December 1, 2008	December 15, 2008