

# Snow BIRDS

## ADVERTISING OPTIONS



### 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** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$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.

**SOLD!**

**Premium Full Page Ad** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$10,000**  
 Choice of page 3, 5, 7, inside back cover - to be placed in all four Snowbird editions Dec. 2008 - March 2009. Includes free online front page button ad, directory ad, two Marketplace ads, six Snowbird E-News wire releases, six E-Newsletter sponsorship and discount on additional non-premium advertising pages.

#### Run of the House

**Full page** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$6500**  
 Includes online directory ad, 10-word print classified ad and one Marketplace ad in all editions.

**1/2 page** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$3500**  
 Includes online directory ad and discounts on print Marketplace ads.

**1/4 page** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$2750**

**1/8 page** ( Price includes all four Snowbird editions Dec. 2008 - March 2009) ..... **\$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](mailto: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 <sup>(1/2)</sup>

#### HORIZONTAL FORMAT

9.75 "w x 5.75 "h

#### VERTICLE FORMAT

4.80 "w x 11.75 "h

### QUARTER PAGE <sup>(1/4)</sup>

#### VERTICLE FORMAT

4.80 "w x 5.75 "h

### EIGHTH PAGE <sup>(1/8)</sup>

#### HORIZONTAL FORMAT

4.80 "w x 2.80 "h

### MARKETPLACE AD

#### HORIZONTAL FORMAT

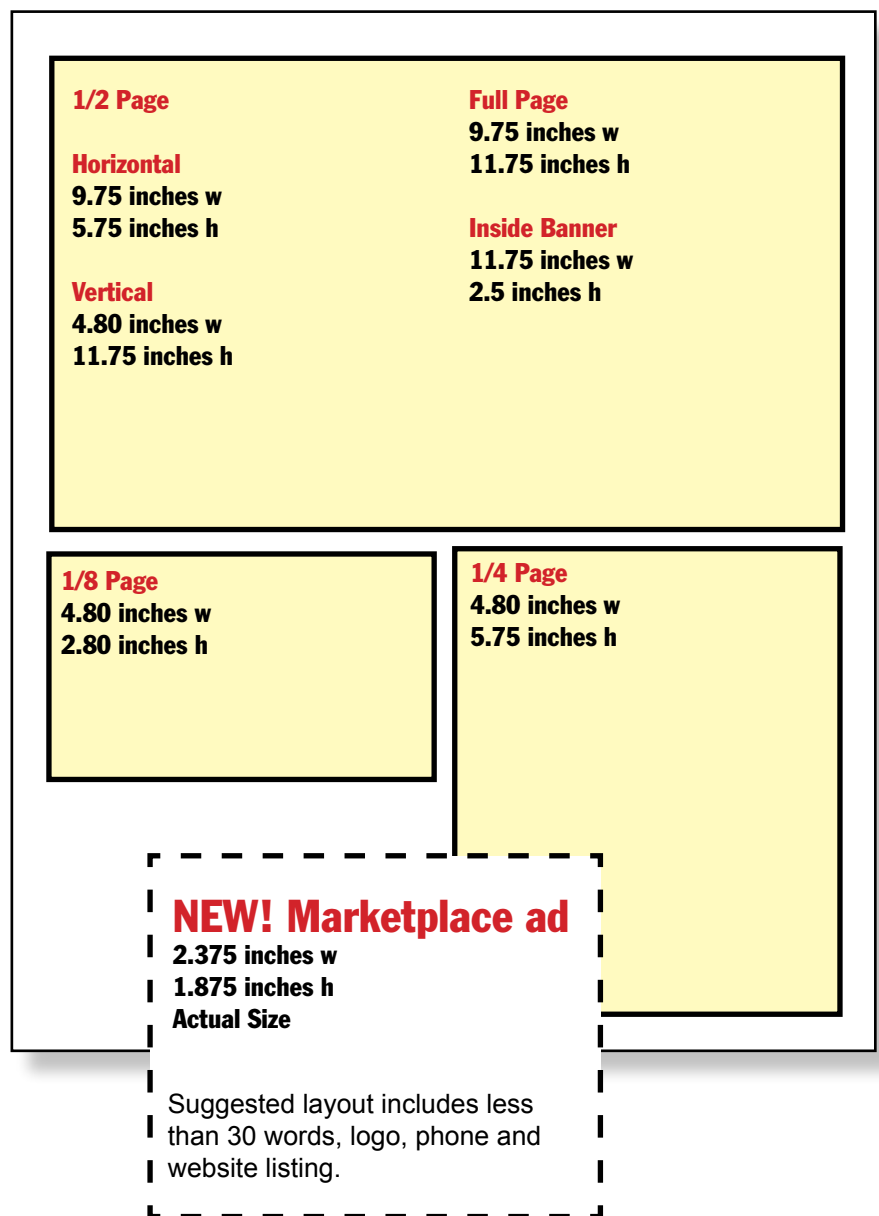
1.875 "w x 2.375 "h

### DELIVERY:

**MEDIA:** CD or DVD ROM

**TRANSFER:** E-mail attachment to

**[publisher@snowbirdsgulfcoast.com](mailto: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
<b>SnowBIRDS Gulf Coast</b>		
Season Package (August 1 - 5% Discount)	September 15, 2008	
<b>Single Issue (Space Available)</b>		
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
<b>SnowBIRDS Fla</b>		
January 2009	December 1, 2008	December 15, 2008