

Gulfshore Life.com

2012
ONLINE
MEDIA
KIT

SERVING SOUTHWEST FLORIDA FOR MORE THAN 41 YEARS

ONLINE DESCRIPTIONS

Run of Site

Banners will run in rotation on all pages not sold for exclusive monthly category sponsorships.

Category Sponsorships

Sponsor a topic of your choice and be the exclusive advertiser for that page, including Leaderboard, Footer, Top and Bottom Squares, Skyscrapers and one video.

HOME PAGE: The main page for our site

FOOD & WINE: Access to Southwest Florida's most comprehensive restaurant listings

ARTICLES: An overview of the current issue and links to full articles from the magazine

BLOG: An updated feed from our blog content

EVENTS & PARTIES: Find out what's going on in Southwest Florida

ART & ENTERTAINMENT: Your guide to the arts in Southwest Florida

FASHION: The latest in trends, fashion and style

HOME: Design, real estate and luxe living

HEALTH: Information on health and medical services

File Types Accepted

Jpg, png, gif, Flash, Rich Media, Javascript, HTML, and most third-party providers

Preparing Flash Banners

We use OpenX to host ad banners. For browsers that do not support Flash, please include a standard image banner (like a .jpg).

Link

Include the exact URL you want the ad to link to.

Deadlines

All banners are due at least three business days before the start of the campaign.

Reports

Clients can request a status report during the campaign as well as a final report at the conclusion of the campaign. Please contact your account executive for more information.


ONLINE SPECIFICATIONS



ONLINE RATES

Run of Site

Available exposure includes all pages not sold for exclusive monthly category sponsorships.

AD UNIT	WIDTH X HEIGHT	RATE
Banner Top	728 x 90 pixels	\$600/mo.
Skyscraper	160 x 600 pixels	\$500/mo.
Top/Bottom Square	300 x 250 pixels	\$400/mo.
Footer	728 x 90 pixels	\$300/mo.
Video 	3 minutes	\$500/mo.
Sponsored Links		\$300

MONTHLY CATEGORY SPONSORSHIPS

INCLUDES:

- Leaderboard - 728 x 90 pixels
- Top/Bottom Square - 300 x 250 pixels
- Skyscraper - 160 x 600 pixels
- YouTube Video - 3 minutes

RATES:

- Home Page \$3,500
- All other landing pages \$2,000

FORMATS ACCEPTED:

- JPEG, GIF, Animated GIF, Flash
- File size: 25K or less
- Color mode: RGB
- Resolution: 72 dpi

NEWSLETTER DESCRIPTION



Gulfshore Life

WEEKEND INSIDER

Published every Thursday. An insider's guide to the coolest goings-on in town that weekend.

Advertising opportunity: Connect with potential customers, who anticipate receiving this free weekly update to plan their weekend, with banner advertising.

BANNER	DIMENSIONS	RATE
Header	468 x 60 pixels	\$600/mo.
Side Skyscraper	160 x 600 pixels	\$500/mo.
Horizontal	468 x 60 pixels	\$500/mo.
Footer Banner	468 x 60 pixels	\$300/mo.

- One position available per issue: Header, Horizontal and Footer
- Five available per issue: Side Skyscraper

PROMOTIONAL NEWSLETTERS

FLASH!

Published every Wednesday. The latest pics from Southwest Florida's premier events.



Advertising opportunity:

Your EXCLUSIVE advertisement will drive traffic directly to your website and will also appear where the reader views and purchases photos on GulfshoreLife.com.

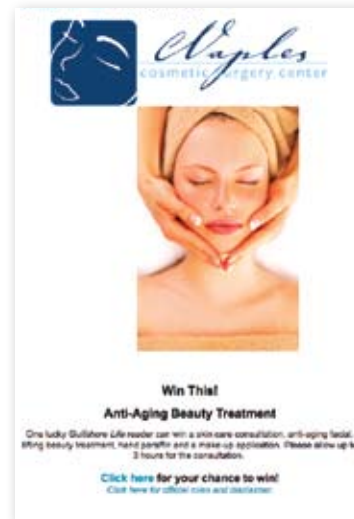
Photo Album Banner: 300 x 250

Flash Banner: 250 x 250

\$1,000/mo.

Win This!

Published monthly. An exclusive online giveaway on GulfshoreLife.com.



Advertising opportunity:

Receive an exclusive opportunity to promote your product to *Gulfshore Life's* unique on-line visitors and the Weekend Insider database. To be included in this giveaway, contact your sales representative.

NEWSLETTER & PROMOTION SPECIFICATIONS

ADVERTISING INFORMATION

Banner Ads

Positioned next to editorial content, banners are a visual way of reaching out to *Gulfshore Life's* newsletter readers and an opportunity for client logo exposure. The banner is the first message readers will see prior to reading the newsletter content.

Sponsored Links

Sponsored links are text-only ads that run adjacent to editorial content and offer advertisers an opportunity to deliver a specific message or offer directly to *Gulfshore Life* newsletter readers.

Banner File Types Accepted

Image-based files only: jpg, png or gif. No Flash, third-party or HTML accepted.

Link

Include the exact URL you want the ad to link to.

Deadlines

Banners and Sponsored Links are due the Friday before the newsletter is scheduled to go out.

Reports

Status reports are available by request. Contact your account executive for more information.