



# Gulfshore Business 2015 ONLINE MEDIA KIT

Your direct connection to the  
Southwest Florida business community.

## Online Opportunities

- *Gulfshore Business Daily* is delivered each morning to more than 6,100 readers in a quick, easy-to-read format—a great way for informed business people to start their work day.
- GulfshoreBusiness.com—Be at the forefront of the business community by advertising online at this important information resource.
- The *Gulfshore Business* digital edition is delivered to thousands of readers each month featuring the latest print issue. Promote your business with a full-page advertisement opposite the latest *Gulfshore Business* cover of the digital edition.

**GULFSHORE  
BUSINESS**

**GULFSHORE  
BUSINESS** DAILY

# Rates & Dimensions

## Gulfshore Business Daily

Ad Unit	Weight x Height	Rate
Horizontal	468 x 60	\$500
Skyscraper	120 x 600	\$650

## GulfshoreBusiness.com

Ad Unit	Weight x Height	Rate
Header	728 x 90	\$500
Skyscraper	160 x 600	\$650
Footer	728 x 90	\$500
Top or Bottom Square	300 x 250	\$500

## Gulfshore Business Digital Sponsor Page

Ad Unit	Weight x Height	Rate
Full Page	8.5" x 11" / PDF	\$750



Contact your account executive for more information.

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# Specification

## Banner Ads

Positioned next to editorial content, banners are a visual way of reaching out to *Gulfshore Business's* readers and an opportunity for client logo exposure.

## Banner File Types Accepted

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

## PDF Requirements

Have minimum resolution of 200 DPI. (Higher resolutions are encouraged.) Contain embedded fonts and flattened transparencies.

Do not contain bleed, gutter, or crop marks.

Contain individual pages, not cover layouts or other reader spreads.

Have no masked text.

## Link

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

## Deadline

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.