

GULFSHORE BUSINESS

2018 ONLINE MEDIA KIT

YOUR DIRECT CONNECTION TO THE SOUTHWEST FLORIDA'S BUSINESS COMMUNITY

E-NEWSLETTERS

Gulfshore Business Daily is delivered each weekday morning to nearly 10,000 readers in a quick, easy-to-read format—a great way for informed business people to start their work day.

Gulfshore Business This Week in Real Estate is sent each Wednesday morning to more than 6,000 executives with business interests in the Southwest Florida real estate market—an important link to this high value sector of the economy.

WEB

gulfshorebusiness.com—Be at the forefront of the business community by advertising online at this important information resource.

The *Gulfshore Business* digital edition features all of the content and advertising from the print magazine, a huge added value to advertisers that comes at no additional charge!



Our digital platforms are able to reach a combined **210,000** business-minded consumers every month!

// RATES & DIMENSIONS

GULFSHORE BUSINESS DAILY

AD UNIT	WIDTH X HEIGHT	RATE
Skyscraper	130 x 650	\$700 per month
Horizontal	470 x 60	\$600 per month
Island Square	298 x 248	\$600 per month
Top Leaderboard	580 x 74	\$750 per month
Bottom Leaderboard	580 x 74	\$600 per month

THIS WEEK IN REAL ESTATE

AD UNIT	WIDTH X HEIGHT	RATE
Skyscraper	98 x 490	\$500 per month
Horizontal	360 x 48	\$425 per month

GULFSHOREBUSINESS.COM

AD UNIT	WIDTH X HEIGHT	RATE
Leaderboard	728 x 90 and	\$500 per month
w/ Mobile Leaderboard	320 x 50	
Island	300 x 250	\$500 per month
Half page vertical	300 x 600	\$650 per month

// SPECIFICATIONS

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.

File Requirements | **File type:** JPEG, GIF, Animated GIF, Flash
Resolution: 125 dpi (File size: 25KB or less)
Color mode: RGB

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

Deadline | Banners and links are due one week before the newsletter is scheduled to go out. Please submit materials to khill@gulfshorelife.com.

Reports | Status reports are available by request.

Contact your account executive for more information.

Rob Wardlaw | Associate Publisher

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