



ONLINE & E-NEWSLETTER RATES

Run-of-Site

Reach our widest audience with a **ROS** ad buy. Choose from three ad sizes.

AD SIZE	Rate
Leaderboard (728 x 90)	\$40 CPM
Medium Rectangle (300 x 250)	\$36 CPM
Skyscraper (160 x 600)	\$33 CPM

For Rich Media ad rates, contact your market manager.

E-Newsletters

DAILY PULSE

Wide-ranging look at the top business and political headlines and commentary of interest to Florida's top executives. Delivered each weekday by 9:00 a.m.

40,000 Opt-In Subscribers

AFTERNOON PULSE

Update on the day's top headlines, newsmakers and important state-wide calendar items. Delivered each weekday at 2:00 p.m.

40,000 Opt-In Subscribers

AD SIZE	1 day per week	2 days per week	3 days per week	4 days per week	5 days per week
Skyscraper (160 x 600)					
1 month (rate per month)	\$1,205	\$2,290	\$3,250	\$4,130	\$4,905
3 months (rate per month)	\$995	1,895	2,695	3,430	4,075
6 months (rate per month)	\$835	1,580	2,235	2,820	3,320
Half Banner (234 x 60)					
1 month (rate per month)	\$1,020	\$1,940	\$2,765	\$3,505	\$4,165
3 months (rate per month)	\$845	1,610	2,295	2,910	3,460
6 months (rate per month)	\$705	1,335	1,905	2,400	2,820
Rectangle (300 x 100)					
1 month (rate per month)	\$1,020	\$1,940	\$2,765	\$3,505	\$4,165
3 months (rate per month)	\$845	1,610	2,295	2,910	3,460
6 months (rate per month)	\$705	1,335	1,905	2,400	2,820

PREVIEW

This popular monthly e-mail previews top stories and new features on FloridaTrend.com.

35,000 Opt-In Subscribers

AD SIZE	1 month (rate per month)	3 months (rate per month)	6 months (rate per month)
Skyscraper (160 x 600)	\$1,800	\$1,495	\$1,295
Half Banner (234 x 60)	1,080	895	695
Rectangle (300 x 100)	1,080	895	695

SMALL BUSINESS EDGE

News, tips and timely advice to keep small business owners and managers in the know on topics that matter most in today's tough economic climate.

10,000 Opt-In Subscribers

AD SIZE	1 month (rate per week)	3 months (rate per week)	6 months (rate per week)
Skyscraper (160 x 600)	\$250	\$225	\$170
Half Banner (234 x 60)	125	105	85
Rectangle (300 x 100)	125	105	85

"YOU'RE IN TREND"

Once-a-month e-mail alert to the newsmakers and companies featured in the upcoming issue of Florida Trend magazine.

400% Pass-Along Rate

AD SIZE	Exclusive Sponsorship (rate per month)
Leaderboard (728 x 90)	\$500

Online rates are gross. Rate schedule subject to change with 60 days notice. Florida Trend uses IAB ad sizes.



ONLINE AD SPECS

Online Display Ad Specs

FloridaTrend.com uses standard IAB ad sizes on each page. (See screen grab below for ad placement.)

- Almost all web pages have three ad positions:
 - Leaderboard - 728 x 90 pixels
 - Medium Rectangle - 300 x 250 pixels
 - Sky Scraper - 160 x 600 pixels
- Supported creative formats: GIF, animated GIF (limit 3 loops), JPEG, Flash (limit 3 loops).
- GIF/JPEG and Flash not to exceed 36k.
- Many types of rich media are available. Call your market manager for details.
- Flash ads require special click tag script to be embedded. Go to FloridaTrend.com/Flash for instruction on preparing Flash ads.

Submit creative (with click-through URL) 3 business days prior to beginning of ad campaign to: OnlineAds@FloridaTrend.com

e-Newsletter Display Ad Specs

FLORIDA TREND e-Newsletters use standard IAB ad sizes. Each eNewsletter has 3 ad positions: Skyscraper, Half-Banner and 3:1 Rectangle. (See screen grab below for ad placement.)

- Supported creative formats: GIF, animated GIF (limit 3 loops), JPEG. **No Flash creative.**
- GIF/JPEG file weight should not exceed 36k.

Submit creative (with click-through URL) 3 business days prior to beginning of ad campaign to: OnlineAds@FloridaTrend.com

LEADERBOARD
728 x 90 (pixels)

MEDIUM RECTANGLE
300 x 250

SKY-SCRAPER
160 x 600

3:1 RECTANGLE
300 x 100

FloridaTrend.com >>> **DAILY PULSE**

SKY-SCRAPER
160 x 600 (pixels)

HALF-BANNER
234 x 70

3:1 RECTANGLE
300 x 100