

Florida Trend 2017

RUN-OF-SITE

SPECS & RATES

Rates effective October 1, 2016.



FLORIDATREND.COM



111,811
UNIQUE MONTHLY
VISITORS

824,340
PAGEVIEWS PER
MONTH

Google Analytics (3-month average)

FIND OUT MORE

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AD POSITION

AD SIZE (PIXELS)

RATE

MEDIUM RECTANGLE

300 X 250

\$28 CPM

SMALL RECTANGLE

300 X 100

14 CPM

Rates are net.

Rate schedule subject to change with 60 days notice.

Supported creative formats: GIF, animated GIF (limit 3 loops), JPEG, Flash (limit 3 loops). GIF, JPEG and Flash may not exceed 1MB. Flash ads require special click tag script to be embedded.

Go to www.FloridaTrend.com/Flash for instructions. Many types of rich media are available. Call for details.

Please submit creative (with click-through URL) 5 business days prior to beginning of ad campaign to: Rana Becker, Ad Coordinator, rbecker@floridatrend.com, (727) 892-2642.

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eNEWSLETTER SPECS & RATES

Rates effective October 1, 2016.
Rate schedule subject to change with 60 days notice.

● **DAILY PULSE** Wide-ranging look at the top business and political headlines and commentary of interest to Florida's top executives.

>>> Delivered weekdays by **9:00 a.m.**

● **AFTERNOON UPDATE** Update on the day's top headlines, newsmakers and important statewide calendar items.

>>> Delivered weekdays at **2:00 p.m.**

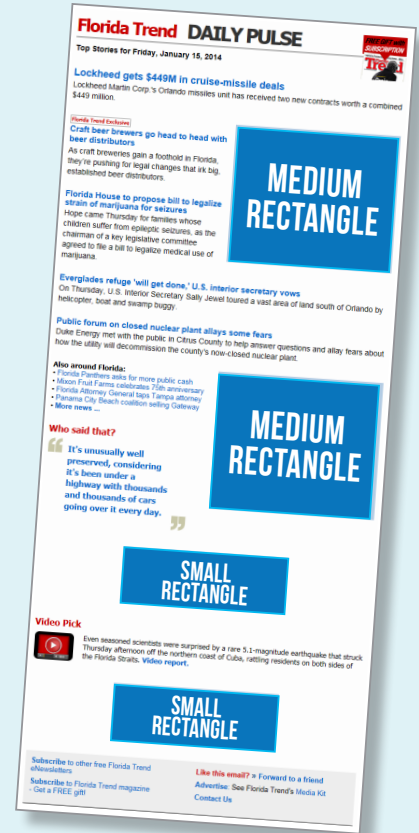
MEDIUM RECTANGLE		300 x 250 Pixels			
	1x/week	2x/week	3x/week	4x/week	5x/week
1 month	\$1,525	\$2,900	\$4,110	\$5,230	\$6,205
3 months	1,260	2,400	3,410	4,340	5,160
6 months	1,060	1,995	2,830	3,565	4,200

Rates are per month. Rates are net.

SMALL RECTANGLE		300 x 100 Pixels			
	1x/week	2x/week	3x/week	4x/week	5x/week
1 month	\$1,125	\$2,135	\$3,045	\$3,855	\$4,585
3 months	930	1,770	2,525	3,200	3,800
6 months	775	1,470	2,095	2,640	3,100

Rates are per month. Rates are net.

Supported creative formats: GIF, animated GIF (limit 3 loops) and JPEG, (may not exceed 1MB.) Call for details.



45,900
OPT-IN EMAIL
SUBSCRIBERS

FIND OUT MORE

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