

DRIVE TRAFFIC TO YOUR SITE, BROADEN YOUR REACH, BUILD BRAND AWARENESS, AND GROW YOUR BUSINESS

Multimedia advertising is proven to be a highly effective strategy for powerful ad campaigns. In recent years, interactive branding has taken the world by storm. Today, simply having a website is not enough. You want people to visit your website, seek more information, purchase a product, become a lead, keep your brand top of mind, learn something new, etc. Banner advertising on sarasotamagazine.com can help you achieve your goal.

According to recent research from iCrossing, display ad campaigns can aid brand awareness, recognition and preference by attracting visitors to a Web site. Additionally, recent comScore research has shown that online display ads generate significant lift in trademark search, online and offline sales, and brand-site visitation across all verticals, among those Internet users who were exposed to the online ad campaigns—whether they clicked on the ad or not.

BANNER ADS

Banner ads are ideal for advertisers requiring maximum visibility by the Sarasota Magazine audience. Ads are rotated (maximum of two in rotation) on every page of sarasotamagazine.com, which receives more than 80,000 impressions monthly.

RUN OF THE SITE

BANNER	Header	Skyscraper*	Top Square*	Bottom Square*	Footer
DIMENSIONS	728 x 90	160 x 600	300 x 250	300 x 250	750 x 75
RATE	\$600/mo.	\$500/mo.	\$400/mo.	\$400/mo.	\$300/mo.

*Banners are run of site except on Real Estate and Health subpages.

REAL ESTATE AND HEALTH SUBPAGES

BANNER	Skyscraper	Top Square	Bottom Square
DIMENSIONS	160 x 600	300 x 250	300 x 250
RATE	\$300/mo.	\$300/mo.	\$300/mo.

Print schedule in Sarasota Magazine is required to participate.

Advertisers have the option to pay twice the rate to purchase the space for no rotation with another banner. Regional buys qualify for a 25% per publication discount. Creative must be updated every three months.

*File must be 75 DPI and a JPEG, animated GIF or Flash Format (no more than 25K). All dimensions are in pixels.



ONLINE ADVERTISING OPPORTUNITIES

eBROCHURES

Displayed on the *Sarasota Magazine*, *Biz941*, *Gulfshore Life* and *Gulfshore Business* websites, eBrochures are ideal for the advertiser who craves worldwide exposure. Ebrochures are similar to the profiles featured in *Sarasota Magazine*. Each ebrochure may contain up to six photos, 600 words of copy and any number of links, which makes this option excellent for Search Engine Optimization (SEO).

\$500/month print schedule is required

Photos must be no more than 75 DPI and JPEG format.

WeekendInsider

eNEWSLETTER SPONSORSHIP

The *Weekend Insider*, *Sarasota Magazine's* weekly e-newsletter, is sent out every Thursday. What better way to advertise than to connect with potential customers who anticipate receiving this free weekly update to plan their weekend? It features our editor's picks for the "Weekend Top 5" things to do and highlights three events in the week ahead. Your ad in this popular newsletter will deliver your message to our savvy and engaged readers.

BANNER	Horizontal* (3 available per issue)	Right Side Skyscraper* (4 available per issue)	Footer/Sponsor Banner* (1 available per issue)
DIMENSIONS	468 x 60	160 x 600	750 x 75

\$500/month print schedule is required

*File must be 75 DPI and a JPEG or GIF (no more than 25K). All dimensions are in pixels. Please note that Flash format is not permitted.