

# Digital Advertising 2019

**TBBW**  
TAMPA BAY BUSINESS & WEALTH



Reaching top decision-makers and influencers in Hillsborough, Pinellas, Polk, Manatee and Sarasota counties, Tampa Bay Business & Wealth magazine delivers in-depth business reporting – with a distinct local perspective – on topics that make a difference to Tampa Bay business professionals.

## AD RATES

	Annual Contract Monthly Rate	Six Month Contract Monthly Rate	One Month Rate
<b>DISPLAY BANNER AD PRICING</b>			
Top Large Leaderboard Placement beside the TBBW logo 970x250 pixels	\$2,080	\$2,290	\$2,520
Banner Above the Fold Placement on the right sidebar next to the featured slideshow 300x250 pixels	\$1,485	\$1,635	\$1,800
Vertical Tower Placement on the right sidebar 160x600 pixels	\$1,280	\$1,440	\$1,600
Banner Left banner under "Stay Connected" 300x250 pixels	\$1,280	\$1,440	\$1,600
Horizontal Pencil Banner above Education 1024x90 pixels	\$1,280	\$1,440	\$1,600
Lower Banner Placement beside Great Places and Spaces 300x250 pixels	\$1,190	\$1,310	\$1,440

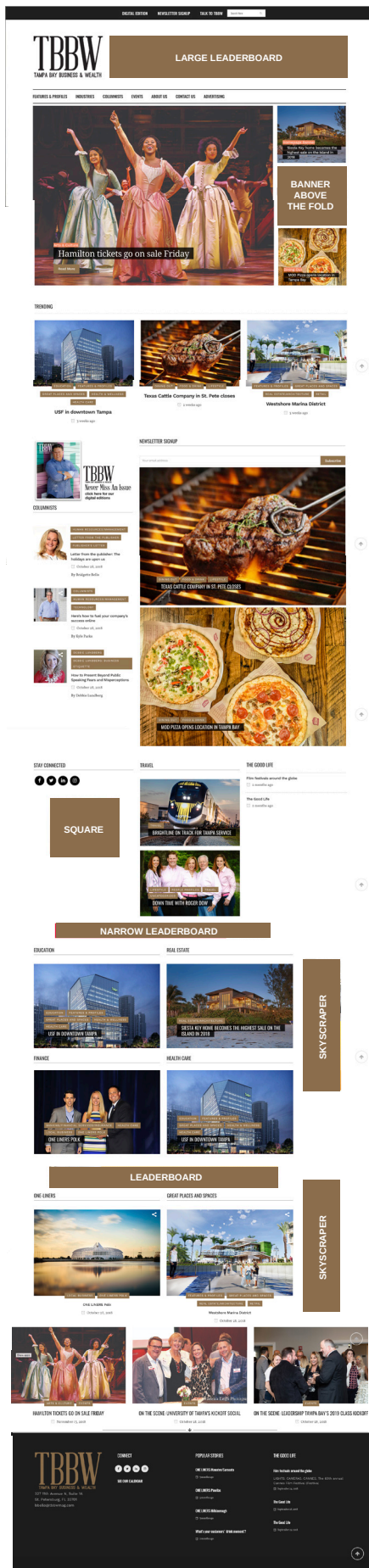
### WEEKLY TBBW NEWSLETTER SPONSORSHIP PRICING (PER WEEK)

Reaching more than 15,000 email inboxes weekly	52 Weeks	39 Weeks	26 Weeks	13 Weeks	Open
Presenting Sponsor of TBBW Weekly (placement below TBBW Weekly logo) 728x90 pixels	\$450	\$510	\$570	\$630	\$675
Middle Placement 728x90 pixels	\$300	\$360	\$420	\$480	\$525
Bottom Placement 728x90 pixels with 150 words	\$150	\$210	\$270	\$330	\$375

All rates are quoted "per week" (1 drop per week)  
Price will be discounted 20% with a 12 time in print advertising contract

# Digital Advertising 2019 Website

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## DISPLAY BANNER AD SIZES

(All Banner Ads are run of site and clickable redirecting to client's URL of choice)

### Top Large Leaderboard

Placement beside the TBBW logo  
**970x250 pixels**

### Square Above the Fold

Placement on the right sidebar next to the featured slideshow  
**300x250 pixels**

### Skyscraper

Placement on the right sidebar  
**160x600 pixels**

### Square

Left banner under "Stay Connected"  
**300x250 pixels**

### Narrow Leaderboard

Banner above Education  
**1024x90 pixels**

### Leaderboard

Above Great Places and Spaces  
**728x90 pixels**

## MATERIAL REQUIREMENTS

TBBW Magazine requires all advertisements to be submitted to the specifications exactly, in order to ensure the highest quality reproduction to meet client expectations. Any ad requiring design will be contracted out at the clients' expense – for a minimum of \$100 per hour.

Ads by email/ads on Disk: High Resolution PDFs only. CMYK Press-Ready PDF files on CD, via email or ftp. Microsoft Word, Powerpoint and Publisher files are NOT acceptable.

Please ensure that all fonts are embedded, all colors are converted to CMYK, and overprinting is turned off. We recommend saving at 300dpi. See size specifications to the left.

Please provide a URL to redirect clickable ad.

## SPECIFYING COLORS IN APPLICATIONS

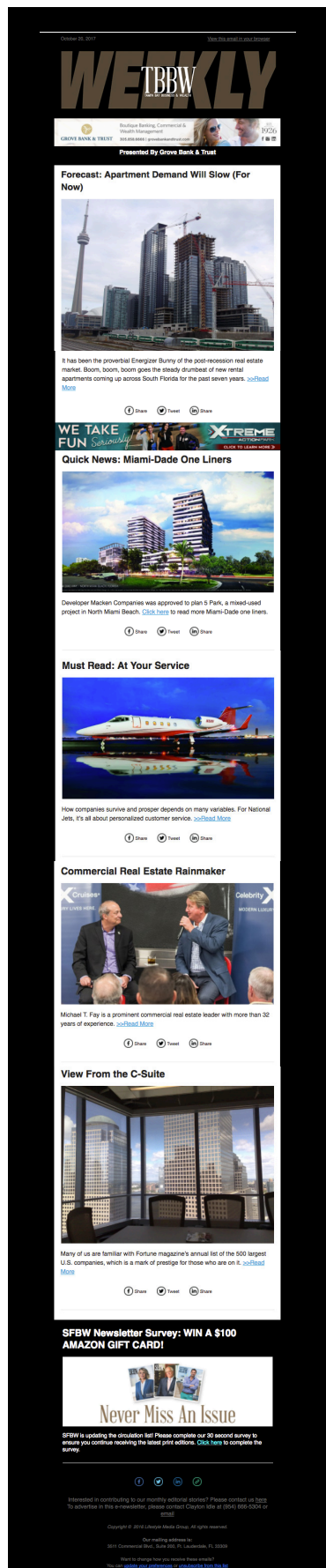
When choosing colors in your applications, choose only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. Do not use spot colors.

## SUPPORTING GRAPHICS

Bitmap or pixel-based graphics must be in RGB format saved either as a TIFF or EPS. When using clipping paths with EPS files, set the flatness value to no lower than 4. Vector-based graphics must be in an EPS format. When pixel-based images are embedded in the graphics the original graphic file must be included. All logo type must be converted to outlines (paths).

# Digital Advertising 2019 Newsletter

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## DISPLAY BANNER AD SIZES

	<b>Top</b> (placement below SFBW logo)
<b>Width</b>	<b>728 pixels</b>
<b>Height</b>	<b>90 pixels</b>
<b>Middle</b>	
<b>Width</b>	<b>728 pixels</b>
<b>Height</b>	<b>90 pixels</b>
<b>Bottom</b> with 150 words	
<b>Width</b>	<b>728 pixels</b>
<b>Height</b>	<b>90 pixels</b>

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