

## **Email Newsletter and Website**

Fishermen's News offers digital and online products to help your company maximize its exposure to the West Coast commercial fisherman.

The weekly news blast reaches the West Coast highliners with an industry leading open rate of 29%!

Not a compilation of old news, but fresh weekly stories written specifically about and for the West Coast fishing fleet, *FN Online* covers breaking news affecting Pacific Coast fishermen, and our cost-effective and efficient ad placements link those subscribers directly with advertiser websites.

# **Dedicated Email Blast**

Single advertiser "owns" content sent to entire *Fishermen's News* email newsletter list of more than 2,200 subscribers. Limited to one per month.

## **Email Newsletter Advertising Rates**

Top Leaderboard	728 x 90 pixels	\$ 935	
Top Half Page	300 x 600 pixels	\$ 935	
Top Medium Rectangle	300 x 250 pixels	\$ 727	
Subsequent Half Page	300 x 600 pixels	\$ 700	
Subsequent Medium Rectangle	300 x 250 pixels	\$ 464	
Dedicated Email Blast		\$ 1,288	

# **Website Advertising Rates**

Top Leaderboard	728 x 90 pixels	\$ 935	
Top Half Page	300 x 600 pixels	\$ 935	
Top Medium Rectangle	300 x 250 pixels	\$ 700	
Subsequent Half Page	300 x 600 pixels	\$ 700	
Subsequent Medium Rectangle	300 x 250 pixels	\$ 406	

Ask about frequency discounts

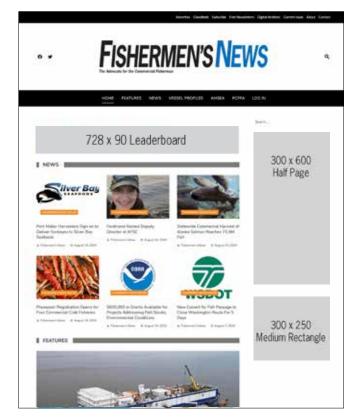
ADVERTISING SALES Katie Higgins • katie@maritimepublishing.com • 206-914-4248



#### **EMAIL NEWSLETTER**



#### **WEBSITE**



Formats accepted: JPG, GIF, PNG

Dedicated email: Supply content as html (600 px wide)

or provide copy and images/graphics.

## **Email Newsletter Banner Sizes**

Top Leaderboard 728 x 90 pixels
Half Page 300 x 600 pixels
Medium Rectangle 300 x 250 pixels

### **Website Banner Sizes**

Top Leaderboard 728 x 90 pixels
Half Page 300 x 600 pixels
Medium Rectangle 300 x 250 pixels