

SOUTHWEST FLORIDA BUSINESS TODAY

Rates and Circulation

Print Advertising Rates

Ad Size	1-3 Issues	4-7 Issues	8-11 Issues	12-13 Issues
Full Page	999	899	799	749
Half Page	599	549	525	485
Quarter Page	449	399	369	349
Eighth Page	299	275	249	239
B2B Double Business Card	179	139	119	109
B2B Business Card	79	69	59	49
Cover Premium Add 20%	Inside Positions		Add 15%	
B2B Color Premium Add \$30 per ad	Full Color Premium Add \$50			
ALL DISPLAY ADVERTISERS RECEIVE A FREE LISTING IN OUR ONLINE BUSINESS DIRECTORY				

Website Advertising Rates

With print advertising/add-on rate

Ad Size	Open	6 months	12 months	Open	6 months	12 months
Banner	400	350	300	200	175	150
Sponsor	300	250	200	150	125	100

Preprints Insertion:

8 1/2" x 11" Flyers, Add \$2 per thousand for each additional page.

Full: \$500

Zoned: \$200 per zone

Zones: 1) Cape Coral

2) Fort Myers

3) Estero

4) Bonita Springs

5) Naples

900 - 1,200 businesses per zone

Subscription Rates:

One Year: \$30 Two Years: \$50 Three Years: \$65 After three years, add \$15 per year

Circulation:

300 newspapers direct-mailed to an exclusive list of business owners and executives every month.

6,000 delivered to businesses doing business with other businesses every month.

Delivered by the end of the first full week of each month.

The missing piece is in your hands...

Southwest Florida Business Today.

Southwest Florida's B2B Marketplace.

www.swfloridabusinesstoday.com

