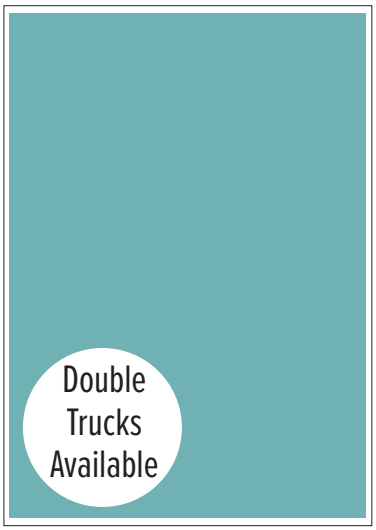
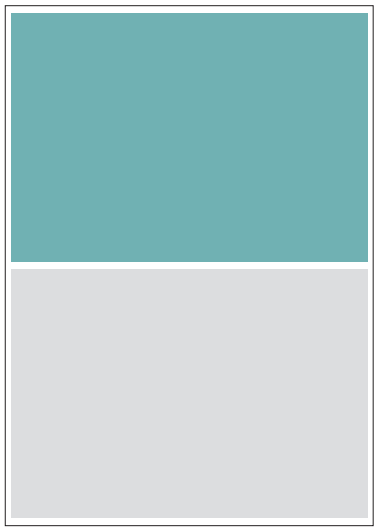
# The FISHING LOWDOWN

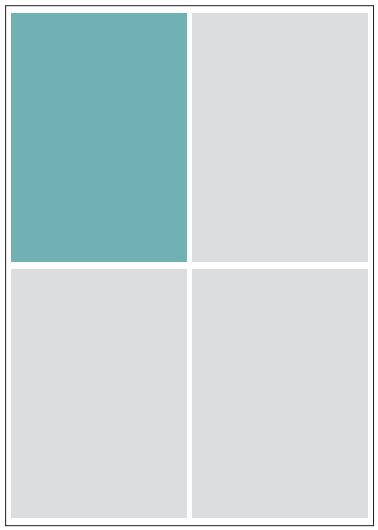
THE HIDDEN COAST'S MONTHLY TAB ON FISHING & OUTDOOR RECREATION

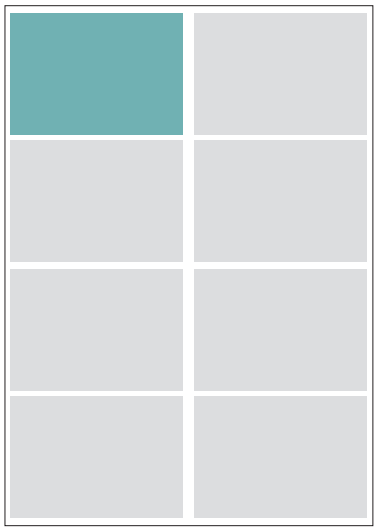
## PRINT ADVERTISING

Page Size 10.5 x 12
Full Color Newsprint Tabloid







| FULL PAGE | HALF PAGE | QUARTER PAGE | BUSINESS CARD |
|---|---|---|---|
| 9.68 x 10.85 **$195** | 9.68 x 5.34 **$95** | 4.76 x 5.34 **$50** | 4.76 x 2.59 **$35** |

**Reserved spacing available:**

Front page, Front inside, Page 3, Center spread, Back inside, Back page

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## ONLINE ADVERTISING

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Web, Social Media & Google AdWord

Sign for **6** months and get
**1 month FREE!**

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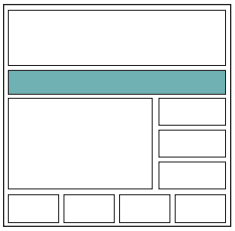
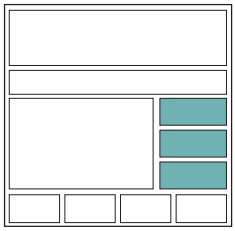
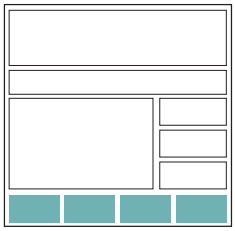


**Home Page Banner:** 728px x 90px
**$150 mo.**



**Medium Box:** 300px x 250px
**$125 mo.**



**Small Box:** 180px x 150px
**$100 mo.**

## DISTRIBUTION AREA

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15 counties •40+ Racks

**Printed monthly and distributed along Florida's Gulf Coast**

- 50+ racks throughout the region
- 100+ pickup locations throughout region
- Distributed in 15 counties
- Covers 100 miles of U.S. 19
- Covers 50 miles radius of I-10/I-75

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