

Get in Front of the Florida Thoroughbred Audience



Media Kit

FTBOA Communications | 801 SW 60th Ave. | Ocala, FL 34474 | 352-629-2160



DIGITAL BRANDING

WIRE TO WIRE

17, 500 distributed weekly, 42% open rate, 2% click through rate
Digital magazine Emailed Tuesday - Saturday (Except Federal Holidays)
All Ads: Full color, 300 dpi; PDF, JPG, PNG, no bleed, no crop marks

Front Page Banner: 7.5" wide x 1.5" tall

\$400

Front Page Banner-FULL: 7.5" wide x 3" tall

\$800

Full Page Ad : 7.5" wide x 10" tall

\$600/Frequency rate: \$500/ Front Page \$800

Half Page Ad : 7.5" wide x 5" tall

\$365

Full Size Banner: 7.5" wide x 3" tall

\$235

Half Size Banner: 7.5" wide x 2" tall

\$130

Classified/Business Place Ad:

7.5" wide x 1" tall; 25 words or less

\$45 per week or 4 weeks for \$135

No Equine Sales or Real Estate ads

SPECIAL CONGRATULATIONS/CONSIGNOR ADS

Half Page: \$200 (2 week run)

\$280 — if we design (includes a picture)

Ad cycle runs Thursday to Wednesday*

Ad runs 5x weekly - No Sunday or Monday

Space reservation by Tuesday

Camera ready ad by Wednesday End of day

FTBOA Ad design - \$80/hr. min. \$20

***Special ad cycles available during OBS sales**



ANNUAL FARM & SERVICE DIRECTORY

Print - Distributed by mail to stakeholders and to onsite locations statewide

All Ads: Full Color; 300 dpi; PDF, JPG

Space reservation April 30;

Camera ready ad by May 15

Tab Ad: 8.5" wide x 11" tall;

Full Page Tab ad: \$1,850

2 Page Spread: 16.375" wide x 10.875" tall;

add .125" all around bleed, crop marks not necessary,

keep text within .5" from trim

\$3,135

Full Page: 8.375" wide x 10.875" tall;

add .125" all around bleed, crop marks not necessary;

keep text within .5" from trim

\$1,565

Full Page Frequency: \$1,265

Half Page: 8.375" wide x 4.75" tall, no bleed

\$1,225

Quarter Page: 3.6" wide x 4.75" tall

\$550

Banner: 7.375" wide x 1.5" tall

\$150

No classified ads in this issue

Preferred placement available. Call for pricing.

THE FLORIDA HORSE

Award-winning Digital Feature Stories

In-Article Large Banner Ad (Permanent)

Rotates in or adjacent to articles, rotates to Wire to Wire Homepage

Size: 750px x 300px or 750px x 300px

\$750 monthly

Tab ad
8.5" x 11"

Two Page Spread
16.75" x 10.875"

Full Page
8.375" x 10.875"

Half Page
7.375" x 4.75"

1/4
Page
3.6" x
4.75"

Banner 7.5" x 1.5"



DIGITAL BRANDING - WEBSITE

FTBOA.com — 20,000 Views Monthly

Run Of Site Package

Ad runs in all sizes, rotating in all areas
\$2,500 monthly, a \$500 savings monthly
\$500 monthly (frequency package rate)

Homepage Full-Length Banner Ad

or Standard Banner Ad

One of our highest performing ads due to location middle of fold on homepage,
rotates to content area and articles area

— 970px x 90px or 728px x 90px —
\$1,000 monthly

Homepage Jumbo Bottom of Page Ad

Rotating ad bottom of page

— 750px x 300px —
\$200 monthly

Wire to Wire Homepage Box

Rotating ad appears in the story recaps/links area

— 300px x 250px —
\$300 monthly

In-Article Large Banner Ad (Permanent)

Rotates adjacent to articles, rotates to Wire to Wire Homepage

— 300px x 600px —
\$400 monthly

Website Section Sponsorships

Standard — \$600 monthly

Exclusive — \$800 monthly

Examples: Entries/Results, Registration Deadlines, Industry News, Florida-breds in Stakes

All packages are a three-month minimum run



SPECIALTY ADVERTISING

THE FLORIDA HORSE PODCAST

Sponsored industry service or business podcast

FTBOA host interviews guest of interest to the Florida Thoroughbred industry
Topics featured relate to the Florida Thoroughbred industry, farms, products and services

15-minute length, up to five graphics or photos

Includes company logo (business provides)

Includes distribution via FTBOA media channels

Limited availability

New advertiser rate (seasonal) - \$1,500

Frequent advertiser rate - \$900

Annual contracted advertiser add-on rate - \$750

In-Podcast Commercial

30 second to 1 minute commercial

Includes distribution via FTBOA media channels

New advertiser rate (seasonal) - \$500

Frequent advertiser rate - \$350

Annual contracted advertiser add-on rate - \$250

Six-month minimum

In-Podcast Logo or Name

Logo show at intro and outro of show

Includes distribution via FTBOA media channels

New advertiser rate (seasonal) - \$400

Frequent advertiser rate - \$250

Annual contracted advertiser add-on rate - \$150

Six-month minimum



SPECIALTY ADVERTISING

FTBOA VIDEO KIOSK NETWORK

801 SW 60th Avenue, Ocala, FL
(FTBOA headquarters and
FTBOA Booth at OBS, World's Leading Thoroughbred Sales*)

Digital Ad, Logo or Commercial (up to 15 seconds)

Frequency Pricing

3 months - \$300 per month

6 months - \$200 per month

12 months - \$150 per month

Annual contracted advertisers add-on rate - \$100 monthly

Frequent advertisers add-on rate - \$150 monthly

Advertiser provides ad, logo or commercial

Billed upon placement, prepaid quarterly

Three-month minimum

*Sales dates only