

# GULFSTER MEDIA KIT

GulfsterReport@Gmail.com (727) 644-0150



Sean Poynter. Bradenton Beach. Hurricane Ike. Photo: Ryan Clapper



# ADVERTISE with Gulfster.com

Since 2002 Gulfster.com has been one of the biggest surf websites in the southeast and is dedicated to bringing daily in-depth surf reports, photos, and surf related content from both the Gulf Coast and East Coast of Florida. Gulfster has a committed team of photographers whose daily content reaches tens of thousands of people across the state.

## 2012 CALENDAR YEAR STATS

Median Age: 18-35  
Unique Users: 330,000  
Visits: 1,800,000  
Pageviews: 3,515,000  
Average Daily Page Views: 9.5k

We offer 3 banner ads for one low price, nearly all of which will appear site wide. Banner ads can help drive business or establish brand awareness. Whatever your marketing goal, Gulfster.com will help you get the word out! With reasonable affordable rates and our continuously growing audience, you'll get the most bang for your buck and hit your target market.

## GULFSTER OFFERS

- Extremely competitive pricing
- Customized advertising to target your audience
- Maximized exposure
- Highly visible banner ads designed by professional graphic artists
- Outstanding service

Gulfster averages over 25,000 unique users per month. The average time spent on the site is over two minutes 10 seconds, and over 65% of our viewers have either bookmarked or made gulfster.com their homepage.



Anna Maria Island During Hurricane Gustav. Photo: Clapper



# ABOUT ADVERTISING

You get 3 banner ad areas. You can submit unlimited creatives for the leaderboard and square ad. We can run reports on your creatives and tell you which one is working the best. And you can change them as often as you'd like. Our Ad Management system is mobile-device-friendly and works on all smart phones and tablets. Gulfster.com can build the banners for you for no additional cost. You get the full graphic design service FREE!

We offer 1 simple advertising package. This includes 3 banner ads for one low price as a monthly flat rate. We can also quote you on CPM or CPC advertising. Save over 17% when paying for the year in full. You can submit your banner ads as a SWF, JPG or GIF. Please keep file size 70k or under.

## BANNER AD DIMENSIONS

- 670 x 100 Leaderboard Banner: This banner is displayed in rotation on the top of nearly every page site wide.
- 250 x 250 Square Ad: This banner is displayed on the right hand side of nearly every page site wide.
- 130 x 75 Logo link: This is a static logo banner ad displayed nearly site wide alphabetically under sponsors, so people will always be able to see your company on nearly every page



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Lightning Storm. Satellite Beach. Photo: Clapper







## OTHER SERVICES

### GRAPHIC DESIGN:

Our creative team can design custom web banners along with other artwork that compliments your brand. We can design your web banners for gulfster.com for no additional charge. We provide the full graphic design service FREE when you advertise.

You can also hire Gulfster for any of your freelance print or web needs.


### PHOTOGRAPHY:

We offer professional photography services. Including sports, weddings, product shots, architecture and just about anything you need.

### WEB DESIGN:

Need a website? We do that too. Contact us for a free quote.

Sunset Beach, Treasure Island Sunset. Photo: Clapper

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