

Give Your Brand a *Boost* with Digital

Amplify your advertising efforts with digital marketing campaigns to reach your target audience.



SAF Website

Make a lasting first impression by advertising at the top of the SAF homepage. Safnow.org, averages 30,000+ monthly pageviews.

Promotional eBlasts

Tell the industry about your company's new products and services by letting SAF send an email blast to our members as sponsored content. Target marketing and segmentation available.

SAF NOW eNewsletter

SAF's weekly eNewsletter is a high-value advertising opportunity to reach industry decision makers. SAF NOW has impressive open rates averaging 35% and appealing click-through statistics.

Vendor Vendor Video Showcase

Enhance your storytelling ability and get mass exposure for your company's unique value proposition, products and services with video.

Digital Rates and Specifications

safnow.org website

Top Leaderboard - \$1,000/monthly

- 728 x 90 pixels
- Supported files: .jpg or .gif
- 3 rotations max per month

Promotional eBlasts

(Price is based on selected target list.)

- Fully designed, ready-to-send email in an HTML file. (Use a testing service such as litmus to confirm html validation and deliverability of code.)
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded
- Subject line for the email

**All promotions are subject to approval by The Society of American Florists and can be discontinued for any reason at any time.*

***These promotions are limited.*

SAF NOW eNewsletter

Top leaderboard above the mast-head – 1 available, \$1,200/monthly

- 728 x 90 pixels
- Supported files: .jpg or .gif
- Url

Banner – 3 available \$1,000/monthly

- 570 x 90 pixels
- Supported files: .jpg or .gif
- Url

Product Spotlight – 2 available \$1,000/monthly

- 275 x 175 pixels
- Supported files: .jpg or .gif
- Url

Vendor Video Showcase

\$2,000/yearly, \$1,000/6 months, \$500/3 months

- One Mp4 formatted 5 minutes or less video
- Company logo
- Company description (50 words or less)
- Company contact information
- One handout/marketing piece

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225, to start your program today!