

SAF WEDNESDAY E-BRIEF

MEDIA
KIT



Wednesday E-Brief

REACH

5,000

FLORAL INDUSTRY PROFESSIONALS

EVERY WEEK



THE SAF WEDNESDAY E-BRIEF PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE FLORAL INDUSTRY.

The news tackles today's most relevant issues. Delivered to the inboxes of retailers, growers, wholesalers, and importers, the SAF Wednesday E-Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

SAF WEDNESDAY E-BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEW IDEAS

TOP TEN REASONS TO ADVERTISE IN **THE SAF WEDNESDAY E-BRIEF:**

1 CREDIBLE SOURCE

For over 125 years, our members have turned to the association as the information authority of the industry. Advertising in the SAF Wednesday E-Brief solidifies your presence in front of SAF members who count on this weekly update.

2 TARGETED DISTRIBUTION

Advertising in the SAF Wednesday E-Brief allows your company to reach industry decision-makers. Your message will be in front of buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to the SAF Wednesday E-Brief have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our content is driven by what SAF members want: current events and relevant industry issues and trends that affect our members the most.

5 FREQUENCY

Frequency builds awareness. As a weekly publication, the SAF Wednesday E-Brief ensures your ad will be seen every week by our 5,000 subscribers.

6 AFFORDABLE

Advertising in the SAF Wednesday E-Brief is more cost-effective than many other Internet advertising options.

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the SAF Wednesday E-Brief has a limited number of ad spaces, allowing your ad to get maximum exposure.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the SAF Wednesday E-Brief.

10 TRACKING CAPABILITIES

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.



ADVERTISING OPTIONS

A LEADERBOARD

Purchasing the Leaderboard position in the SAF Wednesday E-Brief provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.

File formats: JPEG, animated GIF

Maximum file size: 120k

B SKYSCRAPER

B1 HALF-SKYSCRAPER

Skyscraper ads in the SAF Wednesday E-Brief are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px.

Half: 120 px-by-300 px.

File formats: JPEG, animated GIF

Maximum file size: 150k

Half: 75k

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of the SAF Wednesday E-Brief.

Dimensions: 468 px-by-60 px.

File formats: JPEG, animated GIF

Maximum file size: 50k

D PRODUCT SHOWCASE

The floral industry is constantly changing. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.

File format: JPEG

Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of the SAF Wednesday E-Brief, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

AD RATES

ALL PRICES REFLECT A 90-DAY PUBLICATION CYCLE

Leaderboard	\$3500	Product Showcase	\$2950
Top Traditional Banner	\$2750	Skyscraper	\$3000
Bottom Traditional Banner	\$2750	Half Skyscraper	\$2500
Callout Text Ads	\$2000		

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site.

Files can be emailed to graphics@multibriefs.com.

CONTACT US



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