

SAF WEDNESDAY E-BRIEF

REACH 4,000

FLORAL INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET



A LEADERBOARD

B SKYSCRAPER

C TOP/BOTTOM BANNER

D PRODUCT SHOWCASE

E CALLOUT TEXT AD

C1 CURRENT PROMOTION

E LEADERBOARD

ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B/SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F CURRENT PROMOTION**
Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 4,000 Floral Industry Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Current Promotion
\$2250

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 Lorem ipsum dolor sit amet.

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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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

NEWS+
IDEAS+

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



CREDIBLE SOURCE

For over 125 years, our members have turned to the association as the informational authority of the industry. Advertising in SAF Wednesday E-Brief solidifies your place among weekly information provided to SAF members.



TARGETED DISTRIBUTION

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



OPT-IN SUBSCRIBER LIST

Subscribers to SAF Wednesday E-Brief have asked to receive this 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.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, SAF Wednesday E-Brief ensures your ad will be seen every week by our 4,000 subscribers.



AFFORDABLE

Advertising in SAF Wednesday E-Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of SAF Wednesday E-Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



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!



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 SAF Wednesday E-Brief.



TRACK CAMPAIGN EFFECTIVENESS

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