



FLASH e-NEWSLETTER FACTS

BENEFITS

- 8,300+ Subscribers
- 27 - 31% Opening Rate Each Week (Double the national average)
- Includes a link to your website for more information and/or ticket sales
- FLASH is always positive with an emphasis on everything local
- With our layout, it is impossible to miss your ad!

DON'T JUST BELIEVE WHAT WE SAY... SEE WHAT SOME OF OUR ADVERTISERS HAVE TO SAY!



"We are thrilled with FLASH. The organization, content, and community reach are exceptional."

Oscar Sales, Jr.
Marketing Director Riverside Theatre



"Indian River Habitat for Humanity loves Vero Beach Flash. It is a cost-efficient, as well as cost-effective way to advertise! We are very happy customers!"

Connie Utter
Marketing Coordinator; Indian River Habitat For Humanity



"The Flash has been the cornerstone of our advertising plan for years, and has really been a huge part of making our business a success!"

Sarah Primus
Co-Founder/Owner - Synergy Institute

Opportunities on the Weekly FLASH

- **FULL SIZE AD** - \$70 (NP-\$40) **6" x 4" jpg format**
- **HALF SIZE AD** - \$45 (NP-\$25) **2-7/8" x 4"**
- **EXCLUSIVE** Your own personal email featuring only you \$375 (NP \$200)
- **SPONSORSHIPS** \$100 per month. **Ask me** about them
- **FLASH DEALS** - No upfront cost...There's only a fee when you get a customer

Design Fee \$20. Ad deadline is the Monday prior to the Thursday newsletter you wish to be in. All ads must be in jpg format

MEDIA PACKET

Includes Information on:

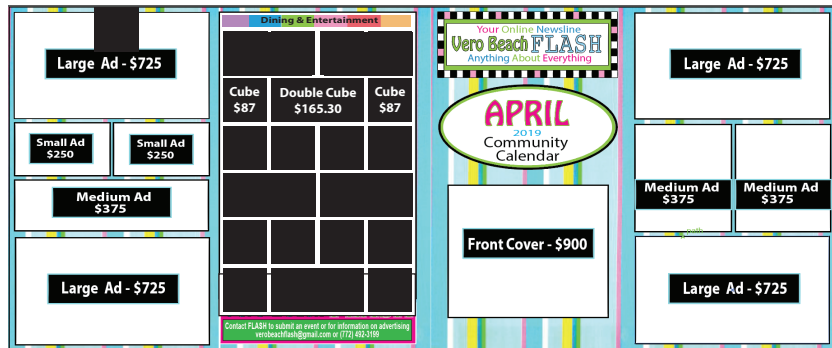
- **Weekly e-Newsletter with 8,000+ subscribers**
- **Printed Community Calendars - 10,000**

Let your **AWESOMENESS** be known!

Advertise with us!

Contact: Debbie Avery - 772.492.3199 or 772.494.6306
DebbieaverobeachFLASH@gmail.com

FLASH COMMUNITY CALENDAR RATES



Front Cover - 5.5" x 5.5" - \$900

Feature Story • Events listed on the calendar all year • 2-Facebook Posts
• 2 Half and 2 Full Features on weekly FLASH

Back Cover - Dining & Entertainment

Two Sizes - Cube 1.5" SQ = \$87/mo. and Double Cube 3" X 1.5" = \$165.30/mo.
6 months or 12 month options includes calendar listing, App, & online

Rate	Large Ad - 6" x 3-3/8" Frequency	Benefits
\$725	1-2 Months	<ul style="list-style-type: none"> Event listing on print, online, and app calendars 1 Facebook Post
\$700	3-6 Months	<ul style="list-style-type: none"> Event listing on print, online, and app calendars 6 Facebook Posts 1 Half-size online feature each month you advertise
\$650	6-8 Months	<ul style="list-style-type: none"> Event listing on print, online, and app calendars 8 Facebook Posts 2 Half-size online features each month you advertise App for one year (\$600 Value) 1 Exclusive (upon availability)
\$625	9-12 Months	<ul style="list-style-type: none"> Full year event listing on print, online, and app calendars 12 Facebook Posts 4 Half-size or 2 full-size online features each month you advertise App for one year (\$600 Value) 1 Exclusive (upon availability)

*** Will include ***
2 Feature Stories on the Weekly FLASH

Medium Ad - 6" (w) x 1.7"(h) or 3" (w) x 3.4" (h)

\$400	1-2 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 1 Facebook Post
\$375	3-6 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 6 Facebook Posts 1 Half-size online feature ea. month you advertise
\$350	6-8 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 8 Facebook Posts 2 Half-size online features ea. month you advertise App for one year(\$600 Value)
\$325	9-12 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 12 Facebook Posts 4 Half-size or 2 Full Size online features ea. month you advertise App for one year(\$600 Value)

*** Will include a ***
Feature Story on the Weekly FLASH

Small Ad - 2.9" x 1.6"

\$250	1-3 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 1 Facebook Post
\$225	4-8 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 4 Facebook Posts 1 Half-size online feature each month you advertise
\$200	8-12 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 6 Facebook Posts 2 Half-size online features ea. month you advertise

Inside Calendar Banner

(On Event listing Inside fold - Not Pictured In Media Packet)

\$500	1-2 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 1 Facebook Post
\$475	3-6 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 6 Facebook Posts 1 Half-size online feature ea. month you advertise
\$450	6-8 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 8 Facebook Posts 2 Half-size online features ea. month you advertise App for one year(\$600 Value)
\$425	9-12 Months	<ul style="list-style-type: none"> Event listing on print, online, & app calendars 12 Facebook Posts 4 Half-size or 2 Full Size online features ea. month you advertise App for one year(\$600 Value) 1 Exclusive (upon availability)

*** Will include a ***
Feature Story on the Weekly FLASH

EVENT LISTING ONLY (Up To 4 events = \$75 or 5-8 = \$100)

13% DISCOUNT FOR BOTH LOCATIONS

• Non Profits 10% discount • Design Fee \$20
• Adds must be submitted by the 12th of the month 300 dpi - pdf file