

# E-marketing opportunities

Combine the Power of Print with the Pizazz of Digital!

## Website



## Online

*Super Floral* is the only publication in our industry with a comprehensive website to attract viewers and drive traffic. Our website is fresh and intriguing, and it is packed with resources for supermarket florists. [superfloral.com](http://superfloral.com)

## Product showcase



## Showcase

a photo of your product prominently on our home page. Readers click to view your sales message, with a hyperlink to your website. Great for new product introductions!

[superfloral.com/main/productreview](http://superfloral.com/main/productreview)

\$150 per month

## Banner ads

### Leaderboard:

Home page: \$250 per month

**Leaderboard** / 728 x 90 pixels

240 X 400  
pixels

### Skyscraper

(sideboard):

Home page: \$175 per month

Place your banner ads on our most popular Web pages with a hyperlink to your designated website.

\* Image File Format: GIF or JPG. Online advertisements must be submitted in electronic format via email.

## Sourcebook online



## Highlight

your company with a full-page profile. Be part of the floral industry's only complete online directory of products and services, with more than 850 company listings. This is where floral buyers look for products from trusted suppliers. Upgrade your listing with 10 photos and expanded copy.

\$250 per year

[sourcebook.superfloral.com](http://sourcebook.superfloral.com)

800-367-4708  
advertising@superfloral.com  
www.superfloral.com

# superfloral

## Email blasts



### Send

the message about your products or company easily and affordably with our email marketing options. Your marketing message will be sent exclusively to our readers' in-boxes on a selected date of your choice. Limited spaces available.

\$395 per blast

## Newsletter



### Midweek Floral Update

Deliver your sales message to floral decision-makers every Wednesday morning via our latest digital innovation, "Midweek Floral Update." It features topical industry news of vital interest to supermarket floral leaders and suppliers.

\$125 per week

240 pixels W x 400 pixels H

## E-extra newsletter



### Increase

your exposure! Once a month, more than 17,000 readers receive our "E-Extra" newsletter filled with engaging photos and helpful content, all delivered right to their in-boxes.

Single: \$225 per issue

592 pixels W x 93 pixels H

Double: \$375 per issue

592 pixels W x 186 pixels H

## Social media



### Connect

with us through social media. In addition to engaging with our readers on social media, we supplement the marketing efforts of regular advertisers by mentioning their products and services on our social media pages.