



# PREMIER GUIDE MIAMI

**WEB ADVERTISING KIT**



Advertising opportunities in the  
Premier Guide Miami web publication on and about Miami

THE PULSE OF MIAMI'S ENTERTAINMENT AND LIFESTYLE  
Live Miami, Love Miami, Play Miami!<sup>™</sup>  
[www.premieryguidemiami.com](http://www.premieryguidemiami.com)

# PGM Advertising Opportunities

**PREMIERGUIDEMIAMI.COM** is an online publications on all things Miami and offers online advertisers visibility and flexibility to reach a socially conscious and savvy demographic. Our user-friendly site can be accessed at [www.premierguidemiami.com](http://www.premierguidemiami.com). With a strong web presence, our site provides readers with a regular highlight on Miami events as well as informative links to our advertisers. YOU.

## AUDIENCE

Premier Guide Miami offers advertisers the unique opportunity to reach their social and savvy Miami target audience with pinpoint accuracy. Premier Guide Miami is a content-driven medium structured to connect you with the social attendees of Miami's exclusive, fun, informative and fashionable events.

## TARGET READERS

Affluent individuals aged 25–65 with a median age of 45. Top social consumers and business professionals who enjoy living a social and effective life. Premier Guide Miami publishes daily and receives over 19,500 readers per month.

## ADVERTISING

Premier Guide Miami offers businesses the unparalleled opportunity to be exposed to the most social conscious readers in Miami.

## DESIGN

To gain name recognition, your web ad must be attractive and memorable. If you desire maximum response to your ad, you should design advertisements that are enticing to the reader. The Creative Agency we use [www.icystudio.com](http://www.icystudio.com) specializes in furthering brand and name recognition through the creation of attractive and effective advertisements that entice readers.

## FREQUENCY

Frequency is key to any successful advertising campaign. The more your products and services are seen, the more recognition your business will achieve.

## CONSISTENCY

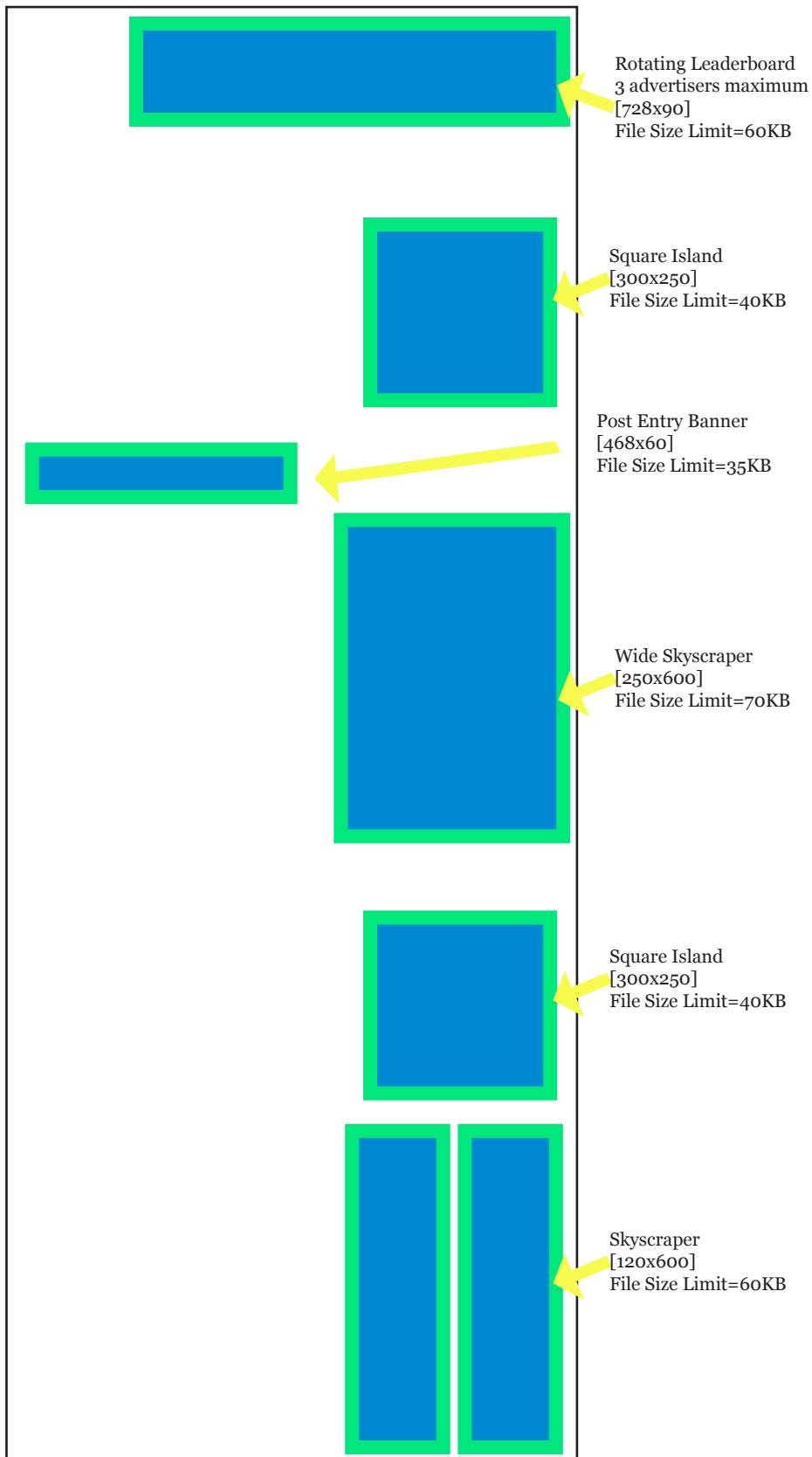
To achieve maximum brand penetration your web advertisement should have the same design (irrespective of web ad size) throughout the duration of the campaign. A consistent look creates brand recognition for your business.



Live Miami. Love Miami, Play Miami!™

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# Advertising Specifications



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# Rate Card



JPG   GIF   FLASH ADS			
AD UNIT	FILE DIMENSIONS	FILES SIZE	FILE FORMAT
Leaderboard	728 x 90	60 kb	GIF OR JPG
Square Island	300 x 250	40kb	GIF OR JPG
Post Entry Banner	468 x60	35kb	GIF OR JPG
Wide Sky Scraper	250 x 600	70kb	GIF, JPG OR FLASH
Sky Scraper	120 x 600	60kb	GIF OR JPG

## AD SUBMISSION

All ads must be submitted via e-mail format. Premier Guide Miami is not responsible for ads that do not meet our submission requirements.

## SUPPORTED FILE FORMATS

GIF, JPG and SWF (for wide skyscraper) files are accepted. Make certain all GIF and JPG files are RGB graphic. Resolution must be at least 72 dpi

## LANGUAGE

All verbiage on the proposed Ad must not contain any discriminate (age, sex, gender, race) or contain discriminatory words, image(s) or language.

## FILE SIZE

All documents provided must follow the actual size you would like to advertise. If Premier Guide Miami has to resize your files, an additional charge will be incurred.

## ANIMATION

All GIF animations can only be 15 seconds maximum

## FRAME RATE

The maximum frame rate for any Wide Skyscraper Ad is 18 frames per second or lower, ideally 12 fps.

Please Note: Additional charges may apply for advertisers not meeting the Ad Specification requirements.

Thank you for your cooperation!

RATES			
AD UNIT	one month	three months	six months
Leaderboard	\$375	\$1040	\$1610
Square Island	\$115	\$440	\$710
Post Entry Banner	\$200	\$620	\$980
Wide Sky Scraper	\$300	\$860	\$1340
Sky Scraper	\$225	\$680	\$1070



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# Contact us

**FOR MORE INFORMATION**  
Please e-mail us at  
[advertise@premierguidemiami.com](mailto:advertise@premierguidemiami.com)

We look forward to your ADS.



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