



## Banner ad pricing for Walton Outdoors

With increased viewership climbing every day, Walton Outdoors is an inexpensive option to reach your target audience interested in outdoor activities in the area. Whether it be vacationers, or locals looking for weekend activity, Walton Outdoors is your source for everything going on! So step outside with WaltonOutdoors.com!

The screenshot shows the Walton Outdoors website homepage. At the top is a navigation menu with links: Home, Outdoor Activities, Venture, Walton Parks, Fishing/Hunting, Photos, Home/Garden, Advertise, and Contact. Below the menu is a large banner image of a person on a beach with the text "Welcome to Walton Outdoors" and "Your source for the outdoors in Walton County Florida and the surrounding area".

On the left sidebar, there is an "Upcoming events" calendar for November 2008, a "Recent Posts" section with links to fishing reports and nature articles, and a "Click for beach report" link. A callout box points to a "130x450 pixel skyscraper ad on left sidebar with website hyperlink. This ad occupies a large viewing area. \$125/mo." which is a vertical ad for "TIDAL CURRENTS".

The main content area features a "Surf and in-shore fishing report for Nov. 24" with a sub-headline "Redfish, big bulls well over legal slot limit in the surf" and an image of a bluefish. A callout box points to this area, stating "400x75 pixel horizontal banner post ad with website hyperlink. This ad rotates between the posts on the front page. This ad can be categorized by type of activity such as beach, family fun, gardening, etc. In addition, the ad has a teaser headline written into the post above the ad. \$150/mo." The ad itself is a horizontal banner for "CYBER BYTES" with the text "CHANGE WITH THE SEASONS" and "a new web site. a new beginning."

On the right sidebar, there is a "SUBSCRIBE TO FEED" button, a search box, and a "Subscribe" section with links to various services. Below that is a "Categories" list. A callout box points to a "130x130 pixel right sidebar banner ad with website hyperlink. This ad rotates with other ads on right side for top spot on the page. \$50/mo." which is a vertical ad for "Calvert Copywriting".

At the bottom of the page, there is a "Walton fishing/hunting report" section with a sub-headline "Folks are catchin' and baggin' in Walton" and an image of a tarpon. A callout box points to a "130x450 pixel skyscraper ad on left sidebar with website hyperlink. This ad occupies a large viewing area. \$125/mo." which is a vertical ad for "DAVE'S TRAPPING SERVICE".

130x450 pixel skyscraper ad on left sidebar with website hyperlink. This ad occupies a large viewing area. \$125/mo.

400x75 pixel horizontal banner post ad with website hyperlink. This ad rotates between the posts on the front page. This ad can be categorized by type of activity such as beach, family fun, gardening, etc. In addition, the ad has a teaser headline written into the post above the ad. \$150/mo.

130x130 pixel right sidebar banner ad with website hyperlink. This ad rotates with other ads on right side for top spot on the page. \$50/mo.