



2014 Media Kit





# Explore with Walton Outdoors

## About Walton Outdoors

Waltonoutdoors.com is the on-line resource for outdoor adventure in Walton County and surrounding Florida Panhandle.

A variety of outdoor activities await you as the website spotlights eco adventures, local fishing reports, hiking trails, great destinations to paddle and family-oriented places to play. More than 300 videos compliment the many stories which showcase our beautiful environment.

## Features

- Stories about great places to explore and unique journeys off the beaten path.
- Stories about our waterways, landscape and the great people who are passionate about living in this incredible place we call home.
- Our very popular Outdoor Events page features upcoming outdoor activities to suit most any whim. The calendar gives a view of upcoming activities for the entire month.
- Our monthly newsletter goes out to more than 800 subscribers and features the latest stories and events.

www.waltonoutdoors.com  
email: info@waltonoutdoors.com

Tel: 850.267.2064



The screenshot displays the Walton Outdoors website interface. At the top, there's a navigation bar with links for Home, Upcoming Events, Eco Adventures, Public, Hike/Bike, Parks/Beaches, RV/Camping, Springs, Paddle/Kayak, Videos/Photos, WaltonLife, and Contact. Below this is a search bar and a 'Subscribe' section with social media icons. The main content area features several articles:

- Celebrate National Public Lands Day and volunteer for State Park clean up at Eden Gardens, Topsail Hill Preserve or Grayton Beach Sept. 29**: A call to action for a cleanup event on September 29th. It mentions cleaning ornamental gardens at Eden Gardens State Park (9 a.m. to 12 noon) and participating in National Public Lands Day cleanups at Eden Gardens, Topsail Hill Preserve, and Grayton Beach. The article includes a photo of a red rose and text about the importance of these gardens and the need for volunteers. Contact information for Friends of Eden Gardens, Inc. is provided: (850) 267-8322.
- Beach clean up at Topsail Hill Preserve State Park - Time: 8:45 a.m. to 12 Noon**: An announcement for a beach cleanup at Topsail Hill State Park on National Public Lands Day. It describes the opportunity to clean up the beach, use parking lots, and ride the tram down to the beach. Participants are advised to bring gloves and trash bags and arrive before 9 a.m. Contact: (850) 267-8322.
- Walton Wounded Warrior hosts fishing retreat for fellow comrades**: A story about a fishing retreat for wounded warriors. It features a photo of Mark McDuffie holding a fish and text about his recovery from injuries and his passion for fishing. The retreat was held on September 28 and 29, 2012, at the Lido Club in Frisco, Texas. Sponsors mentioned include Lido Club, Laidlaw Outdoor Consultants, and various tackle and bait shops.

On the right side of the website, there are sections for 'Support Our Sponsors' with logos for McNeese Title LLC, Green Power Garage, and others, and a 'Categories' list including topics like Kayaking, Fishing, and Hiking.





# Banner ad pricing

Walton Outdoors offers an inexpensive option to reach your target audience interested in outdoor activities in the area.

Unlike other media, your ad will be online 24/7 on every page of the website, and viewed by close to 70,000 viewers each month who live locally, regionally and across the globe.

As a local or a vacationer looking for activities or events, Walton Outdoors is the source for planning your outdoor adventure.

### Year round advertising:

- 150x150 pixel right or left sidebar banner ad with website hyperlink. This ad rotates position on the page each week for top spot on the page.
- Rotate view (every other page view) with another advertiser: \$100/mo.
- Non-rotate (every page view) exclusive ad: \$140/mo.

Header banner ad across the top of all posts/pages under the Walton Outdoors banner art:

- Year round: \$400/mo.
- Seasonal: \$600/mo.

### Seasonal advertising:

- 150x150 pixel right or left sidebar banner ad with website hyperlink. This ads change position on the page each week for top spot on the page.
- Rotate view (every other page view) with another advertiser: \$130/mo.
- Non-rotate (every page view) exclusive ad: \$160/mo. (Six month minimum)

### Monthly newsletter:

Box ad on our monthly newsletter which reaches more than 800 subscribers. \$100/mo. (3 month minimum)

### Event advertising:

Walton Outdoors offers a short term advertising rate for specific events. Price includes write up and banner ad

- Rotate view (every other page view) with another advertiser: \$170/mo.
- Non-rotate (every page view) exclusive ad: \$210/mo.

### Explore The Outdoors Festival Sponsorship:

- \$400 - Corporate logo on all promotional media.
- \$300 - Large printed name on promotional media.
- \$200 - Printed name on promotional media.

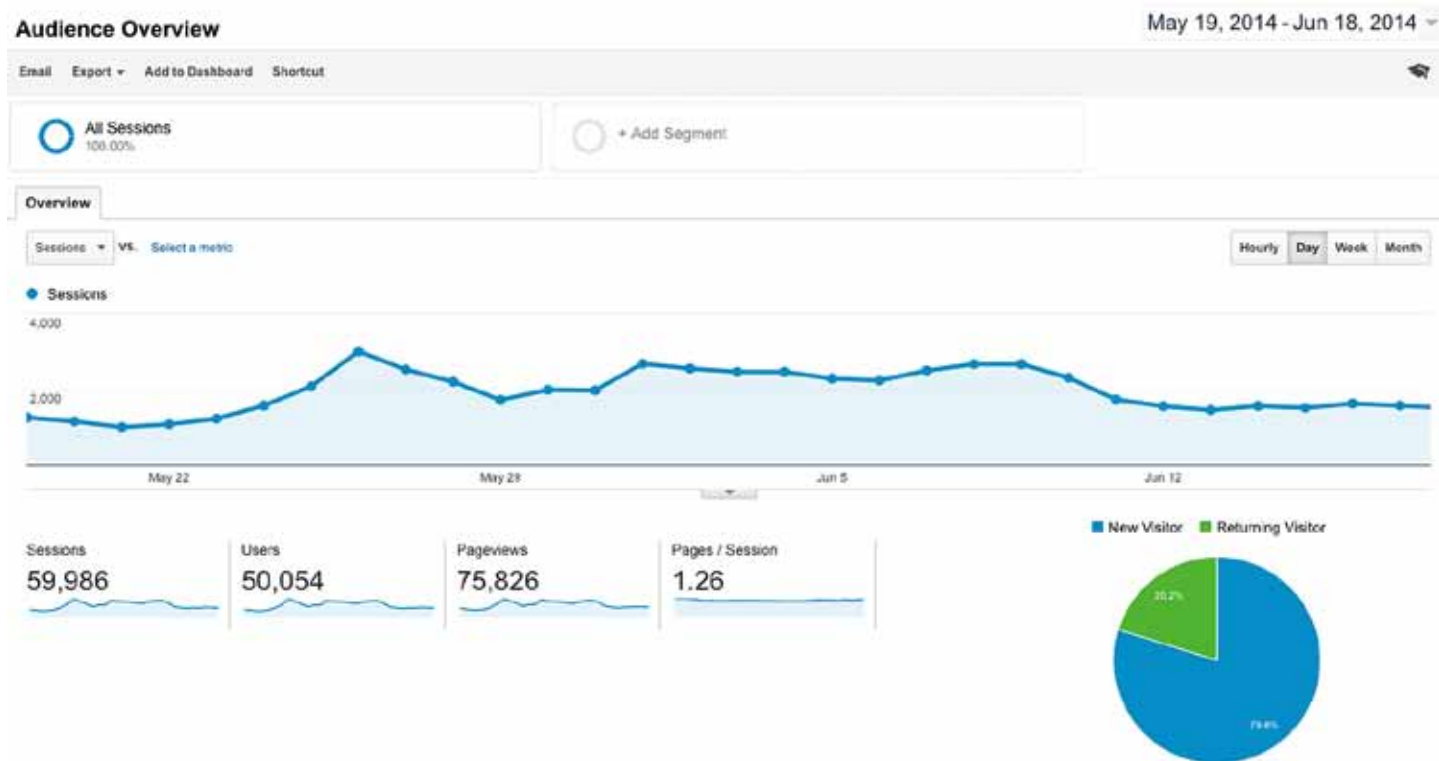


Call: Lori Ceier at: 850.267.2064, or email: info@waltonoutdoors.com

Prices effective through Dec. 31, 2014.

## STATS:

Walton Outdoors fan-base comes from across the globe with readership in U.S., Canada, and Europe. The Top ten U.S. states are Florida, Georgia, Texas, Alabama, California, New York, Louisiana, Tennessee, North Carolina and Ohio.



**Newspaper coverage:** Walton Outdoors publishes a feature column each week of upcoming events in the DeFuniak Springs Herald/Beach Breeze.

THE DeFUNIAK SPRINGS HERALD BREEZE, THURSDAY, DECEMBER 10, 2009



### OUTDOOR EVENTS IN WALTON COUNTY AND THE SURROUNDING AREA FOR DEC. 10- 12

#### DEC. 10

##### Grand opening Walton County Extension South Walton office

70 Logan Lane, Grayton Beach - 3 - 6 p.m.  
Come enjoy the grand opening celebration of the new UF/IFAS Walton County location. Learn about the extension and participate in interactive displays showcasing their programs in marine science, agriculture, forestry, horticulture, 4-H youth development, nutrition, and family and consumer sciences.

Refreshments and door prizes

Bring soil samples for immediate PH testing or send in for nutrient testing

Plant clinic: Bring your plants in for diagnosis or identification

Lid testing: Bring your pressure cooker and canning lids in for inspection/testing

Tour and interactive displays

Meet and greet—network with extension faculty, Master Gardeners.

#### DEC. 11 - 12

##### A Christmas Carol

Village of Baytowne Wharf - Sandestin - 6 p.m.

The Seaside Repertory Theatre will present an original, thirty-minute adaptation of Charles Dickens' Christmas Carol. Utilizing four actors and a late-19th century setting, the abridged Christmas Carol is the perfect holiday entertainment.

Enjoy two 30 minute adaptations of the enduring Charles Dickens classic at the Village Events Plaza each night. With the Wharf as the back drop, have a wintery

#### DEC. 12

##### Nick's Seafood Restaurant Annual Bonfire

Nick's on the bay in Choctaw Beach - 6 p.m.

An annual Nick's tradition continues featuring William Scott and the Silverado Band. Food and beverages available.

#### DEC. 12

##### The Northwest Florida Symphony Youth Orchestra at Grand Boulevard

Grand Boulevard, Sandestin - 5 - 8 p.m.

The Northwest Florida Symphony Youth Orchestra is comprised of more than 50 talented students in grades 5-12 from Okaloosa, Walton and Santa Rosa Counties. String Shock is the newest element providing a small orchestra made up entirely of electric instruments. The string quartet from the youth orchestra, comprised of two violins, viola and cello will also be placed throughout Grand Boulevard, playing festive holiday tunes.

#### DEC. 12

##### Seaside Farmers Market

9 a.m. - 1 p.m.

Come and reap the benefits of purchasing locally grown food as local farmers and vendors share their wares. Fresh eggs, vegetables, breads, cookies, cheeses, soaps and more! Every Saturday through December. Buying locally grown food benefits the local community.

#### THROUGH DEC. 31

##### Christmas Reflections

DeFuniak Springs Lakeyard - 5 - 9 p.m.

Enjoy the festive holiday lights around the lake. \$3 per person, children 6 and under, free. For more information, call (850)974-1067.



## Monthly newsletter:

The first of each month, Walton Outdoors sends out a newsletter with the latest feature stories and upcoming events to more than 800 subscribers. This is in addition to our daily online readership and fan base on Facebook and Twitter.

Sponsorships are available.



## Walton Outdoors February 2013 Newsletter

Please support our February sponsor



331 Pool and Beach Supply

### Upcoming Events



Camp Helen State Park history tour Feb. 2



Nature walk at Hammock Bay Feb. 2



Learn about sea turtles at Topsail Feb. 3



Ornamental tree lecture at Coastal Branch Extension office Feb. 6



Seaside Community Yard Sale Feb. 9



Shiitake mushroom workshop Feb. 19

Dear Lori,



Photo: The bald eagle population is doing well in Walton. This adult was photographed perched along Western Lake in South Walton. Several other pairs have been spotted along the coastal dune lakes and the Choctawhatchee Bay. Lori Ceter/Walton Outdoors. [Click here](#) to learn more.

Great time of year to take a hike and explore the outdoors. Below are a few of our feature stories along with a lineup of great outdoor events. For more info, check out the menu items at the top of the [Walton Outdoors website](#): Paddle, Hike North Walton or South Walton, explore the Parks/Beaches, Springs, RV/Camping and more Upcoming Events.



## Hike the Florida Trail along Econfina Creek

### Scenic vistas await the explorer

Hiking the Florida Trail along the Econfina Creek just north of Panama City is a must-do for anyone who enjoys nature.

This portion of the Trail in Northwest Florida runs along the creek for a stretch of approximately 18 miles, with three convenient accesses. Choose from Scott Road trail head off of U.S. Hwy. 231 just north of Fourtan; SR 20 trailhead between SR 17 and U.S. Hwy 231 near Pitt Spring or Wainingham Bridge, accessible via Stickland Road off of SR 20 north of Pitt Spring.

From Scott's Road access, Two Penny Bridge is a two-mile trek over moderate terrain. Extraordinary views of the creek as it runs over limestone rock can be seen along this section. In the springtime, you can find mountain laurel and rhododendron blooming along with vibrant Florida areas. In the fall, a variety of hardwoods provide subtle color changes with red and orange hues along this shady trail.

[Click here to continue](#)

## Sandhill cranes winter in North Walton



Winter visitors a welcome sight for local bird lovers

For the last several years, sandhill cranes have been spending the winter months in North Walton County Foraging in a wetland area and field near Lake Jackson, the birds have been

**Getting kids outdoors:** It is important to get children engaged in nature and establish an appreciation for the outdoors and our environment. Each year, Walton Outdoors hosts the *Explore The Outdoors Festival*. Held in October, the festival is a day dedicated to introducing children to the outdoors. The event features fishing, kayaking, stand up paddle boarding, boating and nature-based interactive exhibits. Learn more at [www.WaltonOutdoors.com/explorefest](http://www.WaltonOutdoors.com/explorefest)

Explore The Outdoors Festival Sponsorship:

\$400 - Corporate logo on all promotional media.

\$300 - Large printed name on promotional media.

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# EXPLORE *the* OUTDOORS FESTIVAL

**Sat. Oct. 11, 2014 • 10 am - 3 pm**  
**Lake DeFuniak, Circle Dr. • DeFuniak Springs**



**WILDLIFE EXHIBITS • FISHING**  
**Interactive Educational Exhibits**  
**KAYAKING • Nature-based crafts**  
**ASTRONOMY • ARCHAEOLOGY**  
**MODEL AIRCRAFT DEMONSTRATIONS • Giveaways**  
**FUN FOR ALL AGES • Food vendors • FREE admission**  
**LIVE MUSIC BY DISMAL CREEK**