

# Ride the Wave to Sales Profits!



**SetAnchor is published monthly and distributed in the Naples Daily News, Bonita Daily News, and Marco Eagle!**

Informative and entertaining stories on boating, fishing, diving and other leisure-oriented marine industries are the draw. Plus, we will review press releases of 300-words for consideration of publishing.

The Waterfront Restaurant Guide is designed to spotlight dining near the water. Ask your sales representative about this new advertising opportunity.

Deadline is 12 business days prior to publication. Ads may be picked up in the regular ROP or classified columns one time in the 7 days following publication in SetAnchor at the same rate (Sunday excluded).

**Naples Daily News**  
naplesnews.com

**BONITA DAILY NEWS**  
scripps bonitanews.com

**MarcoEagle**  
marconews.com

SetAnchor is inserted in the Naples Daily News, Bonita Daily News, and the Marco Eagle giving your ad wide exposure in Collier and South Lee County.

## Sell to a large audience within a targeted segment\*

- **72%** - of boaters in the Naples PMA are also Naples Daily News and Bonita Daily News readers.
- **67%** - of adults in our area who go fishing are also Naples Daily News and Bonita Daily News readers.
- **48%** - of Marco Eagle readers are boat owners.
- **42%** - of Marco Eagle readers enjoy fishing as a leisure activity.

## The most complete boating and fishing website in South Florida.

- Features marine business directory, fishing and boating event calendar, boat listings, boat ramp locator, and more.
- Up to date local tide charts.
- Interactive photo gallery.
- Informational based and industry related content.



## Online Ad Opportunities

Video/Big Box Ad \$195/month  
Top position • 5 advertisers max.

Rectangular Banner \$145/month  
Bottom position • 5 advertisers max.

Leaderboard \$145/month  
Inside pages only

## SetAnchor offers you a wise investment opportunity!

	B&W	Color
Full Page 6 col. (9.17") x 10"	\$525	\$630
Half Page Vertical 3 col. (4.50") x 10"	\$368	\$473
Half Page Horizontal 6 col. (9.17") x 5"	\$368	\$473
1/4 Page 3 col. (4.50") x 5"	\$263	\$368
1/6 Page 2 col. (2.94") x 5"	\$210	\$315
Inside Back 6 col. (9.17") x 10"	N/A	\$700
Inside Front 6 col. (9.17") x 10"	N/A	\$700
Outside Back 6 col. (9.17") x 10"	N/A	\$750
Center Spread 13 col. (18.96") x 10"	N/A	\$1500

## SIGNATURE PAGES

All ads are black and white and 2 columns wide (3.77")

†Catch A Deal Page 2 x 2" \$40

†Nautical Navigator Page 2 x 2" \$40 • 2 x 4" \$100

†Water Rentals Page 2 x 2" \$40 • 2 x 4" \$100

†Pick up program does not apply to these features.

**Reserve your opportunity right now ... call today!**  
**(239) 435-3410**

\*DemographicsNow, 2008  
Scarborough Research, R.I., 2008

a product of

**Naples Daily News**  
naplesnews.com