

# NAUTICAL MILE PUBLICATIONS™

Your Marine Connection to Lee County Florida



Capt. Gregg McKee  
Wif Fly Charters

Ad sizes & rates - February 2010  
 Ads are sold quarterly - No yearly contracts  
 10% off for yearly payments

## Color

Size	Quarterly	Monthly Cost
1/18	\$135	\$45
1/9	\$255	\$85
1/6 strip ad	\$375	\$125
1/3	\$675	\$225
2/3	\$1290	\$430
Page	\$1800	\$600

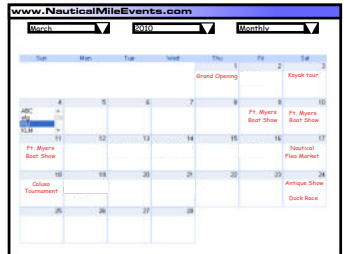
- \* Deadlines: 12th monthly
- \* Recycle Ratio: Less than 8% monthly
- \* Circulation: 8,000 - 12,000 monthly (seasonal)
- \* Distribution: During the first 2-3 days of the month - Estimated 130 public locations are regularly maintained on Pine Island, Cape Coral, Ft. Myers, Sanibel & Ft. Myers Beach, N. Ft. Myers Indoor & outdoor distribution points
- \* Availability: 365 days a year
- \* Audience: Coastal visitors, new and established residents, seasonal residents, boating enthusiasts
- \* Shelf Life: Our finest feature! "Shelf life" is one of the greatest features of any publication. Most magazines or newspapers last less than an hour on a coffee table. Our content and information is good and is utilized all month long.
- \* Website: All advertisers with a website are linked to our site(s) at no charge. The Nautical Mile is available worldwide online monthly at [www.nauticalmileenterprises.com](http://www.nauticalmileenterprises.com)

## Black & White

Size	Quarterly	Monthly Cost
1/18	\$105	\$35
1/9	\$195	\$65
1/6 strip ad	\$300	\$100
1/3	\$525	\$175
2/3	\$1050	\$350
Page	\$1425	\$475



[www.nauticalmileevents.com](http://www.nauticalmileevents.com)  
 Advertise on our free local marine event calendar - \$150/year



The Nautical Mile is printed monthly on recycled paper

## NAUTICAL MILE PUBLICATIONS™

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