

Latitudes & Attitudes[®]



A LA CARTE

Latitudes and Attitudes offers a variety of services to promote your advertising across an array of platforms. In this guide, you will find all options for those services.

A La Carte Purchases WEBSITE

A **ARTICLE TITLE AD** \$300/issue
MATERIALS
Ad Size: 728 x 90 pixels
Location: Above Title of Article
File Type: PNG, JPG, GIF

B **COLUMN AD** \$300/issue
MATERIALS
Ad Size: 300 x 250 pixels
Location: Right Hand Column
File Type: PNG, JPG, GIF



A La Carte Purchases

NEWSLETTER



May 14, 2024 | #140

Charter Time!



With such incredible and massively informative articles such as:

- [Chartering in Belize](#)
- [Exotic Resorts of the South Pacific](#)
- and
- [Advanced Hurricane Preparedness](#)

C

D

Latitudes and Attitudes Magazine produces a biweekly newsletter for more than 27,000 cruisers and boaters.

With one of the highest open rates on the maritime market, securing an ad on the Lats & Atts Insider is a perfect way to showcase your company

C

BANNER AD \$300/ea

MATERIALS

Ad Size: 500 x Below 250

Location: Mid Newsletter

File Type: PNG, JPG, GIF

D

SECTION \$500/ea

MATERIALS

Ad Size: Work With Our Team

Location: Upper Middle Section

Information: This section can be a sneak peak of an article, promoting multiple products, video, etc. You will work with our team to get the most out of your section

METRICS

for each newsletter

- Reaches more than 27,000 Boaters
- Over a 40% Open Rate
- Average of 750 Clicks per Newsletter

A La Carte Purchases

DEDICATED EMAIL BLASTS

Our Most Popular Option | \$2,000/ea

EXAMPLE LAYOUT

1. Logo with transparent header
2. Header
 - a. 1-10 words
 - b. This could also be used as the subject for the email
3. Hero Image
 - a. The main image you would like
 - b. Above the fold of the email
4. Optional: Sub header for below hero image
 - a. 1-25 words
5. Main Call to Action
 - a. This will be in button form
6. Link for the hero image and button
7. One to three features for the content of the email
 - a. This will make up the body of the email blast
 - b. Same format as the hero section (main image, heading, button, link)
8. Lastly, a 'call to action' section.
 - a. Contact information
 - b. Website
 - c. Repeating Button

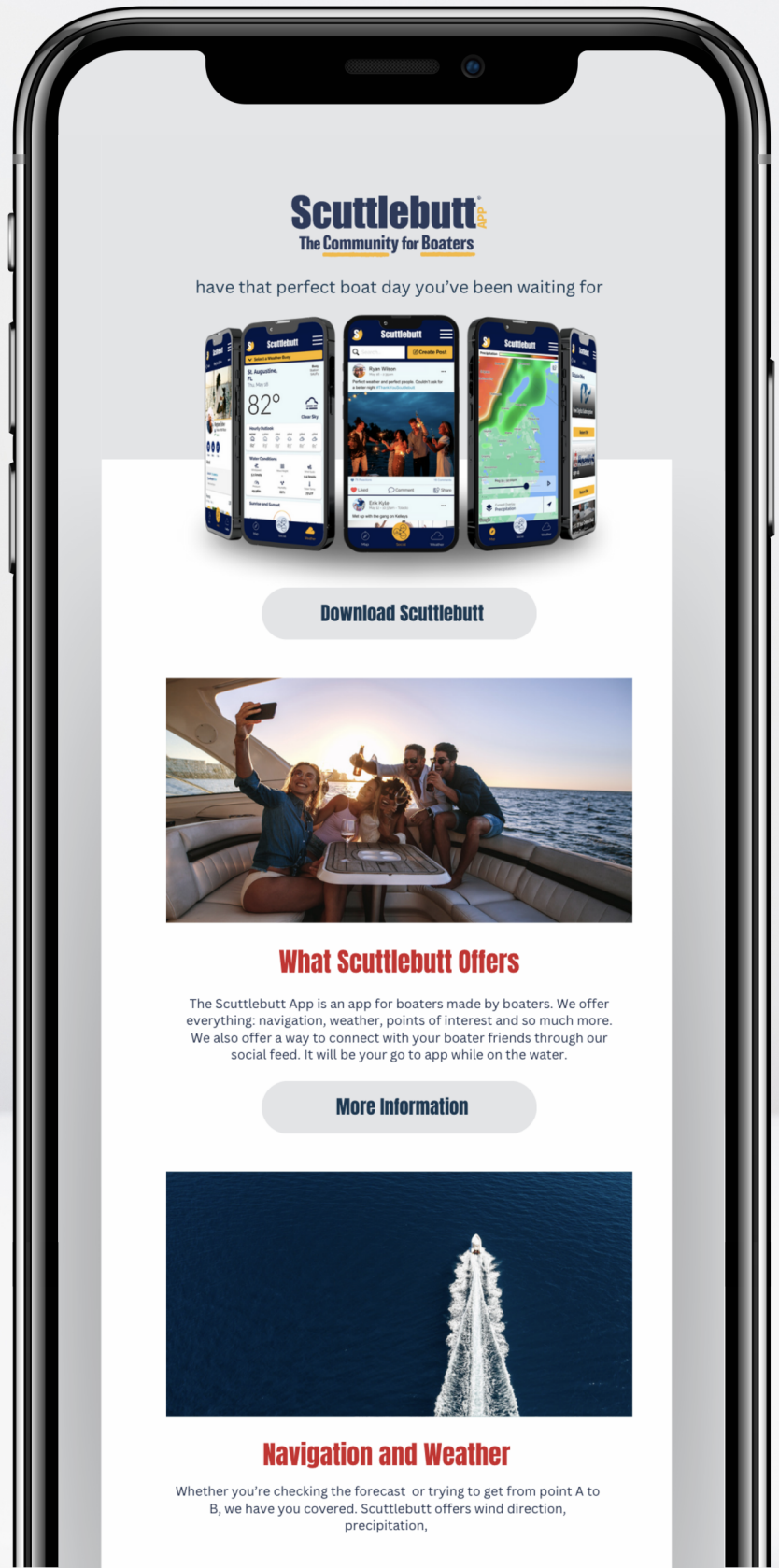
HTML CODING

We also allow our advertisers to make their own email

- This file should be a HTML file
- There is no length maximum

WORKING WITH OUR TEAM

For the dedicated email blasts, we will work closely with you to ensure your email is perfect (if you are not sending in your own HTML file). File sizes and specs will be given once we start the process.



A La Carte Purchases

SPONSORED SOCIAL POST



SOCIAL POST \$300

MATERIALS

Ad Size: Work With Our Team

Verbiage - Provide as complete sentences
Video or Photo(s) are highly recommended
Send Video as MP4 file; Photos as JPGs

Information: By selecting this digital option your ad will be shown to our social media following along with it being pushed to the perfect audience