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Contacts: Mike • Mike@OnTheWaterLifestyle.com • 713-703-5761

Cheryl • Cheryl@OnTheWaterLifestyle.com • 713-703-5608



INTRODUCTION

On The Water Lifestyle Media provides timely information on upcoming events along the entire Gulf Coast via website, directory and weekly events smartphone-enabled newsletters covering:

- Texas Gulf Coast – *Texas Coastal Wave*
- Louisiana to Apalachicola, Florida – *Gulf Coast Wave*
- Tarpon Springs to the Everglades – *Paradise Coastal Wave*

As of April 2017, there are over 40,060 subscribers to On The Water Lifestyle Media free newsletters. Event newsletters contain a color photo, brief description, phone number and website (when available). Each entry is confirmed just prior to circulation for maximum accuracy. Event newsletters reference the website and directory for roundtrip promotion.

Contact Mike • Mike@OnTheWaterLifestyle.com • 713-703-5761 or Cheryl • Cheryl@OnTheWaterLifestyle.com • 713-703-5608 today for details about getting your word out to the Gulf Coast and beyond.



EDITORIAL CALENDAR

January 2017 – New Year Celebrations

2017

Circulation	Event Period
Dec. 27, 2016	Jan. 6-12, 2017
Jan. 3, 2017	Jan. 13-19, 2017
Jan. 10, 2017	Jan. 20-26, 2017

Ad/material close: 10 days prior to circulation

February 2017 – Valentine's Day



Jan. 17	Jan. 27-Feb. 2
Jan. 24	Feb. 3-9
Jan. 31	Feb. 10-16
Feb. 7	Feb. 17-23

Ad/material close: 10 days prior to circulation

March 2017 – Boat Shows and Regattas



Feb. 14	Feb. 24-Mar. 2
Feb. 21	Mar. 3-9
Feb. 28	Mar. 10-16
Mar. 7	Mar. 17-23
Mar. 14	Mar. 24-30

Ad/material close: 10 days prior to circulation

EDITORIAL GUIDELINES

April 2017 – Fishing Tournaments & Spring Events



Circulation	Event Period
Mar. 21	Mar. 31 - Apr. 6
Mar. 28	Apr. 7-13
Apr. 4	Apr. 14-20
Apr. 11	Apr. 21-27

Ad/material close: 10 days prior to circulation

May 2017 – Mother's Day & Memorial Day



Apr. 18	Apr. 28 – May 4
Apr. 25	May 5-11
May 2	May 12-18
May 9	May 19-25

Ad/material close: 10 days prior to circulation

June 2017 – Kayaking and Father's Day



May 16	May 26 – June 1
May 23	June 2-8
May 30	June 9-15
June 6	June 16-22
June 13	June 23-29

Ad/material close: 10 days prior to circulation

EDITORIAL GUIDELINES

July 2017 – July 4 Ceremonies and Kids Camps



Circulation

June 20
June 27
July 5
July 11

Event Period

June 30-July 6
July 7-13
July 14-20
July 21-27

Ad/material close: 10 days prior to circulation

August 2017 – Family Vacations



July 18
July 25
Aug. 1
Aug. 8
Aug. 15

July 28-Aug. 3
Aug. 4-10
Aug. 11-17
Aug. 18-24
Aug. 25-31

Ad/material close: 10 days prior to circulation

September 2017 – Labor Day Ceremonies



Aug. 22
Aug. 29
Sept. 5
Sept. 12

Sept. 1-7
Sept. 8-14
Sept. 15-21
Sept. 22-28

Ad/material close: 10 days prior to circulation

EDITORIAL GUIDELINES

October 2017 – Fall Season and Halloween



Circulation	Event Period
Sept. 19	Sept. 29-Oct. 5
Sept. 26	Oct. 6-12
Oct. 3	Oct. 13-19
Oct. 10	Oct. 20-26

Ad/material close: 10 days prior to circulation

November 2017 – Holiday Lighting Celebrations



Oct. 17	Oct. 27-Nov. 2
Oct. 24	Nov. 3-9
Oct. 31	Nov. 10-16
Nov. 7	Nov. 17-23
Nov. 14	Nov. 24-30

Ad/material close: 10 days prior to circulation

December 2017 – Christmas Boat Parades +More

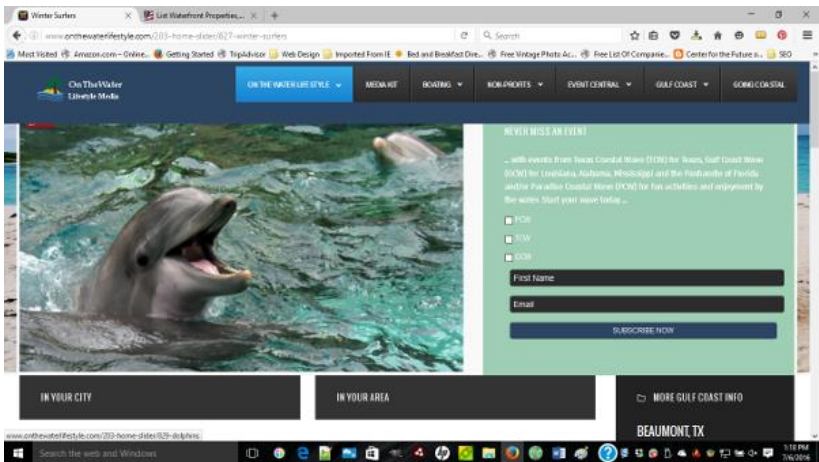


Nov. 21	Dec. 1-7
Nov. 28	Dec. 8-14
Dec. 5	Dec. 15-21
Dec. 12	Dec. 22-28
Dec. 17	Dec. 29-Jan. 4, 2018

Ad/material close: 10 days prior to circulation

THE WEBSITE

OnTheWaterLifestyle.com website carries articles on Gulf Coast locations, attractions and *Going Coastal* Blog highlights events not shown in weekly newsletters. “Coastal Wave” online directory starts April 2017.



THE WEBSITE

With a state-of-the-art, cross-platform redesign for 2016, the OnTheWaterLifestyle website is a sure way to get your business seen by leading decision makers with:

- Monthly unique visitors: 74,565 (March 2017)
- Monthly page impressions: 166,031 (March 2017)
- .08% average click through rate (CTR) Source: comScore 2016

RATES/SPECS

Size/Position	Available	1x	3x	6x	12x
728 x 90	2 spaces	\$525	\$450	\$413	\$330
185 x 300	1 space	\$292	\$225	\$188	\$150
300 x 250	4 spaces	\$450	\$375	\$338	\$270

Standard Creative & Flash

- Accepted sizes: 728 x 90px, 185 x 300px, 300 x 250px with maximum file size of 1MB in .png or .jpg format
- Lead time: up to 3 business days
- Send website materials to: cheryl@onthewaterlifestyle.com



EVENT NEWSLETTERS

OnTheWaterLifestyle weekly event e-newsletters include a variety of local community events in the states of Texas, Louisiana, Mississippi, Alabama and Florida along the Gulf Coast. A sampling of the type of events covered include:

- Arts and Entertainment
- Festivals
- Parades
- Nature
- Sports
- Music
- Dining
- Museums
- Water Activities

Catch the Next Wave with Texas Coastal Wave and Gulf Coast Wave for Louisiana, Mississippi, Alabama and the Panhandle of Florida. For the west coast of Florida, there is the Paradise Coastal Wave.



EVENT NEWSLETTERS

Position #1 →
728x90 px

Position #2 →
728x90 px

Position #3 →
728x90 px



← Position #4
185x300 px

← Position #5
185x300 px

EVENT NEWSLETTERS

Demographics

- 40,060 recipients (April 2017)
- 17.6% typical weekly open rate
- Flexible scheduling
- Readership
 - Women: 56%
 - Men: 44%
- Age
 - 18 – 23: 11%
 - 24 – 35: 25%
 - 36 – 44: 22%
 - 45 – 56: 21%
 - 51 – 65: 13%
 - 65+: 8%

(Source: comScore June 2016)

OnTheWaterLifestyle event e-newsletters are mobile-enabled, responsive and relevant to individuals wanting to stay current with events within easy driving distance to the Gulf Coast.



EVENT NEWSLETTERS

Recipients by the Numbers (April 2017)

Texas Coastal Wave – 15,087

Gulf Coast Wave – 14,667

Paradise Coastal Wave – 10,306

Each event entry is verified and includes phone number and links to event website when available.

Sample of recipients:

- Affluent individuals within 100 miles of the Gulf Coast
- Boating organizations, boaters ...
- Senior executives at businesses within 100 miles of the Gulf Coast



EVENT NEWSLETTERS

Sample of recipients – Cont'd.

- Radio and television station management and staff within 100 miles of the Gulf Coast
- Chambers of Commerce, Convention Visitors Bureaus, tourism offices within 100 miles of the Gulf Coast

NEWSLETTER-RATES

Ad Size	Weekly	Monthly	Yearly
Position 1 (Top): 728x90			
Texas Coastal Wave	\$242	\$700	\$7,518
Gulf Coast Wave	\$229	\$662	\$7,104
Paradise Coastal Wave	\$199	\$574	\$6,166
Position 2: 728x90			
Texas Coastal Wave	\$187	\$673	\$7,210
Gulf Coast Wave	\$177	\$637	\$6,860
Paradise Coastal Wave	\$154	\$553	\$5,955
Position 3: 728x90			
Texas Coastal Wave	\$161	\$583	\$6,352
Gulf Coast Wave	\$152	\$551	\$6,002
Paradise Coastal Wave	\$132	\$478	\$5,210
Position 4: 185x300			
Texas Coastal Wave	\$161	\$583	\$6,352
Gulf Coast Wave	\$152	\$551	\$6,002
Paradise Coastal Wave	\$132	\$478	\$5,210
Position 5: 185x300			
Texas Coastal Wave	\$116	\$420	\$4,537
Gulf Coast Wave	\$109	\$398	\$4,286
Paradise Coastal Wave	\$ 95	\$345	\$3,721

NEWSLETTER - SPECS

*We work with agencies and offer Non-Profits a discount

- Accepted sizes: 728x90 / 185x300
- Image type: Only static .jpg or .png
- Lead time: Send creative at least 5 days prior to campaign start to allow proper placement in newsletter
- Maximum file size: 30K
- Please send newsletter banner materials and associated URL to cheryl@onthewaterlifestyle.com

“Catch the Next Wave”

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ONLINE DIRECTORY

Attract New Business

The OnTheWaterLifestyle online directory enables you to promote your business to customers who prefer to search for information on the Internet ... a virtual online lead generation service.

Our online directory has the following categories to help tourists find an appealing choice quickly:

- Attractions
- Bed and Breakfast establishments
- Boating and marina businesses
- Events
- Hotels and motels
- Restaurants
- Venues
- Chamber of Commerce & Convention Visitors Bureaus
- Associations & Foundations
- Museums & Art Galleries

ONLINE DIRECTORY

OnTheWaterLifestyle directory allows you to link your directory entry to your website. Requirement for free listings is a backlink to OnTheWaterLifestyle.com. A basic directory no-photo listing is free with a paid photo option available for more prominence.

Pricing

	Basic	Featured
Company name, address, phone	X	X
Log-in to edit your listing		X
Video-clip placement		X
150-word company profile		X
Logo/visual placement		X
Press release placement		X
Article placement		X
Top-of-category-placement		X
Monthly	Free	\$ 10
Annually	Free	\$120

ONLINE DIRECTORY

Put Yourself Out There with Business Profile

Simply fill out the form and your business profile will be listed at OnTheWaterLifestyle.com (business name, address and phone number).

Why is it worth doing? Because adults interested in activities and attractions are looking for resources. So putting your business right where they're looking makes a lot of sense.

It takes less than a minute to fill out the form. So yes, it's worth it. Return to Cheryl@OnTheWaterLifestyle.com. Mail to: OnTheWaterLifestyle Media • 1600 Main Street, 996 • Seabrook, TX 77586

Business name _____

Address _____

Phone () _____ Category _____

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