

The background of the entire page is an aerial photograph of the ocean. The water is a deep, vibrant blue, and the surface is covered in small, rhythmic waves that create a textured, shimmering effect. The lighting is bright, highlighting the crests of the waves and casting soft shadows in the troughs.

# AFLOAT USA™

MEDIA KIT 2021

HAMPTONS EDITION

# APPEAL TO THE WATER ENTHUSIAST



AFLOAT USA TO ADVERTISE CONTACT JOANNA FROSCHL AT 646-286-4090

AFLOAT USA® is a targeted advertising platform and media brand that showcases all aspects of waterfront living and the best way to connect to people seeking these experiences.

#### Activities featured in our publication:

- Private yachts & boat rentals
- Sightseeing cruises
- Fishing charters
- Sailing
- Paddleboarding & kayaking
- Surfing & watersports
- Waterfront dining
- Kid's camps and activities
- and more!

FOR MORE INFORMATION EMAIL [JOANNA@CLIPMEDIAGROUP.COM](mailto:JOANNA@CLIPMEDIAGROUP.COM) AFLOAT USA

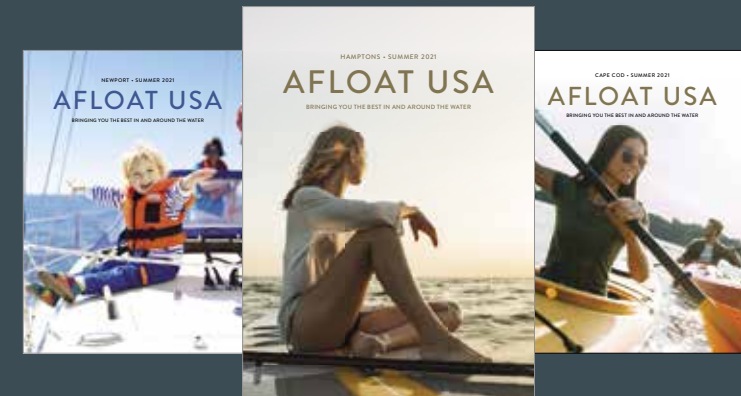


EXPOSE YOUR BUSINESS TO  
HIGH-POTENTIAL CLIENTS

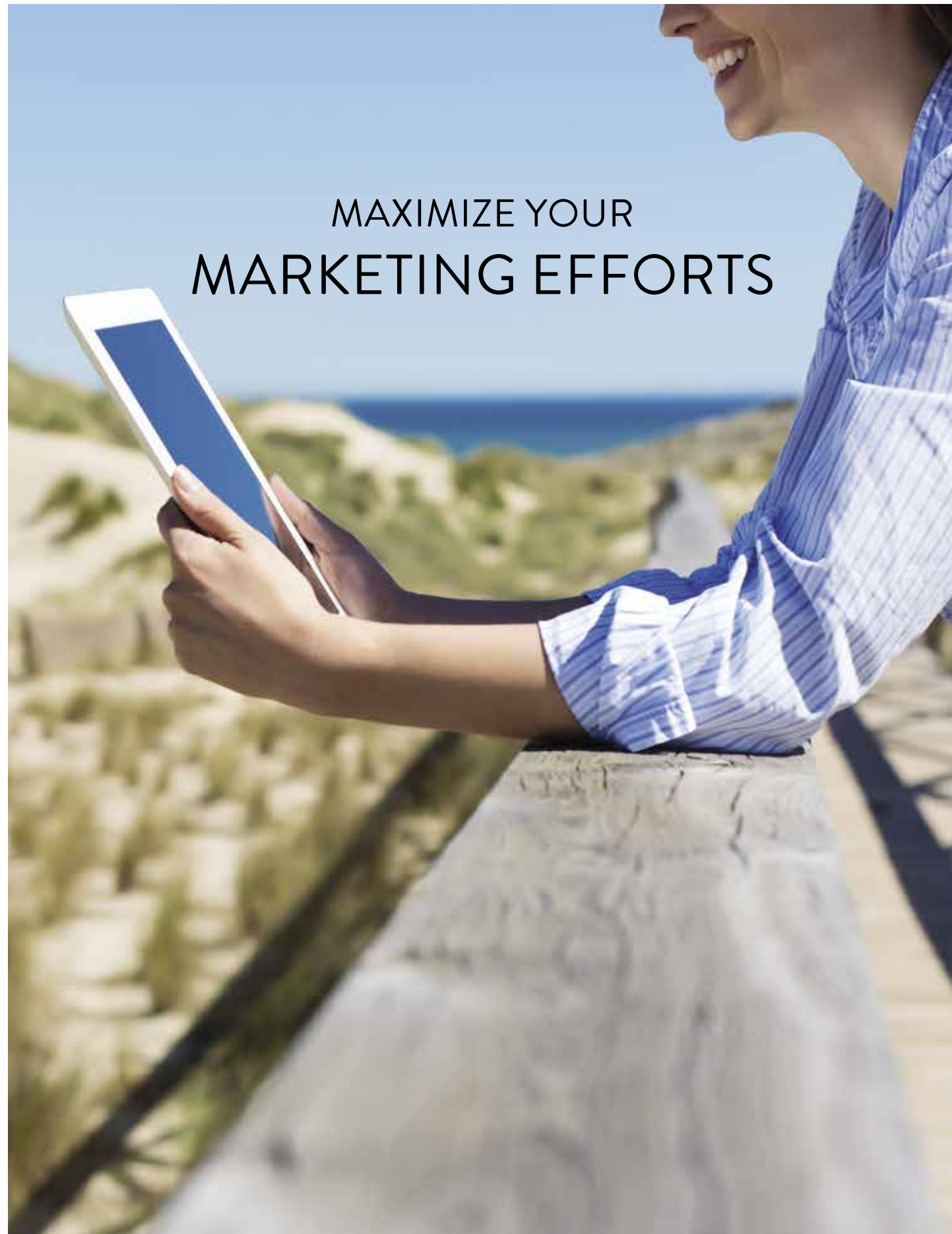
### Target the customers you want with engaging advertising.

To promote your business in the best way possible, our guides are produced by world-class designers and writers with experience working in major advertising agencies and Fortune 500 companies. By utilizing fine printing methods like foil stamping, metallic inks, and heavier paper stock, our eye-catching guide stands out from the crowd of other tourist magazines.

The guide is published annually and strategically distributed throughout the summer at prominent restaurants, markets, gyms, and other establishments in NYC, strategic Long Island locations and the east end from Riverhead to Montauk and Greenport in the North Fork.



# MAXIMIZE YOUR MARKETING EFFORTS



Utilize the most powerful digital marketing tools available  
with our Mobile Smart™ advertising platform.



### Demographic segmentation

AFLOAT USA™ advertisers can cater to more meaningful audiences by segmenting people into groups based on their gender, age, address, parental status, annual income, and more.



### Behaviorial targeting

Target specific consumers based on their actions. With advertising that caters directly to consumer's needs and interests, you won't just earn customers for a day, you'll earn them for a lifetime.



### Location-based marketing

Deliver your digital ads to the mobile devices of consumers when they are near your business or in a specific area using Geotargeting.

## AFLOAT USA™ Audience and Rates

THE HAMPTONS EDITION (May 26, 2021– September 30, 2021)



### DISTRIBUTION

15k Print Circulation  
150k+ Average Monthly Digital Impressions

### AUDIENCE

Average Age: 48  
Average HHI: \$148,100  
Male/Female: 51% / 49%

### 5-COLOR RATES

Back Cover	\$12,000
Inside Covers	\$9,000
Full Spread	\$7,000
Full Page	\$3,500
1/2 Page Horizontal	\$1,950
1/2 Page Vertical	\$1,950

### INCLUDED IN RATES

Circulation includes the print and digital distribution of the magazine. Also included:

- Online listing on AFLOATUSA.com
- Creative consultation, marketing strategy
- Design and Production
- Insight-driven distribution
- Professional photography (if needed)

## AFLOAT USA™ Print Specifications

### AD SPECIFICATIONS

AD SIZE	TRIM	SAFE AREA	BLEED
Back Cover	8" x 10.75"	7" x 9.75"	8.25" x 11"
Inside Covers	8" x 10.75"	7" x 9.75"	8.25" x 11"
Full Spread	16" x 10.75"	15" X 9.75"	16.25 X 11"
Full Page	8" x 10.75"	7" x 9.75"	8.25" x 11"
1/2 Page Horizontal	8" x 5.375"	7" x 4.375"	8.25" x 5.625"
1/2 Page Vertical	4" x 10.75"	3" x 9.75"	4.25" x 11"

**BLEED**  
No charge.

**RATES AVAILABLE ON REQUEST FOR**  
• Special Matched Fifth Colors

**CLOSING DATES**  
In Store: May 26, 2021  
Closing Date/Materials Deadline:  
May 1, 2021

**FILE TRANSMISSION**  
Please send all PDF/X-1A ads to  
AFLOAT USA™ utilizing wettransfer  
or emailing joanna@clipmediagroup.com

**PRODUCTION CONTACT**  
Gregg Ward  
Ad Production  
AFLOAT USA™  
631-604-1360  
debbie@clipmediagroup.com

### MATERIAL REQUIREMENTS

**MAGAZINE TRIM SIZE:**  
8 x 10.75"

**PRINTING PROCESS**  
Web Offset,  
SWOP/MPA standards  
5/C Line Screen: 133

**BINDING METHOD**  
Perfect Bound

**PREFERRED MATERIALS**  
PDX-X1A digital files or a zipped/  
compressed packaged Indesign file  
with total dot density/resolution of  
300. Magazine prints in 5-color using  
Pantone 8184C blue metallic.  
Quark files will not be accepted.

**SAFETY**  
All live matter must be  
a minimum of 3/8" from  
trim on all four sides.

AFLOAT USA™ is presently using  
virtual proofing at its printing plants  
and will not accept proofs from  
advertisers.



## AFLOAT USA™ Digital



Home Page Banner  
\$500/mo  
1920px x 100px

Category Banner  
\$300/mo  
1920px x 100px

### Online Business Listing Rates

List Your Business in AFLOAT USA™ Online Directory. A basic listing in one category is free.  
All listings are for 12 months.

**Montauk Fishing Charters**

Captain Ron's Famous Fishing Charters  
Friendly Part Boat Fishing Charter  
Phone: 516-340-1627  
Website: [www.captainsfishing.com](http://www.captainsfishing.com)  
Dock Location: Montauk, NY 11954

Lady Grace Fishing Charters, Inc.  
Montauk Sport Fishing Fishing Charters-Inshore and Offshore  
Phone: 516-768-6849  
Website: [ladygracecharters.com](http://ladygracecharters.com)  
Address: 440 Queens Street, #96 • Syosset, NY 11791  
Dock Location: Montauk, NY 11954

Miss Montauk II - 85' Lydia Yacht Charter  
Private Charters, Special Events, Sunset Cruises  
Phone: 631-523-TUNIA  
Email: [captjamie@missmontauk.com](mailto:captjamie@missmontauk.com)  
Website: [www.missmontauk.com](http://www.missmontauk.com)  
Dock Location: Montauk Marine Basin • 426 West Lake Dr. • Montauk, NY 11954

**Featured Charters**

**Lazybones**  
Fun family fishing with congenial people in calm local waters. We guarantee a fun time for beginners to advanced anglers with the help of our experienced crew. Two half-day trips available daily.  
Reservations are STRONGLY recommended!  
Phone: 631-668-5671  
Address: 474 West Lake Drive • Montauk, NY 11954  
Website: [www.lazybonesmontauk.com](http://www.lazybonesmontauk.com)

**Montauk Fishing Charters**  
Montauk owned and operated. A fleet of 20 boats with over 30 years experience. Widest variety of big, fast, comfortable sport fishing boats in Montauk Harbor: Full day, half day, twilight, offshore, extended day and overnight trips available.  
Phone: 631-668-1635  
Dock Location: Montauk, NY 11954  
Website: [www.montaukfishingcharters.com](http://www.montaukfishingcharters.com)

#### A Basic Listing – FREE

Located below Enhanced Listings in alphabetical order.

- Business Name
- Phone Number
- Email Address
- Physical Address
- Website
- Listing in One Category

Extra Category: \$100 each

#### Enhanced Directory Listing – \$500/yr

Located at top of Category pages as a “Featured Business” in alphabetical order.

- Business Name
- Phone Number
- Email Address
- Physical Address
- Website
- Short Description (35 words)
- One Image in One Category

Extra Category: \$200 each

## AFLOAT USA™ Mobile Advertising Platform

Build highly-targeted campaigns with Geofencing



Drive website and in-store visits with location-based marketing.

Loyal regulars spend 67% more at a business than new guests do. With effective communication, you can make every guest a loyal regular.

Ads served to over  
**100,000 websites and apps** each month

Campaigns built on  
Insight gathered from  
**512 million devices** a month

Behaviors tracked  
from over **14 trillion**  
location observations  
(since 2014)

Utilize a household  
database of **330+ million**

Accuracy based on  
**120 billion** data points  
per month

#### Mobile Smart™ Plan A

**Includes:** Strategy session, define audience and segments, campaign creation and execution (1 campaign), enhanced directory listing in print and online and a 1/4 page print ad

**Duration:** 3 months

**Impressions:** Approximately 200k impressions/mo

**Cost:** \$10,000

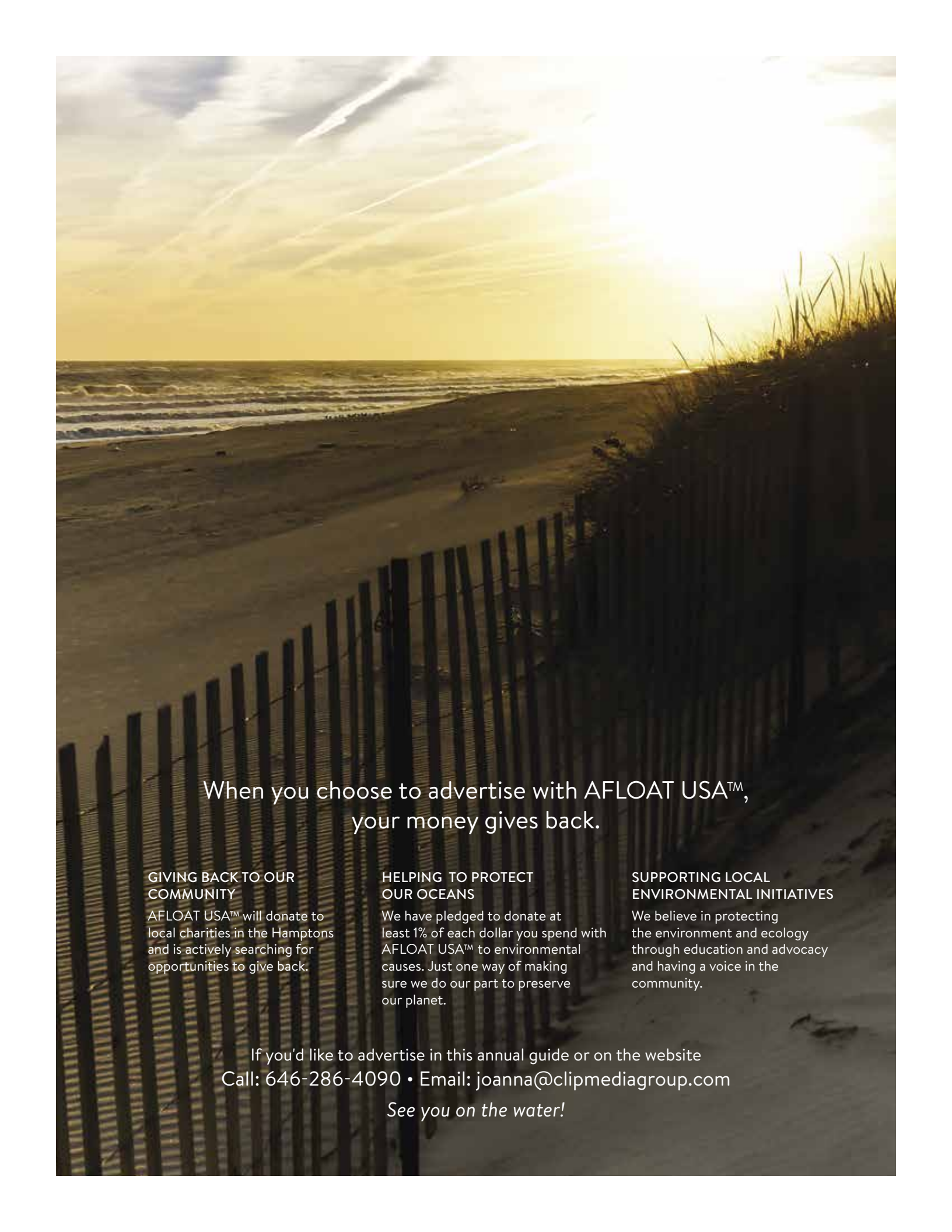
#### Mobile Smart™ Plan B

**Includes:** Strategy session, define audience and segments, campaign creation and execution (2 campaigns) enhanced directory listing in print and online

**Duration:** 1 to 3 months

**Impressions:** Approximately 150k impressions/mo

**Cost:** \$2,500/1 month, \$4000/2 mos, \$6,000/3 mos



When you choose to advertise with AFLOAT USA™,  
your money gives back.

**GIVING BACK TO OUR  
COMMUNITY**

AFLOAT USA™ will donate to local charities in the Hamptons and is actively searching for opportunities to give back.

**HELPING TO PROTECT  
OUR OCEANS**

We have pledged to donate at least 1% of each dollar you spend with AFLOAT USA™ to environmental causes. Just one way of making sure we do our part to preserve our planet.

**SUPPORTING LOCAL  
ENVIRONMENTAL INITIATIVES**

We believe in protecting the environment and ecology through education and advocacy and having a voice in the community.

If you'd like to advertise in this annual guide or on the website  
Call: 646-286-4090 • Email: [joanna@clipmediagroup.com](mailto:joanna@clipmediagroup.com)

*See you on the water!*