

# ON THE WATER

# OUTDOOR

Directory



223,000 Herald-Tribune readers are fishing for something to do outdoors.

Catch them in **On The Water**, the new Herald-Tribune **OUTDOOR DIRECTORY**.

Back by popular demand, the Herald-Tribune Media Group is covering fishing and outdoor activities in its new feature **On The Water**. In print on Thursdays in Sports and online at [HeraldTribune.com/onthewater](http://HeraldTribune.com/onthewater)

#### In Every Issue:

- Fishing Features
- Tide Tables
- What's Biting
- Related local events

#### In Our Market:

- The Herald-Tribune Media Group reaches two out of three people who play on the water.
- The Herald-Tribune media mix reaches more than 50 percent of people who are passionate about recreation and nearly 70 percent of boaters.
- Participation in recreational activities in our area is higher than the national average.

To advertise, contact your Herald-Tribune marketing consultant or Paula Salgado at (941) 361-4151 or [paula.salgado@heraldtribune.com](mailto:paula.salgado@heraldtribune.com)



YOUR AD  
HERE



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#### Space Deadline:

4 p.m., Monday prior to publication

#### Publishing:

Every Thursday

#### Package includes:

- Weekly display ad anchored in the Sports section, "On the Water"
- Classified ad: 3 lines/4 days in the classification of your choice
- Online: 7 days on [HeraldTribune.com/classifieds](http://HeraldTribune.com/classifieds)

**4 weeks only \$260\***

**1 week only \$85\***

\*Includes spot color blue  
\$10 discount/week for black & white ads