WE’RE ONE OF THE BEST WEEKLY NEWSPAPERS IN FLORIDA...
AND WE CAN BACK THAT UP.

FIVE-TIME NEWSPAPER OF THE YEAR IN FLORIDA

WINNER OF 28 FLORIDA PRESS AWARDS FOR 2018 INCLUDING NEWSPAPER OF THE YEAR.

FLORIDA PRESS ASSOCIATION AWARDS TO-DATE:
226 EDITORIAL • 123 ADVERTISING

“"This newspaper serves up great graphics, spectacular photos (great photos deserve to be showcased in an appropriate size and this paper does that), nice typography, drop quotes; inside pages are thoughtfully produced; section covers are high impact – super sports package."
–Florida Press Association Better Weekly Newspaper Judge

“I love reading the Navarre Press. The stories and their presentation to the readers is excellent. The lively layout and the outstanding use of photographs makes this newspaper exciting!"
–Florida Press Association Better Weekly Newspaper Judge

WHAT OUR ADVERTISERS ARE SAYING...

Advertising through Navarre Press and the Business Billboard is the best advertising I have ever done – hands down. I’ve spent money on social media ads and I got nothing compared to my advertising in Navarre Press. The ad attracted ideal clients that are repeat customers. I recouped the cost of my ad many times over and with repeat business, it continues to pay for itself over and over again. I know where I’ll go to get new clients – Navarre Press.

– Eileen Enos, Owner / Eileen On Style

Navarre Press has always been exceptional to work with. The quality of their paper and friendliness of their staff make advertising with them a delightful experience. We have advertised with Navarre Press for several years and have never been disappointed with the quality of the ads or their ability to capture our stories. With all of the different media outlets that our business can advertise with in our community, we always continue to advertise in Navarre Press.

– Tiffany Rollins / The Beacon

Working with the Navarre Press has been a truly wonderful experience, especially working with our sales representative. They are such a pleasure to work with and always friendly and professional. Although we have only been advertising in the Navarre Press for a few months, we have received over 100 calls from this campaign. The Navarre Press is great resource for the local area and the people of Navarre appreciate that they have an accurate and entertaining source on which they can depend.

– Jenna Barker, Marketing Dir. / One Hour Air Conditioning & Heating

From the day Navarre Press featured us and even now, people still come in and mention the article. It really more than doubled our local business! If you haven’t advertised with Navarre Press yet, I highly recommend you doing so. You will see an immediate upswing in your business!

– Lisa Gambill & Magda Morton / Southern Specialty Market
The University of West Florida football team won its first NCAA Division II national championship in program history Saturday, knocking off Minnesota State 48-40 at McKinney ISD Stadium in Texas. The Argonauts capped a remarkable postseason run in which they beat four top 10 teams, including the reigning champs, and became the first football team in NCAA history to win a title in the first four years of its existence. See page B1 for story.

A bus monitor allegedly bus monitor allegedly showed students nude photo.

Bus monitor allegedly

lic schools has been arrested for

sexual photograph while on the

Intermediate School students an

Offi ce arrest report, Jessica Wylie, 35, of Gulf

county's school system.

An ex-bus monitor for the pub-

According to a Santa Rosa County Sheriff's

The marina is instead set

What building on a school bus Oct. A

Candidate defends marina water, sewage disposal

Candidate defends marina water, sewage disposal

The Holley Navarre Water System board of directors ask business owner James Dabney questions about alleged unauthorized water and

dumping sewage from his

candidate has been improperly

Among accusations

directors Dec. 17

Board of Directors of the Holley Navarre Water System returned to the

James Dabney owes HNWS

$770.83 for using the system

Dabney's restaurant next door,

Marine without permission.

The marina had been in op-

For the Navarre Boardwalk and

They built it. You need

NOW LET US PROTECT IT.

• Central Vacuum Systems

• Home Audio & Surround Sound Systems

• Door and Gate Operators

• Security Systems

• Home Automation Systems

WHAT THE JUDGES ARE SAYING...

“I love reading the Navarre Press. The stories and their presentation to the readers is excellent. The lively layout and the outstanding use of photographs makes this newspaper exciting!”

—Florida Press Association Better Weekly Newspaper Judge

“If all newspapers looked like this one, there would be no more talk of newspapers dying.”

—Florida Press Association Better Weekly Newspaper Judge

Dean Ridings, former President/CEO of the Florida Press Association (FPA), lauded Publisher Sandi Kemp for her innovative approach to the journalism business, remarking on her ability to remain ahead of the industry during her 2010-2011 term as Chairman of the Florida Press Association board.

“I believe Sandi will be able to lead the organization and give us good input, particularly in light of the changes the industry is going through,” Ridings said. “I expect that she will be able to help us continue to improve how we relate with our newspaper and provide services.”

“There are some caring, creative people producing this newspaper. This is the kind of work we need to see more of – bravo!”

—Florida Press Association Better Weekly Newspaper Judge
"I find no better resource through which to stay abreast of my hometown happenings than Navarre Press. I look forward each Thursday afternoon to picking up the mail. I relax in my office and thoroughly browse each section of the paper. It covers it all - from community issues, our schools, churches, military, senior citizens, to sports and more. I simply can’t imagine anyone with ties to Navarre not reading the Navarre Press."

– Chris Beam, Navarre

"I love Navarre Press!! I have learned about opportunities and events that I didn’t glean from anywhere else. Thanks!!"

– Deanna Smotherman, Navarre

"I find no better resource through which to stay abreast of my hometown happenings than Navarre Press. I look forward each Thursday afternoon to picking up the mail. I relax in my office and thoroughly browse each section of the paper. It covers it all - from community issues, our schools, churches, military, senior citizens, to sports and more. I simply can’t imagine anyone with ties to Navarre not reading the Navarre Press."

– Chris Beam, Navarre

"Great paper! Thanks for your outstanding coverage of Navarre!!"

– Michele Tucker, Navarre

"Well done! Love the paper!"

– Kathleen S. Ottley, Gulf Breeze

"We really enjoy your newsy newspaper. It is first rate!"

– Carolyn & Francis Dailey

"We are lucky to have such a good local newspaper."

– Giselle Alvarez

"Your paper is the best in all the surrounding areas. It’s great!"

– C.C. Smith, Gulf Breeze

WE PUT NAVARRE UNDER A MICROSCOPE
and our results will deliver customers to you!

REACH THE FASTEST GROWING AREA IN NORTHWEST FLORIDA

69% NAVARRE

Population from 2000 to 2016 increased in Navarre 69% while Pensacola decreased by 6.75%, Gulf Breeze increased by 1%, Milton increased by 9% and Fort Walton Beach had zero growth.

69% NAVARRE

TOTAL HOUSEHOLDS: 23,718
62.6% of households have no children under the age of 18.

2016 POPULATION ESTIMATE: 62,701
69% growth since 2000

MEDIAN HOME COST:

NAVARRE $216,700
FT WALTON: $190,000
PENSACOLA: $125,500

NAVARRE $60,685
29.4% more than county
31.5% more than state
13.1% more than nation

FT WALTON $49,562
PENSACOLA $45,727
SANTA ROSA COUNTY

NAVARRE ACCOUNTS FOR 30%

FOR SANTA ROSA COUNTY

TOTAL SQUARE MILES OF LAND IN SANTA ROSA COUNTY:
1284 SQUARE MILES = 647,430.4 ACRES

TOTAL SQUARE MILES OF LAND IN NAVARRE:
23 = 14,720

NAVARRE AS A PERCENTAGE OF THE COUNTY:
2.273%

Easier multimedia ad placement with a single marketing investment
• Expanded reach of your message to a new, desirable audience
• Enhanced frequency of your message by thousands of impressions
• Increased search engine optimization on the world’s most powerful search engines, like Google, Yahoo and Bing!

Source: MORI research Power Users Study in partnership with NAA

NEWSPAPER ONLINE READERS ARE WIRED!

91% RECENTLY SHOPPED ONLINE
89% RECENTLY BOUGHT ONLINE
71% ARE ONLINE DAILY AT WORK
70% FREQUENTLY BANK ONLINE
64% RECENTLY CHECKED CLASSIFIEDS ONLINE
68% HAVE HOME BROADBAND

If you really want to know about hits we’re usually around 3 million. But we don’t like using that number because website hits should never be used to report traffic. navarrepress.com readership is young, affluent and growing!

NEWSPAPER PRINT & ONLINE IS A POWERFUL COMBINATION

» Navarre Press reaches more than 34,000 readers per month.
» navarrepress.com has more than 55,000 page views each month.

OUR ADVERTISERS ENJOY MORE EXPOSURE!

ALL PRINT ADS ARE FEATURED ONLINE ON ONE OF OUR ANCILLARY WEBSITES AS AN ADDED BONUS!

• NAVARREMILITARY.COM
• NAVARRECOMMUNITY.COM
• NAVARREJOBS.COM
• NAVARRESHOPPING.COM
• NAVARREHAPPENINGS.COM
• NAVARECARS.COM
• NAVARRERESTAURANT.COM
• NAVARREREALESTATEFORSALE.COM
• NAVARREBANKING.COM
• NAVARREHEALTH.COM
• NAVARREOUTDOORS.COM
• NAVARREFAITH.COM

1ST QTR 2019
Navarre Press’ market is not just Navarre. We love Navarre, but it does not provide for all our needs... not yet anyway.

Our 62,701 residents must buy cars somewhere else, must buy clothing somewhere else, appliances - you guessed it - somewhere else. However, the best part is that Navarre residents go East, West or North.

**NAVARRE PRESS**  
**ADVERTISING RATES**

Prices have not changed since 2000, and once you are in on any special *your price never goes up.*

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**PAGE SIZE:**  
11” x 21”  
column width: 1.55” wide  
preferred resolution: 300 dpi

**READERSHIP:**  
34,000 weekly

**DISTRIBUTION:**  
Available via subscription and news racks in the Navarre Beach area, including shopping plazas and other high traffic locations in the surrounding area, (Hurlburt Field, Pensacola Beach, Gulf Breeze and Milton).

**DEADLINES:**  
For inclusion in any edition, stories and ad reservations are due at close of business Friday prior to next Thursday publication. Press releases are considered on a space available basis subject to editor approval.

**PAYMENT:**  
All open rate advertising (display or classified) is due in full the Monday prior to publication. Other rates are paid in monthly installments the month of publication. Check, cash and credit cards accepted.

**DISPLAY ADS:**  
Ads are priced based on size and duration. $15 Per Column Inch (PCI) applies for a 1x ad placement. Discounted rates apply with long-term commitments. The following sample formula is used to arrive at ad rates:  
Ad Height x Number of Columns x Rate = Cost  
Example: Ad is (3” tall) x (3) columns across x ($10) = $90

**INSERTS:**  
1 page preprinted inserts $59/thousand  
2-8 pages $75/thousand

**CLASSIFIED ADS:**  
Classifieds listings/ads are priced as follows (Classifieds must be prepaid):  
• $10 per week for a 20 word description, add $1 per additional word  
• $25 for listings with picture or logo included in a box.  
• Sell any household item or your automobile on the Classifieds page for $20 for four weeks or until you sell it. (20 words or less)

**FULL COLOR:**  
• Add $50 to the ad rate (up to 8 column inches)  
• Add $7 per column inch to the ad rate for any ad over 8 column inches (no > $250).

**BUSINESS BILLBOARD**  
Sign a 12 week or 52 week agreement purchasing an approximately 2.3 x 1.87 inch ad for $50 a week and receive a free feature story with photos, valued at $1,100.

**ON THE MENU**  
Geared toward restaurants. Sign a 12, 26 or 52 week agreement for either a 3.22 x 2 inch ad, a 3.22 x 4 inch ad or 4.89 x 5 ad and receive a feature story with photos on your restaurant.

**SERVICE MARKET**  
Be placed under a service directory heading in an ad-style listing with a service icon or picture.  
• $10/week (with 12-week agreement)

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**DISCOUNT OPTIONS & SPECIAL FEATURES**  
If you advertise with the Navarre Press for…..

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week at a time</td>
<td>$15</td>
<td>13 weeks</td>
<td>$9</td>
</tr>
<tr>
<td>2-3 weeks</td>
<td>$12</td>
<td>26 weeks</td>
<td>$8</td>
</tr>
<tr>
<td>4-12 weeks</td>
<td>$10</td>
<td>52 weeks</td>
<td>$6</td>
</tr>
</tbody>
</table>

*As long as there are no breaks in your contract.*
QUARTERLY
Craft Beer Guide – A quarterly guide to the science and art of brewing craft beer including the best places to taste the finest brews in Northwest Florida. Publishes January 30, April 30, July 30 and October 29

FEBRUARY 2020
Mind, Body, Spirit – This guide is full of information, health and wellness tips and guidelines, and business and medical related information

Summer Visitor’s Guide Ad Sales open – this award-winning annual publication provides visitors with everything they need to know about the Navarre area including dining and shopping options. It is the perfect way to shake hands with our summer visitors. The guide is distributed in May to visitor centers, hotels, condos on the beach, Hurlburt Field and Eglin Air Force Base.

Valentines Issue – Profess your love to the world, or at least Navarre, with a Love-a-gram. It’s free with a subscription (renewal or new).

MARCH 2020
Spring Sports Preview – Features Navarre High School team photos, rosters and schedules for baseball, softball, tennis and track.

APRIL 2020
Home Buyers Guide – This guide features everything buyers need to know when making their next real estate transaction in Navarre.

MAY 2020
Summer Camp and Activities Guide – A must-have summer survival guide for parents with extensive information on activities for families, summer camps, festivals and getaways.

Navarre High School Graduation Section – An annual section featuring the graduates of Navarre High School. It includes a class photo, awards, scholarship recipients and good luck ads from businesses and parents.

MAY 2020 (CONTINUED)
School Calendar Ad Sales Open – In partnership with Sandpaper Marketing, these wall calendars are customized for each school district (Escambia, Okaloosa and Santa Rosa counties). They include all the important dates for school children and parents to plan their lives around and are given to each student at the beginning of the school year in August.

Hurricane Preparedness Guide – Resources for preparation and planning advice to Florida’s unpredictable storm season.

AUGUST 2020
Back to School Guide – A must-have guide for every student and their parents. It includes a school calendar, supply lists and letters from each school principal.

SEPTEMBER 2020
Fall Sports Preview – includes photos, rosters and schedules for football, golf, swimming, volleyball, cheerleading and band.

OCTOBER 2020
PINK wrap – Navarre Press goes PINK in honor of raising awareness for the prevention and treatment of breast cancer. This wrap includes prevention information and other wellness tips to encourage women to do self-exams and have mammograms.

NOVEMBER 2020
Holiday Happenings & Gift Guide – This tab-sized publication features a special collection of Christmas and holiday happenings in and around the Navarre area. In addition, it features a catalog of gift ideas from our area businesses.

DECEMBER 2020
Year in Review – This annual end of the year issue features the top stories for 2020, along with photos, events and special happenings of 2019.
TARGET YOUR ADVERTISING REACH WITH OUR SISTER PUBLICATIONS

HOLLEY BY THE SEA NEWS
(HBTS News) is a niche news and information source for Holley by the Sea, the second largest homeowners association in Florida and the largest homeowners association in north Florida. The Board of Directors of Holley by the Sea communicates directly to the owners and residents through this publication and it is full of news stories that concern the community. The neighborhood of Holley by the Sea has Hidden Creek Golf Course within its boundaries. HBTS News is published up to 15x per year and is mailed free of charge to every homeowner and renter that resides in HBTS and appears online as it does in print and is accessible 24/7. Copies of HBTS News are also available at the HBTS Recreation Facility. HBTS News is full color and has a readership of 12,000 online and in print monthly. See HBTSNews.com for previous issues.

NAVARRE BEACH NEWS
NB News is the news and information source for residents and owners of property on Navarre Beach. The Navarre Beach Leaseholder and Residents Association (NBLRA) communicate to their members and the owners directly through this niche publication. NB News is published 12x per year and is mailed to every owner regardless of their permanent address 4x per year. It is also mailed to every resident on Navarre Beach. NB News appears online as it does in print and is accessible 24/7. Additional copies of NB News can be found at area attractions, condominium offices, restaurants as well as the utility offices. NB News is full color and has a readership of 8,000 online and in print monthly – and growing. See NavarreBeachNews.com for previous issues.
CALL 850.939.8040
TO SCHEDULE YOUR ADVERTISING TODAY!

TARGET YOUR ADVERTISING REACH
WITH OUR SISTER PUBLICATIONS

Visit us online at NavarreBeachNews.com
Visit us online at HBTSNews.com

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Navarre FL 32566