VOTERS READ
READERS VOTE
Nothing comes close to news media.

REGULAR NEWSPAPER READERS IN PRINT OR ONLINE

79% OF DEMOCRAT VOTERS
78% OF REPUBLICAN VOTERS
76% OF INDEPENDENT VOTERS

Americans have greatest trust in local newspapers to provide accurate and balanced News

8 OUT OF 10 Newspaper readers voted in last two Presidential elections

NEWSPAPERS REACH 75% of opinion leaders and early followers

47% OF VOTERS are motivated by newspapers to get out and vote


LOCAL NEWSPAPERS AND THEIR WEBSITES
REACH 64% OF ALL REGISTERED VOTERS...EACH WEEK

Source: Nielsen Scarborough INMA Study April 2017

VOTERS OF ALL AGES READ THE NEWSPAPER

PRINT NEWSPAPER READERS

DIGITAL NEWSPAPER READERS

Source: Nielsen Scarborough USA + Release 1 2016. Updated 2019
WE HAVE THE MEANS, METHOD AND MODE TO GET IN FRONT OF YOUR VOTERS

137,314 REGISTERED VOTERS IN SANTA ROSA COUNTY as of 4/2020

BLACK & WHITE ALA CARTE PRICING:

NAVARRE PRESS:
More than 14 Weeks
Full..........................$960/week
Half..........................$480/week
Quarter.........................$240/week
Less than 14 Weeks
Full..........................$1280/week
Half..........................$600/week
Quarter.........................$360/week

HBTS NEWS OR NAVARRE BEACH NEWS:
1-6 Months
Full..........................$1,350/month
Half..........................$800/month
Quarter.........................$600/month
6 Months or more
Full..........................$900/month
Half..........................$600/month
Quarter.........................$450/month

*Please call for color rates

2020 VOTERS GUIDE
TAB-SIZED PUBLICATION
Color ads only
Full (10x10).........................$800
Half (5x10).........................$650
Quarter (5x5).......................$400
Eighth (5x2.5).....................$250

728X90 WEB AD

COVER WRAP

COVER STICKERS

WRAP PRICING..............$1900/ea entire Wrap (3 pages)
$800/ea Front Panel or Full Page
week to week

STICKER ADVERTISING
One sticker per issue..................$945 for two issues

WEBSITE BANNER
11,000 readers daily..............$100/wk for 4 or more weeks
$150/wk for less than 4 weeks

SOCIAL MEDIA POST
25K FOLLOWERS
Once per week......................$100/wk for 4 or more weeks
$150/wk for less than 8 weeks
PACKAGE A
2 Half Page Ads in HBTS & Navarre Beach News.............................................$3,200
8 Quarter Page Ads in Navarre Press.................................................................$2,880
8 Weeks Web Banner that clicks to your website or Facebook ..................$800
8 Weeks of Social Media that directs to your website or Facebook .... $800
TOTAL VALUE $7,080
PACKAGE PRICE: $5,760 or 8 WEEKLY PAYMENTS OF $720.00
$1,920 SAVINGS 25% OFF

PACKAGE B
2 Quarter Page Ads in HBTS & Navarre Beach News................................. $2,400
4 Quarter Page Ads in Navarre Press.................................................................$1,440
4 Weeks Web Banner that clicks to your website or Facebook ............ $400
4 Weeks of Social Media that directs to your website or Facebook .... $400
TOTAL VALUE $4,640
PACKAGE PRICE: $3,944 or 4 WEEKLY PAYMENTS OF $986.00
$696 SAVINGS 15% OFF

PACKAGE C
2 Eighth Page Ads in HBTS & Navarre Beach News................................. $3,200
4 Eighth Page Ads in Navarre Press.................................................................$2,880
4 Weeks Web Banner that clicks to your website or Facebook ........ $800
4 Weeks of Social Media that directs to your website or Facebook .... $800
TOTAL VALUE $2,570
PACKAGE PRICE: $2,313 or 4 WEEKLY PAYMENTS OF $578.25
$257 SAVINGS 10% OFF

FREE COLOR
ALL ADS INCLUDE
BONUS 15% OFF VOTE’S GUIDE AD
BONUS 10% OFF VOTE’S GUIDE AD

KEY DATES:
PRIMARY ELECTION VOTE’S GUIDE JULY 30
VOTE’S GUIDE OCTOBER 15 Print & Online
EARLY VOTING PRIMARY ELECTION AUGUST 3-15
EARLY VOTING GENERAL ELECTION OCTOBER 19-31

FOR MORE INFO OR TO PLACE YOUR AD CALL 850-939-8040 TODAY