Newspaper Readers Vote…

- Newspapers appeal to readers of all ages
- 55% of voters read a local newspaper
- 8 out of 10 newspaper readers voted in the last two presidential elections
- Voters in all demographic groups find newspaper ads more believable than TV, radio, direct mail or internet
- Newspapers dominate in state and local elections
- Voters choose newspapers over cable TV 2 to 1
- Voters choose newspapers over radio, brochures, direct mail and internet by wider margins
- 70% of older voters are frequent and regular newspaper readers
- 1 out of 2 newspaper readers are looking for ads
- 3 out of 4 voters are regular newspaper readers

Registered Voters in Santa Rosa County as of 2/2018: 128,445

Newspapers are a destination, not a distraction. Voters want the information and the political ads in newspapers.

Reaching North and South Santa Rosa County with print and multi-media

Voter’s Guide: August 9, 2018 (In Print and Online)

Early Voting: August 13-25, 2018

Primary: August 28, 2018

Early Voting: Oct. 22 - Nov. 3, 2018

General Election: November 6, 2018

Our Readers VOTE!
out of more than $8 million. The Masinos provide the proceeds to a group of local charities for the Northern District of Florida. Christopher P. Canova, United States Attorney
PACKAGES!

**PACKAGE A**

2 Half Page Ads in HBTS ................................................................. $1,600  
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: $6,080  Package Price: $4,560  or 8 weekly payments of $570.00  
SAVINGS: $1,520 (25% OFF)

**PACKAGE B**

2 Quarter Page ads in HBTS ............................................................ $1,200  
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  

Value: $3,440  Package Price: $2,924  4 weekly payments of $731.00  
SAVINGS: $516 (15%)

**PACKAGE C**

2 Eighth Page ads in HBTS .............................................................. $325  
4 Eighth Page ads in Navarre Press ............................................... $1,120  
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  

Value: $2,245  Package Price: $2,020.50  4 weekly payments of $505.13  
SAVINGS: $224.50 (10%)