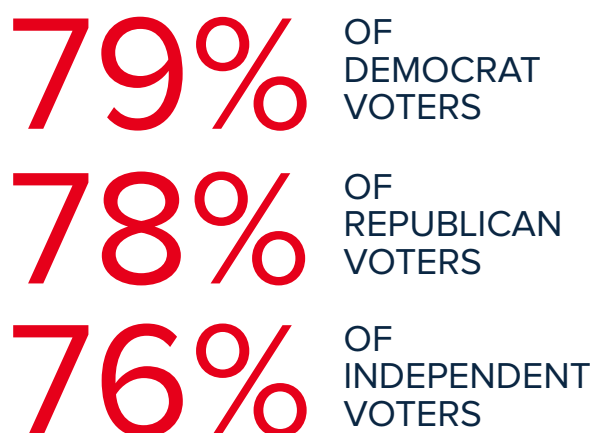




VOTERS READ READERS VOTE

Nothing comes close to news media.

REGULAR NEWSPAPER READERS IN PRINT OR ONLINE



Source: Moore Information: American Voter Media Use Study with Edmonds Associates 2019 Projections. Nielsen Newspaper Readership by Platform Study 2021



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

NEWS!

64%

LOCAL NEWSPAPERS AND THEIR WEBSITES

REACH **64% OF ALL** REGISTERED VOTERS...EACH WEEK

Source: Nielsen Scarborough INMA Study April 2020

VOTERS OF ALL AGES READ THE NEWSPAPER

PRINT NEWSPAPER READERS



DIGITAL NEWSPAPER READERS



● GEN Z (18–20) ● MILLENNIALS (21–34) ● GEN X (35–49) ● BOOMERS (50–69) ● GREATEST GENERATION (70+)

Source: Nielsen Scarborough USA + Release 1 2016. Updated 2021



WE HAVE THE MEANS, METHOD AND MODE TO GET IN FRONT OF YOUR VOTERS

**PLUS
DIGITAL**

141,358 REGISTERED VOTERS IN SANTA ROSA COUNTY as of 4/21/2022

140,610 REGISTERED VOTERS IN OKALOOSA COUNTY as of 4/21/2022

1/4 PAGE (VERT)
3 COL (4.89") X 10

1/8 PAGE
3 COL (4.89") X 5"

1/2 PAGE
6 COL (9.9") X 10"

FULL PAGE
6 COL (9.9") X 20"

A LA CARTE PRICING:

*Prices are for full-color ads
Prices listed are per publication*

NAVARRE PRESS, CRESTVIEW NEWS BULLETIN OR SANTA ROSA'S PRESS GAZETTE

Full \$2,050/wk
Half \$1,150/wk
Quarter \$660/wk

HBTS NEWS OR NAVARRE BEACH NEWS:

Full \$1,590/mo
Half \$1,200/mo
Quarter \$850/mo

2022 VOTERS GUIDE JULY 28 & OCTOBER 6

Color ads only

Full Page \$1,600
Half Page \$900
Quarter Page \$500
Eighth Page \$400

728X90 WEB AD



COVER WRAP



COVER STICKERS



WRAP PRICING \$2,400/ea entire Wrap (3 pages)
\$1,200/ea Front Panel or Full Page
week to week

STICKER ADVERTISING

One sticker per issue \$1,500 for two issues

WEBSITE BANNER

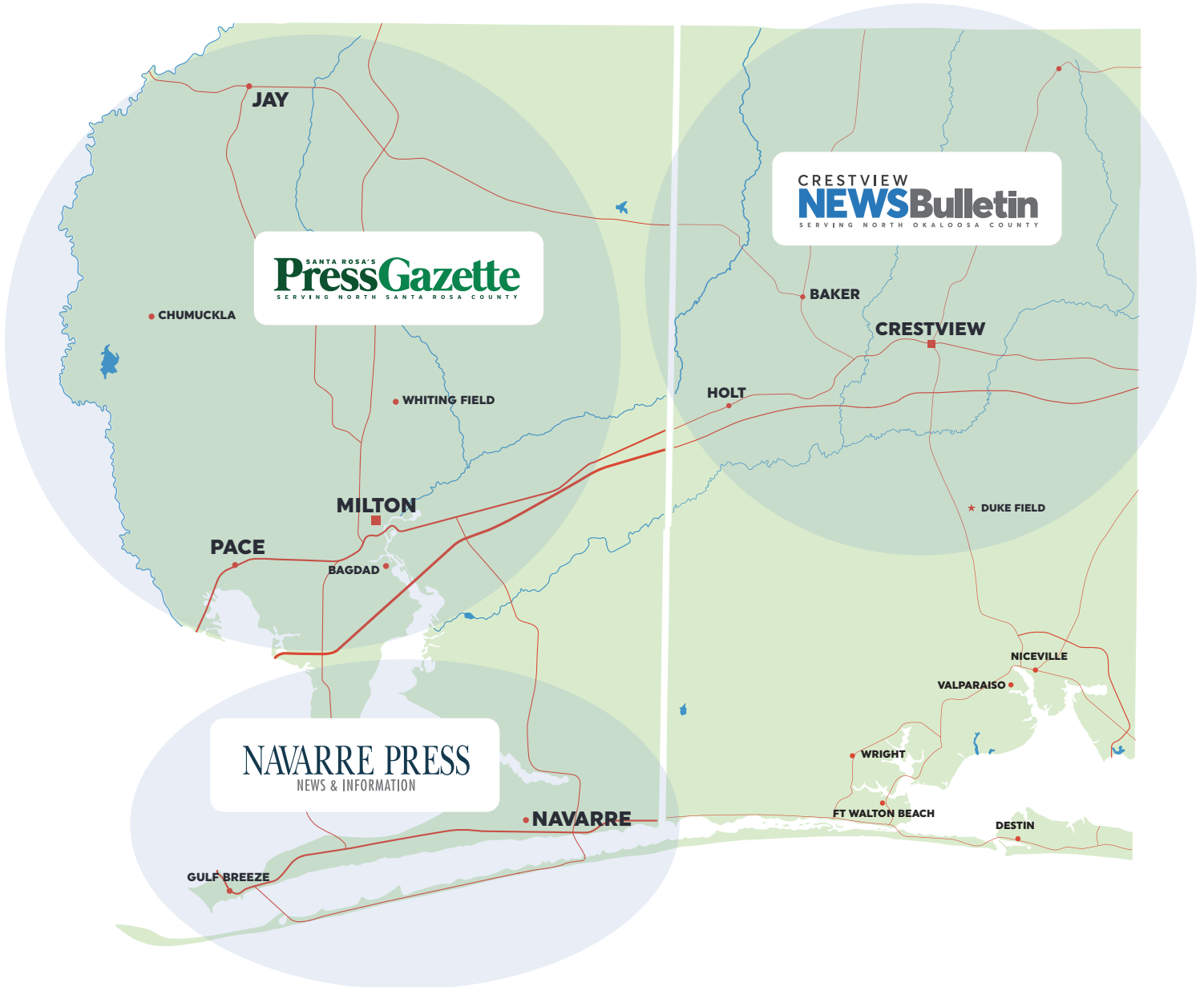
10,000 readers daily \$100/wk for 4 or more weeks
\$150/wk for less than 4 weeks

SOCIAL MEDIA POST

45K+ FOLLOWERS

Once per week: \$300/wk for 4 or more weeks
\$400/wk for less than 8 weeks

COVERAGE AREAS



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

ADVERTISING PACKAGES

CUSTOM PACKAGES AVAILABLE

16

WEEK ADVERTISING PACKAGES

Includes full color

30% OFF

16 WEEK - A

16 Half Page Ads in newspaper \$18,400
16 Weeks Web Banner \$1,600
8 Weeks of Social Media \$1,600

TOTAL VALUE \$21,600

PACKAGE: \$15,120 or 16 WEEKLY PAYMENTS OF \$945

\$6,480 SAVINGS

OR

25% OFF

16 WEEK - B

16 Quarter Page Ads in newspaper \$10,560
16 Weeks Web Banner \$1,600
8 Weeks of Social Media \$1,600

TOTAL VALUE \$13,760

PACKAGE: \$10,320 or 16 WEEKLY PAYMENTS OF \$645

\$4,816 SAVINGS

OR

20% OFF

16 WEEK - C

16 Eighth Page Ads in newspaper \$5,280
16 Weeks Web Banner \$1,600
8 Weeks of Social Media \$1,600

TOTAL VALUE \$8,480

PACKAGE: \$6,784 or 16 WEEKLY PAYMENTS OF \$425

\$1,696 SAVINGS

12

WEEK ADVERTISING PACKAGES

Includes full color

35% OFF

12 WEEK - A

12 Half Page Ads in newspaper \$13,800
12 Weeks Web Banner \$1,200
6 Weeks of Social Media \$1,200

TOTAL VALUE \$16,200

PACKAGE: \$10,530 or 12 WEEKLY PAYMENTS OF \$877.50

\$5,670 SAVINGS

OR

20% OFF

12 WEEK - B

12 Quarter Page Ads in newspaper \$7,920
12 Weeks Web Banner \$1,200
6 Weeks of Social Media \$1,200

TOTAL VALUE \$10,320

PACKAGE: \$8,256 or 12 WEEKLY PAYMENTS OF \$688

\$2,064 SAVINGS

OR

10% OFF

12 WEEK - C

12 Eighth Page Ads in newspaper \$3,960
12 Weeks Web Banner \$1,200
6 Weeks of Social Media \$1,200

TOTAL VALUE \$6,360

PACKAGE: \$5,724 or 12 WEEKLY PAYMENTS OF \$477

\$636 SAVINGS

20% OFF**10 WEEK**

10 Quarter Page Ads in newspaper\$6,600
 8 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 \$8,200**PACKAGE PRICE: \$6,560 or 10 WEEKLY PAYMENTS OF \$656****\$1,640 SAVINGS**

OR

15% OFF**6 WEEK - A**

6 Quarter Page Ads in newspaper \$3,960
 4 Weeks Web Banner that clicks to your website or Facebook \$400
 2 Weeks of Social Media that directs to your website or Facebook \$400

TOTAL VALUE \$4,760**PACKAGE PRICE: \$4,046 or 8 WEEKLY PAYMENTS OF \$656****\$714 SAVINGS**

OR

5% OFF**6 WEEK - B**

6 Eighth Page Ads in newspaper \$1,980
 4 Weeks Web Banner that clicks to your website or Facebook \$400
 2 Weeks of Social Media that directs to your website or Facebook \$400

TOTAL VALUE \$2,780**PACKAGE PRICE: \$2,641 or 4 WEEKLY PAYMENTS OF \$660****\$139 SAVINGS**

ALL ADS INCLUDE

**FREE
COLOR**

ALL PACKAGES INCLUDE

**15%
OFF****YOUR VOTER'S
GUIDE AD****UPCOMING
KEY DATES:**

**PRIMARY ELECTION
VOTER'S GUIDE**
JULY 28, 2022

**VOTER'S GUIDE
IN PRINT & ONLINE**
OCT 6, 2022

**2022 EARLY
VOTING DATES:****SANTA ROSA COUNTY**

Primary Election	Aug 8-20
General Election	Oct 24-Nov 5

OKALOOSA COUNTY

Primary Election	Aug 13-20
General Election	Oct 24-Nov 5

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