



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

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



PLUS DIGITAL

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

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"

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

FULL PAGE
6 COL (9.9") X 20"

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

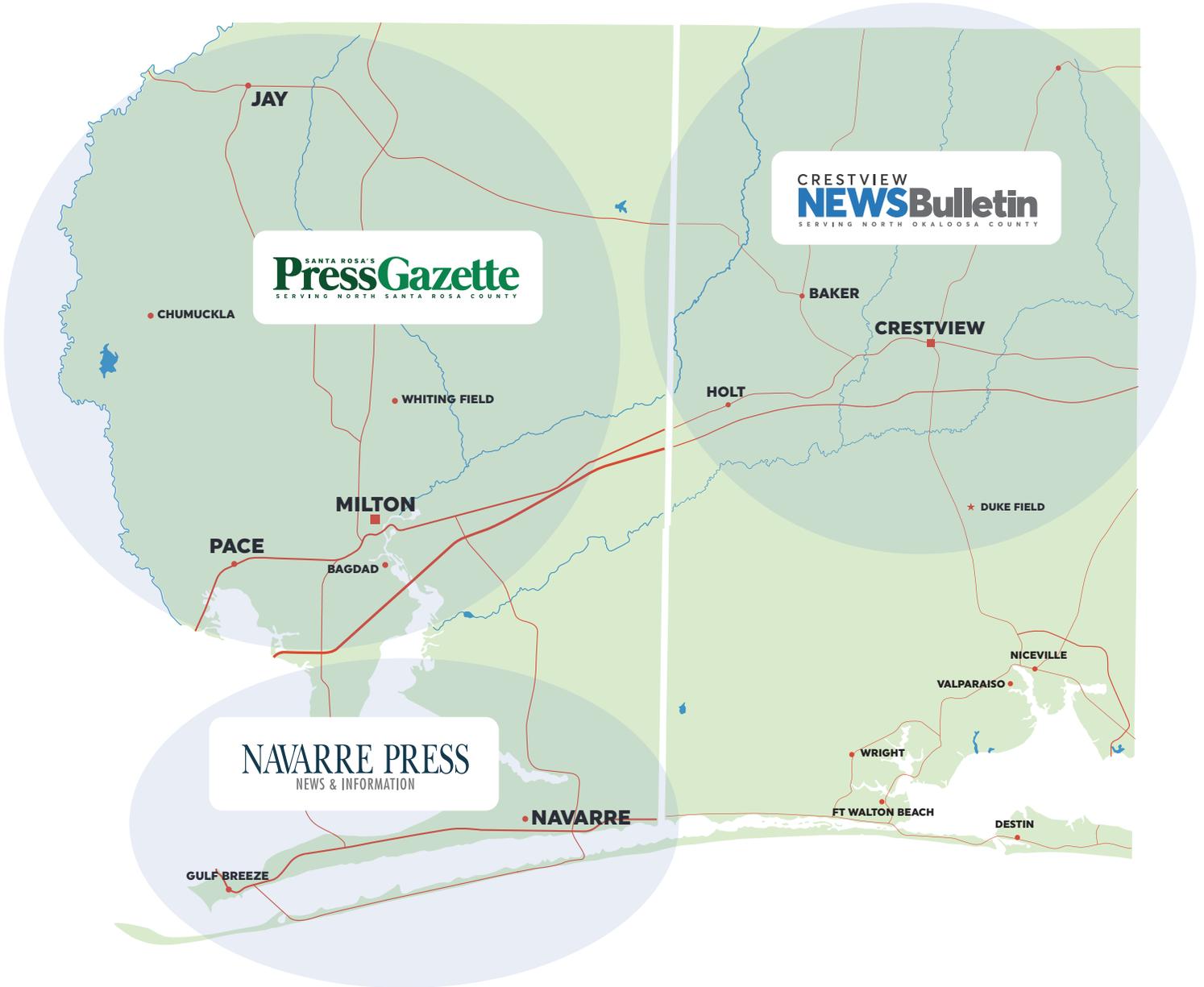
WEBSITE BANNER

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

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