

## MEDIA KIT

The collage displays a variety of content from Florida NewsLine publications. On the left, there's a 'St. Johns County School Directory 2024-2025' featuring a photo of a student playing a trumpet. Next to it is a 'Ponte Vedra News' page with a 'Welcome: Link Crew creates a transition for high school freshmen' article. In the center, 'The Creek Line' features a 'It's almost time for Back to School!' article with a photo of a school bus. To the right, 'Mandarin NewsLine' has a 'Milestone marker in place for Mandarin Community Club's 101st birthday' article. Further right is a 'Championship Spectators Guide' for a golf tournament. At the bottom, there are several advertisements, including 'Support our Advertisers!' for 'SHOP LOCAL' and 'Primary Election Guide' for Roy Alaimo.

# FLORIDA NEWSLINE THE NEWSPAPERS EVERYONE GETS



This advertisement is set against a bright yellow background. It features several smartphones held by hands, each displaying a mobile advertisement for 'Free shipping over \$49'. The ads show a bowl of food. The text 'MOBILE ADS AND THE BEST STRATEGIES' is repeated in large, bold letters across the top and bottom of the ad area. In the background, there's a blurred image of a city street at night with traffic lights and buildings.



## Connect with the Heart of Northeast Florida's Most Desirable Communities

The First Coast is a diverse and vibrant region. Florida NewsLine is a family of community newspapers focusing on neighborhood news and engaging feature stories designed for readers from the affluent Ocean Hammock community in northern Flagler County, Ponte Vedra Beach, Nocatee, World Golf Village, the neighborhoods of northwest St. Johns County and the historic riverside Mandarin community in Jacksonville.

Our award-winning publications offer in-depth coverage of the latest trends and developments shaping the First Coast's neighborhoods. From revitalization projects and community events to local businesses and

infrastructure improvements, we keep our readers informed about the forces driving positive change.

Our team of experienced community journalists is dedicated to delivering high-quality content that is informative and engaging. Through insightful features, exclusive interviews, and comprehensive analysis, we provide readers with the information they need to stay connected to their neighborhoods.

Florida NewsLine reaches the decision-makers who matter most in the most desirable communities on the First Coast. Our targeted distribution ensures that your message is delivered directly to the people who can make a difference in our community.

### MAILING ADDRESS

450 STATE ROAD 13 NORTH  
STE. 106 PMB 101  
ST. JOHNS, FL 32259

PHONE (904) 886-4919

### EMAILS

First Coast Region Marketomg: Linda Gay - linda@floridanewsline.com  
First Coast Editor: Martie Thompson - editor@floridanewsline.com  
Big Bend Region Marketing: Jina Baxley - jina.baxley@prioritynews.net  
Big Bend Editor: Erin Hill - editor@prioritynews.net  
Billing: Emily Whitehead - accounting@floridanewsline.com

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### FIND US ONLINE

**FLORIDANEWSLINE.COM**  
**@TheFloridaNewsLine**



**HERE'S WHAT OUR ADVERTISERS HAVE TO SAY**

“Affordable Water has partnered with Florida NewsLine for 22 years and feel that we are both staple businesses in our community. With so many ways to market our company...it is sometimes a daunting task to make decisions as to what companies to use. When the Florida NewsLine sends out their renewals...It's an easy decision to sign up for another year.”

— *Terri Kinder, Affordable Water*



Mark, Terri and Adam Kinder



“Everyone at Florida NewsLine is so attentive, helpful, and sincerely interested in the success of our business. We are a locally owned and operated orthodontic practice and we really enjoy the local support and connection advertising which Linda gives us. ”

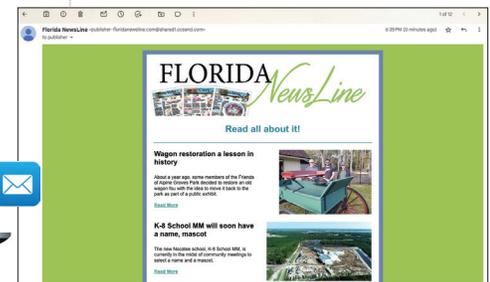
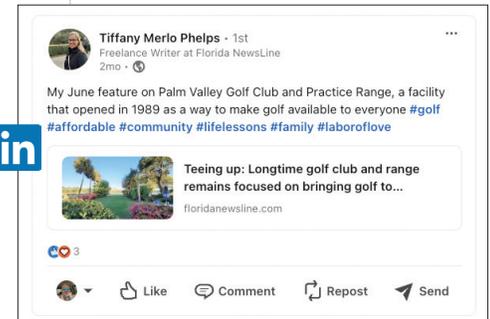
— *Craig Hadgis, DDS,  
Smiles by Dr Craig Hadgis Orthodontist*

I have been advertising in the Florida NewsLine for over 7 years. Their staff is exceptional at providing guidance and advice. Staying present in my area while also supporting our local paper is what makes our community one of (if not the) best in Jacksonville. I highly recommend and support the Florida NewsLine publications.”

— *Dr. Leslie Staverman, Au.D.,  
Staverman Hearing Centers*



ADVERTISE WHERE YOUR CUSTOMERS ARE



**Position Yourself on the Platforms Promoting the Best Florida NewsLine has to Offer**

**FLORIDA NEWSLINE** has a verified and qualified distribution and circulation model where we guarantee we are reaching the vertical market of decision-makers in Northeast Florida. We are excited to announce the Florida NewsLine brand is now reaching more of your target market than ever before through our various web and social media channels, as well as our email and digital marketing. By taking advantage of the competitive pricing we offer, you can reach this unique market of consumers through print, email and targeted digital marketing, web, video, social media and more!

**STAND  
OUT  
FROM  
THE**

**CROWD**

Take control of your marketing with the unique selection of digital marketing tools from NewsLine Digital. Utilize just the ones best for your specific needs, or combine them all for a powerful campaign.



1

### Programmatic Advertising

Businesses are currently utilizing NewsLine's cutting-edge digital targeting. Tactics include: Geo-Fencing/lookback, Site Retargeting, Search/Contextual Targeting & Geo-Targeting. Advertisers track click-throughs, website visits and precise numbers of walk-in traffic generated from ads targeting visitors' phones.

2

### Ad Messenger

It is the easiest and most effective tool for local advertisers to engage with their customers on mobile devices. Target the right audience at the right time! Build an AdMessage in under a minute and get live today!

3

### Email Marketing

Permission-based highly targeted email marketing campaigns that deliver results!

- Guaranteed higher click-through
- In-Depth Reporting
- 100% CAN-SPAM Compliant
- Hundreds of targeting options

4

### LocalOne SEO

will increase your local footprint and visibility with LocalOne SEO. Helps your business stand out against competition. Automatically updates business info across multiple listings. **BE IN THE TOP 3 !**

5

### Web Visitor ID

captures the contact information of 25 to 45% of your website visitors with no web form required. You also get the exact pages they visited on the website and how long they spent on each of those pages.

6

### Web Marketing Services

Professional Website design, Search Engine optimization, Search Engine Marketing, Google AdWords, Custom App Development





# THE POWER OF PRINT

Florida NewsLine is the only publication mailed to every address in some of the most affluent communities on the First Coast. We deliver real neighborhood news about real people and businesses in our community. For more than 20 years our 128,000 readers\* have given our advertisers results, with 68%\* frequently purchasing products or services from ads in our papers. That's 87,000 readers every month who are ready to buy.

ANNUAL CIRCULATION (First Coast)

**1,059,156**

MONTHLY CIRCULATION

**81,198\***

CONTROLLED DISTRIBUTION

**24,817\*** Ponte Vedra NewsLine

delivered monthly in ZIP Codes 32081, 32082

**30,560\*** Mandarin NewsLine

direct mailed monthly to every address in ZIP Codes 32223 and 32258, and select neighborhoods in 32257

**25,821\*** The CreekLine

direct mailed monthly to every address in ZIP Code 32259

**1,615** Players Journal

direct mailed quarterly to every member of the Sawgrass Players Club Homeowners Association in Ponte Vedra

**1,080** Ocean Breeze

direct mailed quarterly to Flagler County's prestigious waterfront Ocean Hammock Property Owners Association

**27,000** Championship Spectators Guide

delivered annually to coincide with THE PLAYERS Championship in Ponte Vedra Beach

**47,000** St. Johns County School Directory

delivered annually to the parents of every student at schools throughout St. Johns County

## DEMOGRAPHICS

Florida NewsLine readers are professional and educated, many have families and most are in their prime spending years.

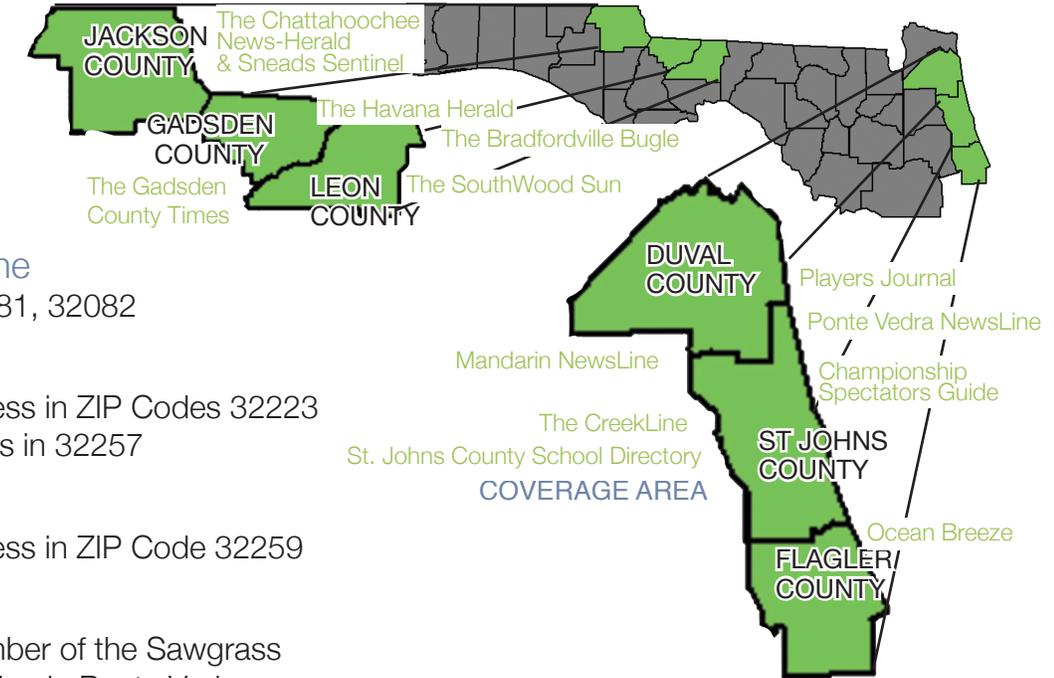
**AGE** 18-24 2% **EDUCATION** 82% College or Advanced Degree

25-44 31% **INCOME** 54% \$100,000+

45-64 46% 14% \$200,000+

**GENDER** 51% Female

49% Male



ANNUAL CIRCULATION (Big Bend)

**665,360**

MONTHLY CIRCULATION

**55,447**

CONTROLLED DISTRIBUTION

**10,000** The Bradfordville Bugle

delivered monthly in ZIP Codes 32312, 32309

**10,000** The SouthWood Sun

delivered monthly in ZIP Codes 32311, 32308, 32317

**3,083** The Gadsden County Times

paid circulation weekly (mailed to subscribers and sold in retail outlets in Gadsden County).

**3,152** The Havana Herald

paid circulation weekly in Havana, Fla.

**1,945** The Chattahoochee News Herald & Sneads Sentinel

paid circulation weekly in Gadsden and Jackson Counties.



\*AUDITED CIRCULATION (Report available upon request)

# THE POWER OF **DIGITAL**

## Programmatic

1

Businesses are currently utilizing Florida NewsLine's cutting-edge digital targeting. Tactics include: Geo-Fencing, Site Retargeting, Search/ Contextual Targeting & Geo-Targeting. Advertisers track click-throughs, website visits and precise #'s of walk-in traffic generated from ads targeting visitors' phones!

### Display

Advertiser Rate

**\$12 CPM**

Non-Advertiser Rate

**\$14 CPM**

### Geo-Fencing

Advertiser Rate

**\$18 CPM**

Non-Advertiser Rate

**\$20 CPM**

**Display & "Geo" Minimum**

**100,000 impressions**

## Ad Messenger

2

It is the easiest and most effective tool for local advertisers to engage with their customers on mobile devices. Target the right audience at the right time! Build an AdMessage in under a minute and get live today!

Advertiser Rate

**\$12 CPM**

Non-Advertiser Rate

**\$14 CPM**

**Minimum**

**60,000 impressions**

## Email Marketing

3

Permission-based highly targeted email marketing campaigns that deliver results!

- Guaranteed higher click-through
- In-Depth Reporting
- 100% Can-Spam Compliant

### Targeting options

Age, Household Income (HHI), Net Worth, Homeowners, Home Value, Area Geo-Targeting and More!

### Consumer

Advertiser Rate

**\$19 CPM**

Non-Advertiser Rate

**\$21 CPM**

### Business

Advertiser Rate

**\$50 CPM**

Non-Advertiser Rate

**\$60 CPM**

**Minimum**

**50,000 Email Deployment**

The demand for media in all genres of publishing has led to our comprehensive digital offering. Today, this offering includes a wide array of digital media designed to target specific audiences with laser accuracy and allow a hyper-local approach.

## LocalOne SEO

4

Will increase your local footprint and visibility with LocalOne SEO. Helps your business stand out against competition. Automatically updates business info across multiple listings.

**BE IN THE TOP 3!**

### Rates

Advertiser

**\$300 per month**

**Minimum 6 months**

Non-Advertiser

**\$400 per month**

**Minimum 6 months**

## Web ID

5

Captures the contact information of 25-45% of your website visitors, no web form required. Name. Address. Postal address. Email address.

You also get the exact pages they visited on the website and how long they spent on each of those pages. That's pretty amazing stuff if you want to start a conversation with people you know are interested in your product or service.

### Rates Begin At

Advertiser Rate

**\$400 per month**

Non-Advertiser Rate

**\$600 per month**

\*(up to 5,000 email addresses per month)

## Web Marketing Services

6

With more than 30 years experience in the industry, including helping Fortune 500 companies maximize their online marketing, we will help your business reach its full potential.

### Services offered:

Professional Website design,  
 Search Engine Optimization,  
 Search Engine Marketing,  
 Google Adwords

**CUSTOM RATES**

Up To  
**25X**

The leads using Web ID compared  
to your current methods

**130**  
million

We have access to over 130 million valid  
consumer and business email addresses

Over  
**80%**

of mobile display ads in the U.S. are  
purchased programmatically

**85%**

of households watch streaming content

**2X**

Mobile Ad Messenger performs on average  
2x better than standard mobile banners

**58%**

of adults wake up and  
immediately check their email

# Geo-fencing

Addressable geo-fencing allows you to reach individuals  
at their specific home or business address

# FLORIDA NewsLine

THE NEWSPAPERS EVERYBODY GETS



## AD SIZES AND PLACEMENT

- LEADERBOARD:** 720w X 90h Leaderboard appears on home page and ROS (run of site).
- BANNER:** 720w X 90h Banner ads appear on home page.
- SQUARE:** 300w X 250h Square ads are available on home page and ROS.
- SKYSCRAPER:** 300w X 600h Skyscraper ads are available on homepage and ROS.
- IN-STORY JUMBO:** 450w X 900h Jumbo ads are available ROS (article pages).



# PROGRAMMATIC ADVERTISING

Digital media continues to become more fractured as more media types go digital. Florida NewsLine's Programmatic advertising solutions unify the fractured marketplace.

This is modern digital marketing made easy.

## WHAT IS PROGRAMMATIC ADVERTISING?

Programmatic advertising with NewsLine Digital allows a client to reach their ideal target market anywhere, at any time, on any device. Leveraging real time bidding in a live auction environment, NewsLine Digital's Programmatic solution represents the most scalable audience solutions available in today's world of Programmatic advertising.

### DEVICE ID / GEO-FENCING

There are three things you won't leave your house without... Your phone, wallet, and keys. Mobile phones provide a unique view into user behaviors, frequently visited locations, home, and work habits, interests and much more.

### WHAT IS GEO-FENCING / DEVICE ID TARGETING?

Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device. Device ID Targeting and Geo-Fencing take advantage of that by monitoring the location information associated with each device.

### MICRO-PROXIMITY / GEO-FENCING

Location based targeting is evolving rapidly, making real time messaging more powerful than ever.

### WHAT IS GEO-FENCING / MICRO-PROXIMITY?

Geo-Fencing and Micro-Proximity targets people based on their current actual physical location. If a marketer wants to reach anyone currently residing in 15 selected motels in real time, now they can with Micro-Proximity. Marketers identify specific commercial locations where their ideal target audience is located.

### CONVERSION ZONE

By "fencing" your business as a conversion zone, we can track & report actual foot traffic from people who have seen your ad.

### FACEBOOK ADVERTISING

Device ID targeting capabilities can now be published to Facebook! Device ID targeting is a cookieless historical geo fencing solution that allows marketers to create custom, unique, and robust 1st party audiences as well as track foot traffic from these users to brick-and-mortar locations.

The power of social media in 2025 cannot be overstated. Coming off of a year where social engagements were mostly virtual, Facebook and other social media channels continue to see increases in active users and time spent on the platform. More than 60% of the U.S population over the age of 12 uses Facebook, and users spend an average of 34 minutes per day on the platform. With nearly 80% of those users only accessing the platform via their mobile device, Facebook Device ID is a must-have in any marketing mix.

### PROGRAMMATIC VIDEO

Video Advertising is a fun and unique way to connect with a target audience. Many marketers have already made the investment in high quality video content and are seeking ways to creatively introduce that content to their target audience. NewsLine Digital's Video Advertising solutions can help brands tell a story to the desired target audience in real time, at anytime, anywhere in the world.



### WHAT IS PROGRAMMATIC VIDEO?

Programmatic Video and Video Advertising is simply running 15 second, 30 second, and long form video ads within online video content at scale. Commonly referred to as Pre-Roll advertising, Programmatic Video is as scalable as banner advertising with all of the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier or better for a local marketer.

Programmatic Video Advertising offers all of the features standard banner ads offer, but in a video format. Programmatic Video is now as scalable as banner advertising with all of the innovative targeting options in the more desirable video format.



## Streaming TV (OTT/CTV STREAMING TV)

With NewsLine Digital's advanced Streaming TV offering, advertisers can reach consumers streaming content on both the big screen in the living room and small screens with household-level precision, unmatched audience targeting, and advanced attribution for online or offline conversions.

### OVER 85%

of U.S. households now have a Connected TV device - whether by stick, dongle, puck, cube or built in Smart TV capabilities - and every quarter a million more households cut their cable/FIOS cord and move to streaming TV.

Our unmatched audience targeting allows us to reach individuals based on Address, Behavior or Demographics and can provide foot traffic or online conversion reporting.

- Enhanced reporting (Customer link to view campaign performance at any time)
- Viewability (The majority of ads are delivered above the fold. In order to be classified as an impression delivered, 80% of ad needs to be viewed 3-5 seconds)
- Geofencing "Look Back Feature" (Target users who have been in a specific location within the previous 12 months and target them with ads)
- High quality websites/App (Ads are delivered on the top 5000 websites/ mobile Apps)
- Demographic data (Demographic data and estimated impressions can be provided prior to a campaign to ensure the right audience is being reached)
- Ability to serve ads to visitors only while they are in the market. No wasted impressions



# AdMessenger

## Mobile Made Easy.

Reach your customers with a unique, engaging mobile ad!  
It's SIMPLE ... and it WORKS.



Scrolling "Ticker"  
unit that looks like  
Breaking News



Target the right  
audience in the  
right location



Change  
messaging  
quickly & easily



Superior results



## What do we do?

To put it SIMPLY ... NewsLine AdMessenger is THE easiest and most effective tool for local advertisers to engage with consumers on mobile to drive traffic to stores, services and events.

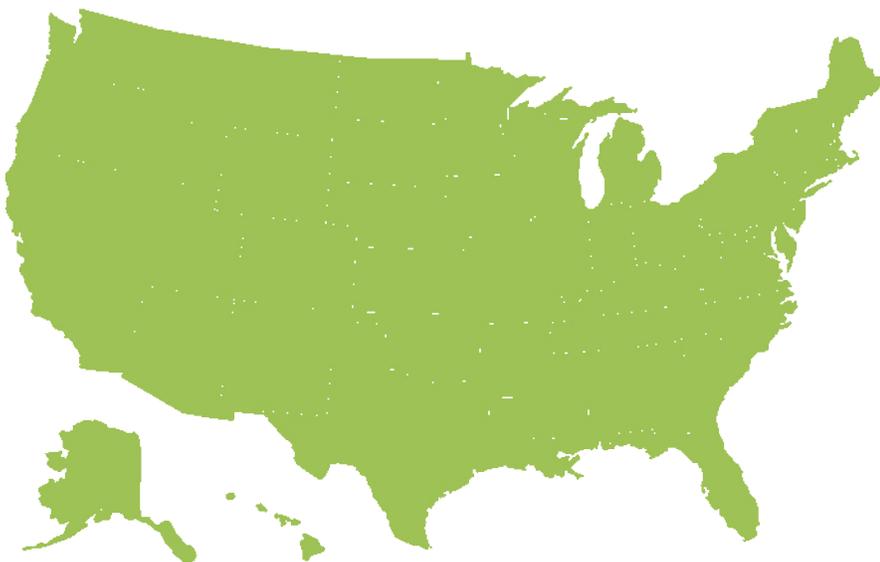
Build an AdMessenger in under a minute and get live today!

<https://floridanewsline.myadmessenger.com/app/demotool/>

# Email Marketing

Permission-based highly targeted email marketing campaigns that deliver results!

- Fast, efficient and cost-effective
- One of the largest databases
- Measurable, real-time results
- Same day turnaround times
- Guaranteed higher click-through
- Compliments multi-channel



## TARGETING OPTIONS

- Age
- Gender
- Presence of Children (POC)
- Household Income (HHI)
- Net Worth
- Homeowners
- Home Value
- Length of Residence (LOR)

*And More!*

### Opt-in Email Database

Comprised of over 120 million records and nearly 750 available demographic and lifestyle selects. Your exact targets will be reached with accuracy, as your message is delivered.

### In-Depth Reporting

Our in-depth tracking shows you open and click percentages, clicks broken out by mobile vs desktop and web browser, and a heat map – helping you analyze your results and see how recipients are engaging with your ads.

### 100% Can-Spam Compliant

Create custom lists tailored to your product or service, ensuring the correct audience receives your message.

# LocalOneSEO

Increase your local footprint and visibility with the LocalOne SEO product from NewsLine Digital. LocalOne helps your business stand out against competition.

**BE IN THE TOP 3!**



## FOCUSES

LocalOne from NewsLine Digital focuses on listings and map ranking by:

- Automatically updating business information across multiple listings (200+ listings)
- Capturing customers on Google, Yelp, Bing, and more
- Increasing the listing reputation of the business's product or service
- Driving reviews from customers
- Staying in the Know
- Track month/month progress
- What keywords are consumers using to find me?
- How many consumers are finding me online?
- How many consumers are calling my business?
- How many consumers are driving to my location?

## SEO STATS

**A business is 2.7 x more likely to be considered reputable using SEO**

- A business gains 7x more clicks using SEO.
- A business is 70% more likely to attract location visits.
- A customer is 50% more likely to purchase based on SEO efforts.

## PRICING

\$300 per month – Advertiser, Minimum 6 months

\$400 per month – Non-Advertiser, Minimum 6 months

# Web Visitor ID



## GET UP TO 25% MORE LEADS FROM YOUR OWN WEBSITE

You've dedicated considerable time and resources developing your website and honing strategies to attract visitors - and they do. Then 95% of those visitors leave. They don't complete your forms. They don't email you. They don't call. They don't even say goodbye.

NewsLine Digital's Web Visitor ID gives you a second chance to connect with 25 to 45% of those visitors you generated. They already let you know they were interested just by showing up and looking around. We'll let you know who they are.

NewsLine Digital's Web Visitor ID captures the contact information of 25 to 45% of your website visitors with no web form required. You can get name, email address, postal address and phone number. You also get the exact pages they visited on the website and how long they spent on each of those pages. That's pretty amazing stuff if you want to start a conversation with people you know are interested in your product or service.



**Post card campaign available.**

**We will mail a postcard to determined leads within 3 days of their visit to your website.**

Price is dependent on the number and type of postcards sent.

# Web Marketing Services

## Professional Websites

Our professional website design services have been used by clients throughout the United States. Our websites are eye-catching while still providing all the functionality your company needs. Our services include website hosting, HTML5 custom web design and development, page updates and website updates.

We offer  
Americans with  
Disabilities Act  
(ADA) Compliant  
website analysis

## Content Marketing

Our Content Marketing strategy is designed to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

The purpose of content marketing is to persuade a person into taking action. Our content will entice someone with valuable, engaging, and relevant information. Our job is to determine not only how to do that, but how to evaluate the efficacy of strategies employed by using metrics.

NewsLine Digital's content marketing is a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis.

## SEO

(Search Engine Optimization)

Safely and effectively maximize organic traffic by utilizing our strategic results oriented SEO strategies. Our goal is not only to help you increase your overall web traffic but to ensure that the clients you need are the ones reaching you. White Hat methods.

## SEM

(Search Engine Marketing)

Drive local online and mobile leads to your business. Use this cost-effective method of advertising to brand your business and expand your reach.

## Web Apps

The customers in today's world are on the move and they're using mobile application platforms to get there. Whether they use mobile phones, tablets, or other mobile devices they have all the information they need. That's why mobile apps are important in today's market.



# Attract the Right Talent with Premium Job Ads

Post once and reach talent on Monster.com, social media sites and through our extensive partner network

## Engage passive candidates where they engage

- Instantly deliver jobs to “under the radar” candidates
- Reach candidates on social platforms such as Facebook and Instagram

## Reach qualified, diverse candidates

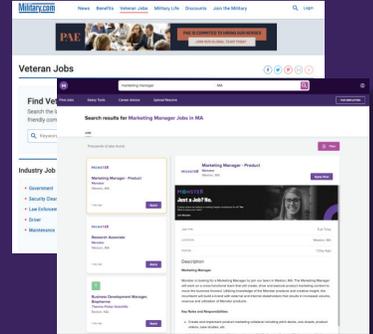
- Diverse candidates bring fresh ideas, perspectives and skills to business
- Leverage our extensive partner network to capture diverse candidates

## Engage and recruit veteran talent

- Veterans bring discipline, leadership and skills needed for a successful workforce
- Gain exposure on Military.com and reach 10 million veteran members<sup>1</sup>

## Attract active candidates on Monster.com

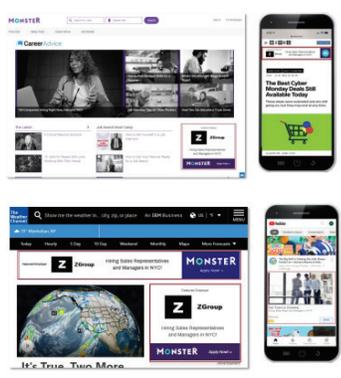
- Promote open roles to candidates who are actively searching for a job
- About 6 million seekers visit Monster every month<sup>2</sup>



<sup>1</sup>Military.com internal data, 2024 <sup>2</sup>Internal Monster Data, 2024

# Multi-channel approach

### DISPLAY ADS



### DIVERSITY NETWORKS



### SOCIAL PLATFORMS



## PACKAGE PRICING

	EXECUTIVE	DIRECTOR	MANAGER	SUPERVISOR
<b>PRINT AD SPACE</b> (For 12 Issues) 2 Page Spread.		Full Page	1/2 Page	1/4 Page
<b>DIGITAL EDITION</b> (annually)	✓	✓	✓	✓
<b>1 BANNER AD ON HOME PAGE</b> (annually)	✓			
<b>1 SQUARE AD ON HOME PAGE</b> (annually)	✓	✓	✓	
<b>E-BLASTS</b> (annually)	4	3	1	
<b>DIGITAL OUT OF HOME PROMOS</b> (annually)	4	3	1	
<b>MONSTER PREMIUM JOB ADS</b> (annually)	4	3	1	
<b>FACEBOOK POSTS</b> (annually)	12	8	6	4
<b>INSTAGRAM POSTS</b> (annually)	12	8	6	4
<b>LINKEDIN POSTS</b> (annually)	6	4	2	1
<b>BLOG POSTS</b> (annually)	6	4	2	1
<b>AD MESSENGERS</b> (annually)	12	8	6	4
<b>TOTAL VALUE</b>	\$135,520	\$76,404	\$53,224	\$15,986
<b>TOTAL COST</b>	\$53,669	\$32,698	\$18,629	\$9,444
<b>MONTHLY COST</b>	\$4,472	\$2,725	\$1,552	\$787

**SPREAD**  
21"w x 15.75"h

**FULL**  
10"w x 15.75"h

**1/2 (H)**  
10"w x 7.75"h

**1/2 (V)**  
4.9"w  
x 15.75"h

**1/4 (V)**  
4.9"w  
x 7.75"h

## ONLINE PRICING (Gross Rates\*\*)

### ONLINE ADS

Leaderboard (home page & ROS)	\$2,490/month
Skyscraper (home page)	\$2,180/month
Banner (home page)	\$1,920/month
Square (home page)	\$1,872/month
Jumbo (in-story ROS)	\$2,226/month
Skyscraper (ROS)	\$2,104/month
Square (ROS)	\$1,694/month

### DIGITAL VISIBILITY

E-Newsletter	\$895/blast
Blog	\$895/post
Programmatic (100k min)	\$14 CPM
FNL advertisers	\$12 CPM
Geo-Fencing (100k min)	\$20 CPM
FNL advertisers	\$18 CPM
Ad-Messenger (60k min)	\$14 CPM
FNL advertisers	\$12 CPM
Email Mktg (50k min-consumer)	\$21 CPM
FNL advertisers	\$19 CPM
Email Mktg (50k min-business)	\$60 CPM
FNL advertisers	\$50 CPM
LocalOne SEO (6 mo. min)	\$400/month
FNL advertisers	\$300/month

### SOCIAL MEDIA

Social Media Ad Management	(ask for quote)
Ad in Social Media Video	\$350/post
Facebook Post	\$350/post
Instagram Post	\$80/post
LinkedIn Post	\$75/post
X Post	\$80/post



## PRINT PRICING (Gross Rates\*\*)

### FULL COLOR (Per issue)

	1X	6X	12X
2-Page Spread	\$4,170	\$3,758	\$3,346
Full Page	\$2,317	\$2,088	\$1,859
1/2 Page	\$1,162	\$1,047	\$926
1/4 Page	\$583	\$526	\$469
1/8 Page	\$315	\$286	\$252
1/16 Page	\$195	\$172	\$166
Front Page Banner	\$601	\$576	\$555

### PREFERRED POSITIONS (Per issue)

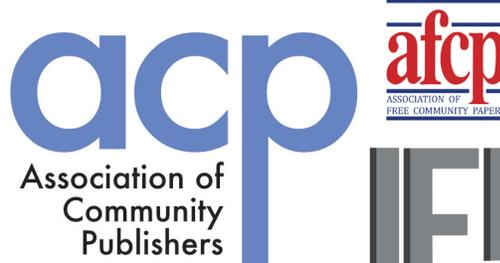
	6X
Inside Front (page 2)	\$2,586
Inside Back Cover	\$2,535
Back Cover	\$2,745
Two Page Center Spread	\$4,386
Next to Table of Contents/Publisher or Editor Letter	\$2,535
Page 3	\$2,645

### NOTES

- Other special positions: Add 15% for guarantee
- Clickthrough on digital edition included
- Inserts, direct mail inside or beyond distribution area (quote upon request)

## AWARD-WINNING

Florida NewsLine has won more than 100 awards for our original stories, photography and design.



\*\* Terms: Recognized advertising agencies will be eligible for a 15% commission based on ad material and signed insertion order being submitted by deadlines. Late fee of \$100 will apply for materials submitted after deadline; billed upon publication net 30 days; finance charged of 1.5% per month will apply to accounts not paying within billing terms.

# SIGNATURE PUBLICATIONS



The CreekLine



Ponte Vedra NewsLine



Mandarin NewsLine



The Bradfordville Bugle



The SouthWood Sun



Players Journal



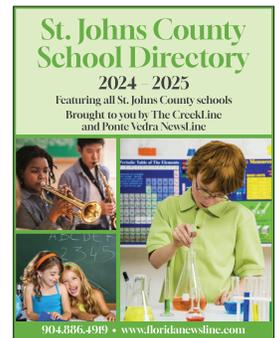
The Ocean Breeze



Visit Havana  
The Havana Merchant



Championship Spectators Guide



St. Johns County School Directory

## AD SPECS & DETAILS

\*The CreekLine, Ponte Vedra NewsLine & Mandarin NewsLine. \*Please contact your sales rep for ad sizes and prices for other publications.

<b>Front Page</b> 7.5" w x 2.5" h
<b>FULL</b> 10" w x 15.75" h

<b>1/4 (V)</b> 4.9" w x 7.75" h
<b>1/2 (H)</b> 10" w x 7.75" h

<b>1/2 (V)</b> 4.9" w x 15.75" h
--

<b>1/4 (H)</b> 10" w x 3.75" h
<b>1/16 (V)</b> 2.36" w x 3.75" h
<b>1/8 (H)</b> 4.9" w x 3.75" h
<b>1/8 (V)</b> 2.36" w x 7.75" h
<b>3/16 (H)</b> 7.5" w x 3.75" h

### FILE SUBMISSION

- File Format: Adobe PDF, flattened with all fonts embedded
- Resolution: 300 dpi
- Color: CMYK, 100K black text, avoid reverse text (white on black)
- Size: Ad size with no crop marks, no bleed

### AD DESIGN

- Your ad rep will help you with the process:
- Discuss design ideas
  - Submit art, logos, images (hi resolution, 300 dpi)
  - Our designer will create the complimentary ad
  - You will receive a proof via email
  - Two revisions included in the price of the ad. More revisions are available at additional cost

# EDITORIAL CALENDAR

NOVEMBER 2024

## *Senior NewsLine*

**NewsLine Ad Deadline:** October 18, 2024

DECEMBER 2024

## *Holiday Gift Guide*

**NewsLine Ad Deadline:** November 18, 2024

**The Ocean Breeze Ad Deadline:** December 3, 2024

JANUARY 2025

## *Health & Wellness*

**NewsLine Ad Deadline:** December 17, 2024

**Players Journal Ad Deadline:** January 7, 2025

FEBRUARY 2025

## *Love & Marriage*

**NewsLine Ad Deadline:** January 15, 2025

MARCH 2025

## *Home Improvement*

**NewsLine Ad Deadline:** February 12, 2025

**The Ocean Breeze Ad Deadline:** March 3, 2025

## *Championship Spectators Guide*

**Championship Spectators Guide Ad Deadline:**

February 17, 2025

APRIL 2025

## *Summer Camp*

**NewsLine Ad Deadline:** March 19, 2025

**Players Journal Ad Deadline:** April 1, 2025

MAY 2025

## *Summer Camp*

**NewsLine Ad Deadline:** April 16, 2025

JUNE 2025

## *Real Estate*

**NewsLine Ad Deadline:** May 19, 2025

**The Ocean Breeze Ad Deadline:** June 3, 2025

JULY 2025

## *Summer Fun Guide*

**NewsLine Ad Deadline:** June 25, 2025

**Players Journal Ad Deadline:** July 8, 2025

AUGUST 2025

## *Back to School*

**NewsLine Ad Deadline:** July 23, 2025

## *St. Johns School Directory*

**St. Johns School Directory Ad Deadline:**

July 18, 2025

SEPTEMBER 2025

## *Back to School*

**NewsLine Ad Deadline:** August 20, 2025

**The Ocean Breeze Ad Deadline:** September 2, 2025

OCTOBER 2025

## *Fall Festivals*

**NewsLine Ad Deadline:** September 24, 2025

**Players Journal Ad Deadline:** September 30, 2025

NOVEMBER 2025

## *Senior NewsLine*

**NewsLine Ad Deadline:** October 15, 2025

DECEMBER 2025

## *Holiday Gift Guide*

**NewsLine Ad Deadline:** November 12, 2025

**The Ocean Breeze Ad Deadline:** December 2, 2025

JANUARY 2026

## *Health & Wellness*

**NewsLine Ad Deadline:** December TBA, 2025

**Players Journal Ad Deadline:** January TBA, 2026

**PLEASE NOTE:** These ad deadlines dates are a close approximation and could change slightly. Deadlines for space in special advertorial sections are 7 days prior to these dates. All editorial content is subject to change.

# THE MOST

**EFFECTIVE  
AFFORDABLE  
TARGETED &  
RESULTS-DRIVEN  
MARKETING**



## LINDA GAY

MARKETING CONSULTANT

### First Coast Region

The CreekLine  
Mandarin NewsLine  
Ponte Vedra NewsLine  
St. Johns School Directory  
Players Journal  
The Ocean Breeze  
Championship Spectators Guide

[LINDA@FLORIDANEWSLINE.COM](mailto:LINDA@FLORIDANEWSLINE.COM)

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