



MEDIA KIT 2019



Our Mission

The mission of **Southwest Florida Business Today** is to provide the best business-to-business "marketplace" where business owners and executives operating in southwest Florida buy and sell goods via the exchange of news-you-can-use, advertising, and information.

Here are the questions we ask ourselves about every article we write:

- Is it about business in Southwest Florida?
- Is it important to businesses in Southwest Florida?
- Is it timely?
- Is it accurate?
- Is it the truth?

Editorial Topics

Here are the vital business topics we will be covering in every issue of **Southwest Florida Business Today**:

- In-depth coverage of local news stories that most impact the southwest Florida business community.
- Business advice on a broad range of topics and situations facing business owners and executives in southwest Florida today.
- Updates on "What's New" with individual businesses and the people that work in the Southwest Florida business community.
- Educational materials, tools, resources and classes available to southwest Florida business executives.
- Legislative updates and how they impact the operation of southwest Florida business.
- Market updates to keep business owners and executives current with changes in the economic climate of southwest Florida.

The missing piece is in your hands...
Southwest Florida Business Today.
Southwest Florida's B2B Marketplace.
www.swfloridabusinesses.com



Circulation

PRINT

Print circulation is currently to 700 distribution points in Fort Myers, Naples, Cape Coral, Estero and Bonita Springs. The newspaper is direct-delivered to business decision makers.

Zoning and product dissemination is available through SWFBT's print delivery system.

Total print distribution is 7,000 copies: that's almost 30,000 business professional readers distributed to as many banks as possible as well as businesses doing business with other businesses.

TOTAL DISTRIBUTION INCLUDES LEE & COLLIER COUNTIES

Commercial Builders
Commercial Banks
Insurance Companies
Government Offices
Copy Services
Accountants
Printers
Attorneys
Manufacturers
Coffee Shops
Sign Companies
Executive Suites
Car Rental Offices
Hotels

Communications Companies
Advertising/Public Relations
Photography Companies
Employment Agencies
Financial Companies
Mailing/Shipping Companies
Commercial Realtors
Security Services
Colleges/Universities
Breakfast/Luncheon Restaurants
Computer Services
Office Buildings
Auto Repair Shops
Architectural Firms

Each distribution point must have walk-in traffic from business owners/professionals.

DIGITAL

SWFBT is also online with our regularly updated website, www.swfloridabusinesstoday.com, where SWFBT provides content that is completely different from the print publication. The newspaper is also available digitally there.

SWFBT also offers a variety of digital targeting opportunities including website advertising, email marketing and social media marketing. Distribution details available upon request.

Combined print and website audience is almost 35,000.

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Distribution and Readership

PRINT DISTRIBUTION METHOD

SWFBT is welcomed in to the business: we have lobby table and front desk distribution. Most distribution points receive 5-10 copies. Some, like some restaurants or hotels, require bigger drops. We pick up and track our returns. The newspaper is delivered in to the business during regular business hours.

READERSHIP/TARGET AUDIENCE

In terms of readers in-print and online, SWFBT targets the 1) sole proprietor, 2) the husband/wife businesses that work with a small staff and/or subcontractors and 3) the operations or sales manager of larger companies. We serve the business owner/operator who is in the field, keeping their pulse on the local marketplace. The goal is for every reader to get at least one thing out of the publication/website that the person can immediately apply to that person's business. The readership number we use is the national readership number used by B2B publications with distribution systems similar to ours: 4 readers per copy. So we are currently averaging almost 30,000 readers per issue.

ADDITIONAL REACH

Others use SWFBT in-print and online as a business tool. For instance, local commercial realtors use it to identify businesses who might need commercial real estate services. Salespeople use it to target potential business clients and some salespeople and/or business owners give it to their business clients as a value-added marketing tool. Others use it to send say, congratulatory notes to a client/colleague. One gentleman shared with me that a business owner read his guest column in the newspaper and proceeded to recruit him to go to work for him—in a very high-paying job. One guest columnist who happens to be a business broker said that he got a call from a very high-tech company in our area seeking his services. Other media have contacted some guest columnists to serve as experts in their fields. Our news is sometimes picked up by other media and has gone viral on social media. So the audience is definitely tiered on several levels.

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Deadlines and Specifications

PUBLICATION DAY IS FRIDAY OF THE FIRST FULL WEEK OF EACH MONTH

News: Ten Days Prior to Publication

Display advertising:

Proof: 5 p.m. Thursday the Week Prior to Publication

Final: 5 p.m. Friday the Week Prior to Publication

Preprints:

10 Days Prior to Publication

Shipping information: All preprints must be delivered to The Letter Box, 936 Country Club Blvd., Cape Coral, FL. Shipments are accepted between 8:30 a.m. and 4:30 p.m., Monday through Friday. Closed Saturdays, Sundays and holidays.

Mechanicals

Ad size	Inches (W)		Inches (D)
Full Page	10	x	16
Three Quarter Page	10	x	12
Half Page Horizontal	10	x	8
Half Page Vertical	5	x	16
Quarter Page Horizontal	10	x	4
Quarter Page Vertical	5	x	8
Eighth Page Horizontal	5	x	4
Eighth Page Vertical	2.5	x	8
Business Card	3.25	x	2
Double Business Card (H)*	6.5	x	2
Double Business Card (V)*	3.25	x	4

*Equivalent to Sixteenth Page

Print Specifications

- All ads submitted should be a PDF file format.
- EPS, JPG or TIF files may also be accepted.
- All fonts must be embedded/included in the file.
- Files must be either grayscale or CMYK with a minimum resolution of 200 DPI, without spot colors.
- Type size minimum: 8 point
- Blackplate should be built in black, not 4-color.

Digital Specifications

- Sponsored/sidebar ad: 300w x 250h pixels.
- Banner ad: 468h x 60h pixels.

Send digital photos in highest resolution possible. Send ad files via email to publisher@swfloridabusinesstoday.com. Send all editorial art via Dropbox.

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SOUTHWEST FLORIDA
BUSINESSTODAY
We're All Business

1030 SE 9th Avenue, # 152299
 Cape Coral, FL 33915-2299
 Tel. 239-573-9732

www.swfloridabusinesstoday.com

2019 Southwest Florida Business Today Calendar

Issue Month	Editorial Focus	Deadline NEWS (Wed.) 5pm	Deadline ADS (Fri.) Space/Proof 5pm	Pub. Date (Fri.)	Delivered By (Fri.)
January	Commercial Real Estate	Dec. 12 '18	Dec. 14	Dec. 21	Dec. 28 '18
February	Financial Review	Jan. 16	Jan. 18	Jan. 25	Feb. 1
March	Local Companies To Watch	Feb. 13	Feb. 15	Feb. 22	Mar. 1
April	Legal & Security	Mar. 13	Mar. 15	Mar. 22	Mar. 29
May	Small Business	Apr. 10	Apr. 12	Apr. 19	Apr. 26
June	Disaster Services	May 15	May 17	May 24	May 31
July	Technology	Jun. 12	Jun. 14	Jun. 21	Jun. 28
August	Business Services	Jul. 17	Jul. 19	Jul. 26	Aug. 2
September	Manufacturing	Aug. 14	Aug. 16	Aug. 23	Aug. 30
October	Entrepreneurs	Sep. 11	Sep. 13	Sep. 20	Sep. 27
November	Anniversary Edition	Oct. 16	Oct. 18	Oct. 25	Nov. 1
December	Looking Back, Looking Ahead	Nov. 13	Nov. 15	Nov. 22	Nov. 29
Jan 2020	Commercial Real Estate	Dec. 11	Dec. 13	Dec. 20	Dec. 27

Advertising Policies & Conditions

- ◆ The Publisher's Liability for any error in any advertisement will be limited to the cost of the space occupied by the error. In the event of a Publisher's error advertising goods at less than the specified price, the Publisher will furnish a letter to the advertiser, noting the error and stating the correct price, but will not assume any liability for goods sold at the incorrect price. The Publisher assumes liability for only the first publication date of a multiple run when an error occurs.
- ◆ Advertising submitted past proof-copy deadline shall be published at the risk of the advertiser. The Publisher will not accept responsibility for nor issue credit on errors made on such advertisements. This condition will also apply to ads run when proofs are returned past deadline. Ads cancelled past the published deadline will be removed if possible. The cancellation fee is 50% of the ad's value.
- ◆ Only preferred positions covered specifically by a special rate are guaranteed. The Publisher will attempt to meet all other requests. Since these requests are not guaranteed, however, credit will not be issued for placement of any other advertisements.
- ◆ Claims for adjustment of errors must be made no later than thirty (30) days after publication date upon which said error occurred. Claims submitted past this time limit will not be honored.
- ◆ For the mutual protection of its publications, its advertisers and its readers, the Publisher reserves the right to revise or reject any advertisement.
- ◆ All advertising is accepted on a prepaid basis unless credit has been approved. Pay with your American Express, Visa or Master Card.
- ◆ Terms of payment for customers with approved credit are net on or before the twenty-fifth (25) of the month for advertising published for advertiser in the month previous; provided, however, the Publisher may at any time demand payment at time of delivery of copy for insertion.
- ◆ The Publisher reserves the right to revise rates on thirty (30) days written notice to the advertiser. In this event, the advertiser may, by written notice within (3) days of the effective date of the revised rates, terminate any advertising agreement without penalty.
- ◆ All advertising rates are non-commissionable.
- ◆ The advertiser and/or the advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

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Top 10 Reasons to Advertise in

SOUTHWEST FLORIDA **BUSINESS TODAY**

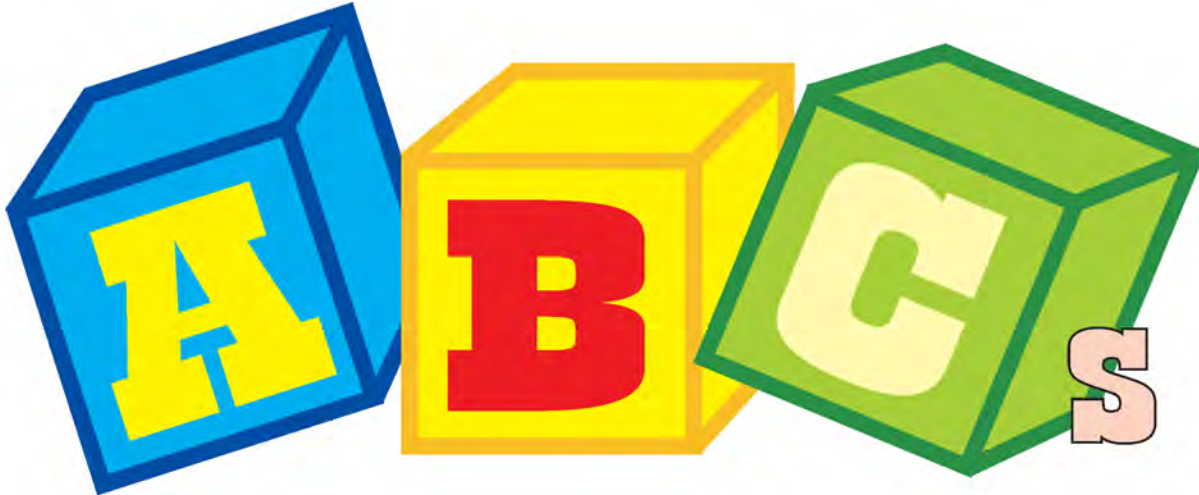
Our newspaper is:

- 1. A multi-platform business communications company that includes a nationally recognized niche publication*
- 2. Delivered to the business decision makers you need to reach*
- 3. Current, carrying your timely marketing message*
- 4. Comprehensive local business news*
- 5. Committed to serving its readers and customers responsibly*
- 6. Credible and reliable original content, not published anywhere else*
- 7. Customer focused, seeking your input and ideas*
- 8. Targeted to the Southwest Florida business market*
- 9. About business in Southwest Florida*
- 10. News important to business owners and professionals operating in Southwest Florida*

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Presents The



Advertising Business Cards

3¹/₄ inches wide by 2 inches tall

Ad appears in "In Business Since" Monthly Feature

Rates

	B\W	4C
Open	\$89	\$129
4 Issues	\$79	\$119
8 Issues	\$69	\$109
13 Issues	\$59	\$99

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Presents The Commercial Real Estate Services Directory

Advertising Business Cards

3¹/₄ inches wide by 2 inches tall

Ad appears in the Commercial Real Estate Monthly Feature

Rates

	B\W	4C
Open	\$89	\$129
4 Issues	\$79	\$119
8 Issues	\$69	\$109
13 Issues	\$59	\$99

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REACH DECISION MAKERS

Build your company identity
Become a

Feature Sponsor

Sponsor Banners 10" wide by 1" deep available for the following features:

1. Page 3 (Black & White)

13 times \$189 per issue

Open \$229 per issue

2. Business Directory (Black & White)

13 times \$129 per issue

Open \$149 per issue

Sponsor Ads stay with feature
regardless of where feature appears

3. Next to Newspaper Contact Information
(Black & White) 7¹/₂" wide by 1" high

FRONT PAGE OPPORTUNITIES

Top Right Corner Sponsor

3" wide x 1¹/₂" deep

Includes 4 color

13x **\$149** per issue or \$199 per issue

Front Page Sponsor Banner

10" wide x 1¹/₂" deep

Includes 4 color

13x **\$299** per issue or \$399 per issue

[Email publisher@swfloridabusinesstoday.com](mailto:publisher@swfloridabusinesstoday.com)

Call 239-573-9732

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CALL

(239) 770-7527

VISIT US ONLINE

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