

SOUTHWEST FLORIDA[®] **BUSINESS TODAY**

MEDIA KIT 2022



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.swfloridabusinesstoday.com





Circulation

PRINT READERSHIP/TARGET AUDIENCE

Print circulation is currently to 750 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 8,500 copies: that's 50,000 readers in-print and online.

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

Twelve percent of total print distribution is direct-mailed to top executives at the top revenue companies in Lee and Collier counties each month.

DIGITAL REACH

Every month there are 3,000 visitors to our website, primarily to view the digital version of the newspaper, primarily 25-45 years old; the perfect complement to our print readership demographics.

TOTAL DISTRIBUTION INCLUDES LEE & COLLIER COUNTIES

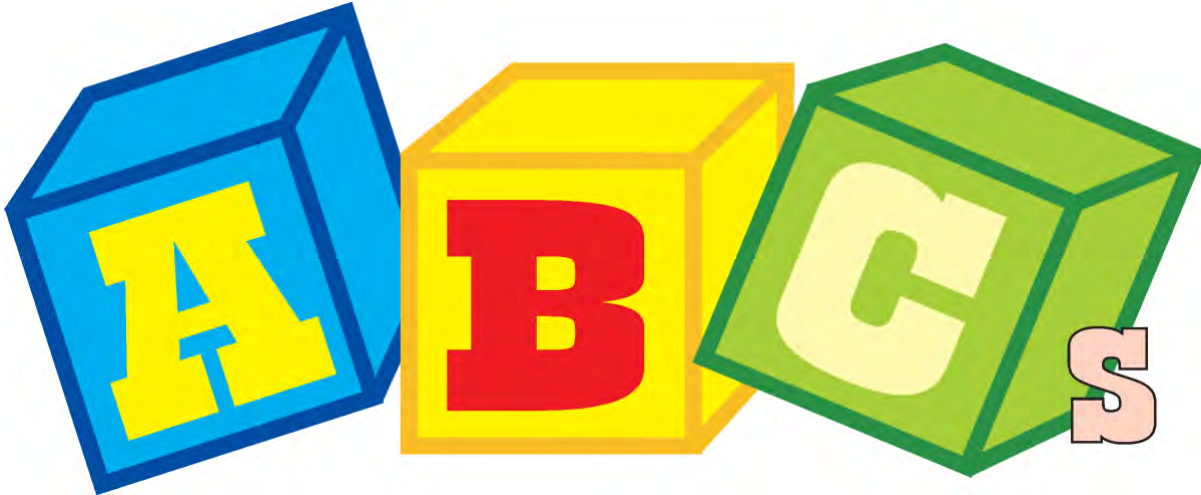
Commercial Builders	Communications Companies
Commercial Banks	Advertising/Public Relations
Insurance Companies	Photography Companies
Government Offices	Employment Agencies
Copy Services	Financial Companies
Accountants	Mailing/Shipping Companies
Printers	Commercial Realtors
Attorneys	Security Services
Manufacturers	Colleges/Universities
Coffee Shops	Breakfast/Luncheon Restaurants
Sign Companies	Computer Services
Executive Suites	Office Buildings
Car Rental Offices	Auto Repair Shops
Hotels	Architectural Firms

DIGITAL

SWFBT is also online with our regularly updated website, www.swfloridabusinessstoday.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.

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	\$95	\$140
4 Issues	\$85	\$130
8 Issues	\$75	\$120
13 Issues	\$65	\$110

Initial design & setup fee: \$50

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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)

13x **SOLD** \$199 per issue
Open \$239 per issue

2. "In Business Since" Business Directory

13 times \$139 per issue
Open \$159 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 1" deep
Includes 4 spots

13x **SOLD** \$165 per issue or \$215 per issue

Front Page Sponsor Banner

10" wide x 1" deep
Includes 4 spots

13x **SOLD** \$309 per issue or \$409 per issue

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

Call 239-573-9732

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Florida's B2B Marketplace.
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Deadlines and Specifications

PUBLICATION DAY IS THE FIRST OF EACH MONTH

News: Ten Days Prior to Publication

Display advertising: Refer to the current SWFBT Deadline Calendar

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

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

System Ready Material: Noon Monday after Final Deadline

Eblast & Web: Reservation and material due 5 days prior to desired posting/send date

Preprints:

5 Days Prior to Publication

Print & Deliver: 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 acceptable.
- 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 or overprints.
- Type size minimum: 8 point
- Reverse type size minimum: CMYK - 10 point; Process - 12 point
- Black type should be built in black, not 4-color.

Digital Specifications

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

Email Specifications

We accept HTML or JPG files 600 px wide

Send digital photos in highest resolution possible. Send ad files via email to

publisher@swfloridabusinesstoday.com. Send all editorial art to editor@swfloridabusinesstoday.com.

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SOUTHWEST FLORIDA BUSINESS TODAY

We're All Business

1030 SE 9th Avenue, # 152299

Cape Coral, FL 33915-2299

Tel. 239-573-9732

www.swfloridabusinesstoday.com

2022 DEADLINE CALENDAR DELIVERED BY THE 1ST OF EVERY MONTH

Issue Month	Editorial Focus*	Deadline NEWS (5pm Wed.)	Deadline ADS (5pm Fri.) Space/Proof	S/R Ad Material Deadline (12pm M)	Pub. Date (Fri.)
Jan. 2022	Commercial Real Estate	Dec. 8	Dec. 10	Dec. 13	Dec. 17
February	Financial Review	Jan. 12	Jan. 14	Jan. 17	Jan. 21
March	Local Companies To Watch CRE/Construction & Development	Feb. 9	Feb. 11	Feb. 14	Feb. 18
April	Legal & Security CRE Qtrly Review	Mar. 9	Mar. 11	Mar. 14	Mar. 18
May	Small Business	Apr. 13	Apr. 15	Apr. 18	Apr. 22
June	Disaster Services	May 11	May 13	May 16	May 20
July	Technology CRE Qtrly Review	Jun. 15	Jun. 17	Jun. 20	Jun. 24
August	Business Services CRE/Construction & Development	Jul. 13	Jul. 15	Jul. 18	Jul. 22
September	Manufacturing	Aug. 10	Aug. 12	Aug. 15	Aug. 19
October	Entrepreneurs CRE Qtrly Review	Sep. 14	Sep. 16	Sep. 19	Sep. 23
November	Anniversary Edition	Oct. 12	Oct. 14	Oct. 17	Oct. 21
December	Looking Back, Looking Ahead CRE/Construction & Development	Nov. 9	Nov. 11	Nov. 14	Nov. 18
Jan. 2023	Commercial Real Estate	Dec. 7	Dec. 9	Dec. 12	Dec. 16

*CRE Monthly runs every issue: the CRE Qtrly Review is an expanded edition

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 due 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



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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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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VISIT US ONLINE

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