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904.356.2466





The **Jacksonville Daily Record** and **JaxDailyRecord.com** deliver the news and information business leaders rely on to thrive and grow in Northeast Florida.

Started in 1912 by Jacksonville businessman John Hall McManus, the newspaper was known for a century as the Financial News & Daily Record.

Throughout its history, the newspaper focused its editorial coverage on Duval County and Jacksonville business, law and the courts. Since 1926, it has served as the official newspaper of the Jacksonville Bar Association. And for more than 50 years, the 4th Circuit Court of Florida has designated the Daily Record as the official court newspaper of Duval County.

For three generations, McManus and his descendants built the Daily Record into a Jacksonville news media institution. Succeeding McManus as publisher was his son-in-law, James Bailey. Bailey served as publisher until 1974, when he turned the family business over to his son, James Bailey Jr.

Bailey Jr. expanded the business operations to include a commercial printing business. In 1998, Bailey began publishing Realty-Builder Connection, a monthly newspaper devoted to covering Northeast Florida's residential real estate and homebuilding industries. In 2017, after 43 years as owner and CEO of what became Bailey Publishing & Communications, Bailey sold the Daily Record and Realty-Builder to Matt Walsh, owner of Sarasota-based Observer Media Group,

which publishes a business and legal weekly on the West Coast of Florida and eight community weeklies in Sarasota, West Orange County, Palm Coast and Ormond Beach.

Under Walsh's leadership, the newspaper's evolution has continued, including dropping "Financial News" from its name and becoming known as the Jacksonville Daily Record. Walsh also introduced the Jacksonville Record & Observer, a free weekly newspaper, in the spring of 2018 to broaden readership.

In January 2022, the Daily Record print edition and the Record & Observer merged to become the weekly Jacksonville Daily Record and will be distributed free every Thursday in key Northeast Florida business locations and by mail to paid subscribers. This updated, redesigned publication has a print reach of more than 15,000 readers. The company will continue to publish local business news online daily at JaxDailyRecord.com, drawing more than 35,000 visitors a week.

The newspaper's editorial content continues to emphasize breaking business news, with a concentration on development, law, economic and business trends, real estate and how local government affects business.

ACCURATE. RELIABLE. FAST.

Accurate coverage from a team of experienced journalists you can trust. We deliver the news, trends and information business leaders rely on to thrive and grow in the region's fast-changing economy, and have done so for more than 109 years.

No one covers commercial development, real estate, construction, companies, City Hall and the courts the way we do.

EDITORIAL FEATURES

DAILY NEWS COVERAGE

Be the first to know the latest development, real estate, business, legal and political news in Northeast Florida.

COMMERCIAL DEVELOPMENT & BUSINESS

Editor **Karen Brune Mathis** is first to uncover what's happening in area development and business.

IN THE LAW

Legal Affairs Editor **Max Marbut** covers happenings in the legal community.

ECONOMY & PUBLIC COMPANIES

Mark Basch reports on Northeast Florida's economy and public companies, such as CSX and Fidelity.

LOCAL GOVERNMENT

Government affairs writer **Mike Mendenhall** explains how government impacts business.

RESIDENTIAL REAL ESTATE, HEALTH CARE & BUSINESS

Dan Macdonald follows the latest news in the business of health care, residential real estate and other industries.

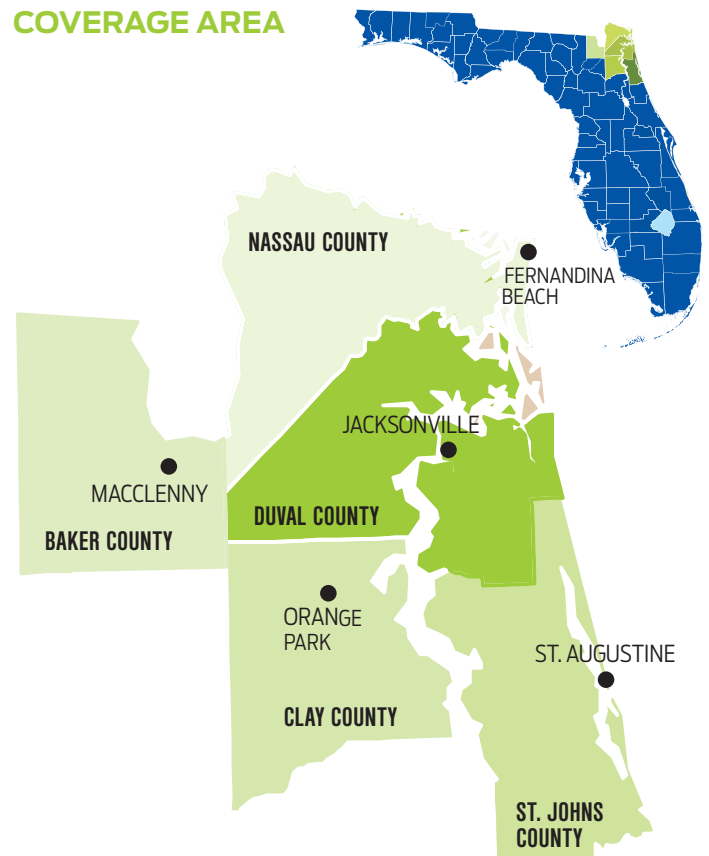
DEVELOPMENT THIS WEEK

Tracks Duval County commercial building permits.

PUBLIC NOTICES

Public notices and records that impact day-to-day business activity.

COVERAGE AREA



DESIGNATIONS

- Official newspaper of the Jacksonville Bar Association since 1926.
- Official newspaper of the Duval Circuit and County courts since 1961, redesignated in 2002.
- Official newspaper of the U.S. Bankruptcy Court for the Middle District of Florida since 1947.

2022 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
JANUARY			
<input type="checkbox"/> A Look Ahead/Bar Bulletin 10 people, places and projects to watch for 2022.	Jan. 6	Dec. 21	Dec. 22
<input type="checkbox"/> Top Quarterly Commercial Real Estate Top dealmakers, companies and trends.	Jan. 13	Jan. 6	Jan. 7
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	Jan. 20	Jan. 13	Jan. 14
<input type="checkbox"/> Top Quarterly Residential Real Estate The companies and people who drive the industry.	Jan. 27	Jan. 20	Jan. 21
FEBRUARY			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Feb. 3	Jan. 27	Jan. 28
<input type="checkbox"/> Insurance Trends: Property & Casualty The trends, issues and companies to watch.	Feb. 10	Feb. 3	Feb. 4
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	Feb. 17	Feb. 10	Feb. 11
<input type="checkbox"/> The Tech Issue Innovative technology companies in Northeast Florida.	Feb. 24	Feb. 17	Feb. 16
MARCH			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Mar. 3	Feb. 24	Feb. 25
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	Mar. 10	Mar. 3	Mar. 4
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	Mar. 17	Mar. 10	Mar. 9
<input type="checkbox"/> Top Entrepreneurs The third annual recognition of the doers of the region.	Mar. 24	Mar. 10	Mar. 18
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	Mar. 31	Mar. 24	Mar. 25
APRIL			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Apr. 7	Mar. 31	Apr. 1
<input type="checkbox"/> Top Quarterly Commercial Real Estate Top dealmakers, companies and trends.	Apr. 14	Apr. 7	Apr. 8
<input type="checkbox"/> Top Contractors Top contractors in the region, ranked by revenue.	Apr. 21	Apr. 7	Apr. 15
<input type="checkbox"/> Top Quarterly Residential Real Estate The companies and people who drive the industry.	Apr. 28	Apr. 21	Apr. 22
MAY			
<input type="checkbox"/> Law Day - Law Trends/ Bar Bulletin Celebrates the rule of law in our community.	May 5	Apr. 21	Apr. 29
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	May 12	May 5	May 6
<input type="checkbox"/> Transportation/Logistics Trends and key players in this booming Northeast Florida industry.	May 19	May 12	May 13
<input type="checkbox"/> Higher Education in NE FL A guide to the region's business and professional offerings. (Sponsored content)	May 26	May 19	May 20
JUNE			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	June 2	May 26	May 27
<input type="checkbox"/> Startups Under 30 How these bold risk-takers are building the businesses of the future.	June 9	May 26	June 3
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	June 16	June 9	June 10
<input type="checkbox"/> In Every Issue Covering business news, trends and information.	June 23	June 16	June 17
<input type="checkbox"/> Legacy Leaders Lessons learned that helped their success.	June 30	June 23	June 24

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.

2022 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
JULY			
Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	July 7	June 30	July 1
Top Quarterly Commercial Real Estate Top dealmakers, companies and trends.	July 14	July 7	July 8
Hospitality An advertising guide to corporate event planning.	July 21	July 14	July 15
Top Quarterly Residential Real Estate The companies and people who drive the industry.	July 28	July 21	July 22
AUGUST			
Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Aug. 4	July 28	July 29
Made on the First Coast An inside look at the makers and manufacturing leaders.	Aug. 11	July 28	Aug. 5
In Every Issue Covering business news, trends and information.	Aug. 18	Aug. 11	Aug. 12
In Every Issue Covering business news, trends and information.	Aug. 25	Aug. 18	Aug. 19
SEPTEMBER			
Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Sept. 1	Aug. 25	Aug. 26
In Every Issue Covering business news, trends and information.	Sept. 8	Sept. 1	Sept. 2
Health Care Innovators The people and institutions at the forefront of medical technology.	Sept. 15	Sept. 1	Sept. 9
In Every Issue Covering business news, trends and information.	Sept. 22	Sept. 15	Sept. 16
Insurance Trends: Employee Benefits The trends, issues and companies to watch.	Sept. 29	Sept. 22	Sept. 23
OCTOBER			
Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Oct. 6	Sept. 29	Sept. 30
Top Quarterly Commercial Real Estate Top dealmakers, companies and trends	Oct. 13	Oct. 6	Oct. 7
Banking & Finance Biggest institutions by deposits and the trends driving the industry.	Oct. 20	Oct. 13	Oct. 14
Top Quarterly Residential Real Estate The companies and people who drive the industry.	Oct. 27	Oct. 20	Oct. 21
NOVEMBER			
Law: The Courts/Bar Bulletin The trends, people and challenges inside the Northeast Florida judicial system.	Nov. 3	Oct. 27	Oct. 28
Cool Construction The region's most interesting new projects.	Nov. 10	Oct. 27	Nov. 4
In Every Issue Covering business news, trends and information.	Nov. 17	Nov. 10	Nov. 11
Focus on Philanthropy The trends and challenges that nonprofits are facing in Northeast Florida	Nov. 25	Nov. 17	Nov. 18
DECEMBER			
Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Dec. 1	Nov. 22	Nov. 23
Economic Forecast Covering company stories, strategies and business news.	Dec. 8	Dec. 1	Dec. 2
In Every Issue Covering business news, trends and information.	Dec. 15	Dec. 8	Dec. 9
In Every Issue Covering business news, trends and information.	Dec. 22	Dec. 15	Dec. 16
Top Deals & Newsmakers 2022 The biggest deals of 2022, people and firms that left their mark in the region.	Dec. 29	Dec. 15	Dec. 16

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.

AUDIENCE OVERVIEW

Each week, more than 49,600 Jacksonville business leaders turn to the **Jacksonville Daily Record and JaxDailyRecord.com**, as their indispensable source for what's important now to the First Coast business community. Our readers trust the data, gain insight from the reporting, uncover opportunities and are inspired by our stories of entrepreneurial success.

Capitalize on the unparalleled coverage and reach this influential readership. When you advertise in the Jacksonville Daily Record, you put your message in front of the real decision-makers. Your message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy and your business grow.

READERSHIP

PRINT EDITION: Average 15,000 readers per week. Available by mailed subscription or free pickup in business nodes throughout metro Jacksonville, Clay and St. Johns counties. Each issue is shared by an average of 3 readers.

FREQUENCY: Every Thursday, 52 issues per year

ONLINE: **JaxDailyRecord.com** on average has 195,000+ unique monthly users; 535,000+ monthly total page views.

FREQUENCY: Daily

EMAIL SUBSCRIBERS: 15,000+

FREQUENCY: Monday through Friday

SOCIAL MEDIA: Facebook followers 17,000+;

LinkedIn followers: 1000+

FREQUENCY: Updated daily

DEMOGRAPHICS

PROFESSIONAL TITLE

50% of readers are business owners, attorneys, CEOs/presidents or senior managers.

AGE

Print: 81% are between the ages of 30-69.

Online: 78% are between the ages of 35-69.

EDUCATION

73% hold a bachelor's or post-graduate degree.

GENDER

Print: 56% male. 44% female.

Online: 55% male. 45% female.

NET WORTH

45% have a household net worth greater than \$500,000.

ANNUAL COMPANY REVENUE

63% of readers work for companies with \$1 million+ in annual revenue.



ENGAGED AUDIENCE

30 minutes is the average time spent reading each print issue of the **Jacksonville Daily Record**.

DEVICE USAGE

49% of users access JaxDailyRecord.com on their desktop; 47% on a mobile phone or tablet.

READERS' OCCUPATION BY INDUSTRY SECTOR

Commercial & Residential Real Estate

Construction/Development

Banking & Finance

Law

Health Care

Technology

Manufacturing

Government

Source: 2019 Reader Survey, Survey Monkey; MailChimp 2021; Google Analytics, 2021.

2022 ADVERTISING RATES

Connect your business message with our highly targeted and influential audience – business owners, CEOs/presidents, attorneys, developers and area leaders.

PRINT ADVERTISING

FULL COLOR DISPLAY AD RATES	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Full Page	\$1,415	\$1,170	\$1,017	\$ 892	\$ 756
1/2 Page	\$ 777	\$ 637	\$ 535	\$ 465	\$ 394
1/4 Page	\$ 431	\$ 354	\$ 297	\$ 252	\$ 215
1/8 Page	\$ 290	\$ 252	\$ 214	\$ 178	\$ 155

Sponsored positions and special placement add 15%

ONLINE ADVERTISING

JaxDailyRecord.com has NO PAYWALL! Each week, more than 35,000 people are reading us online to find information on the companies, trends, new developments, entrepreneurs and CEOs of Northeast Florida. Be sure your ad is seen alongside trusted content.

BANNER ADVERTISING

IMPRESSIONS	Open Rate	3-6 Months	7-12 Months
Full Audience Reach Package with Print Advertising - 100K Total Per Month	\$800	\$600	\$500
100K - CPM Total Per Month	\$10 \$1,000	\$8 \$800	\$6 \$600
125K - CPM Total Per Month	\$9 \$1,125	\$7 \$875	\$5 \$625
Targeted Banner Ads and Video Banner Ads Add \$5 to CPM			
Custom retargeting audience extension packages available.			



RICH MEDIA

AD SIZES	Per Week
Expandable Super Leaderboard: home page	\$700
Expandable Footer News + (1) tab Add on tabs	Per Tab \$525 \$100
Video Expandable Rich Media	Add \$400
Overlay: priced on request	

E-NEWSPAPER SPONSORSHIP PKG.

PER MONTH	\$860
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SOCIAL MEDIA POST / E-BLAST

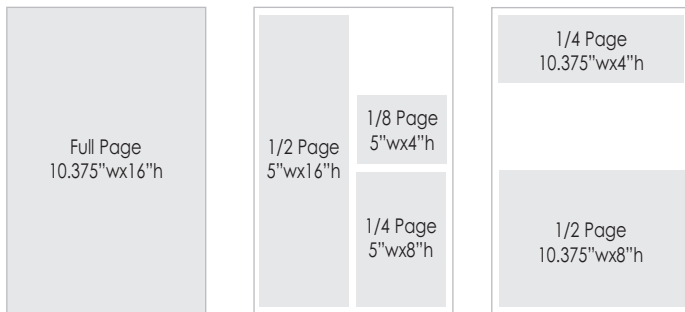
PER INSERTION	Open Rate	6X	12 X
Dedicated Facebook Post 	\$350	\$325	\$300
Dedicated E-blast 	\$475	\$450	\$425
Targeted audience extension email marketing available.			

DAILY BRIEF E-NEWSLETTER

PER WEEK	Open Rate	12x Rate	26x Rate
Leaderboard	\$450	\$350	\$325
Medium Rectangle	\$400	\$350	\$300
Bottom Leaderboard	\$400	\$350	\$300

ADVERTISING SPECIFICATIONS

PRINT SPECS



Ad Size	Format	Width	Depth
Full Page	Vertical	10.375"	16"
1/2 Page	Horizontal	10.375"	8"
1/2 Page	Vertical	5"	16"
1/4 Page	Horizontal	10.375"	4"
1/4 Page	Vertical	5"	8"
1/8 Page	Horizontal	5"	4"

FORMATS WE ACCEPT FOR PRINT: PDF is the preferred format, exported at 300 DPI, with all fonts embedded. We also accept TIFF, JPEG, PSD and EPS files, as well as InDesign CS documents (up to and including the CC 2017 version). InDesign documents should be packaged to include all fonts and artwork. Files should not include margins, printer marks or crop marks. Ad files, in any format, should be the actual size of the ad. Above dimensions can be used as a reference. We cannot accept Microsoft Publisher documents. PNG files must be converted for use in print.

COLOR: Use CMYK, not RGB, to build all files for print. Text should be 100% black only, not a mix of CMYK or RGB. To create a rich black background for a newspaper ad, use 100% black plus 20% cyan. For glossy publications a rich black ink mix is 60% yellow, 40% magenta, 40% cyan and 100% black. Design your newsprint ad to allow for a 30% dot gain on press. Reverse text should be 10 point or larger. Small reverse text may fill in. For optimum sharpness and readability, reverse text should be a sans serif font (i.e.: Helvetica), not a serif font (i.e.: Times). The total ink limit for a finished file is 240%.

AD ELEMENT SPECIFICATIONS: If our graphics department is preparing your ad, please send artwork in TIFF, JPEG, PSD or EPS formats. Files should be a minimum of 300 DPI and be sized to 100% for use in the ad. If your artwork is 72 DPI, it should be submitted three times the desired size. An example of this: 1" logo in ad submitted at 72 DPI would need to be 3" actual file size. Artwork downloaded from the internet is usually low-resolution and cannot be used in print ads. EPS files should have a TIFF preview and binary encoding. Text should be sent in Microsoft Word documents, in TXT format or typed in an email. We do not accept Excel or Publisher documents for use as text files.

DEADLINE: Inserts should be delivered to our printer **2 weeks before the insertion date**. You will be given a shipping label. The shipping label should be completely filled in (publication name, issue date, advertiser name, quantity information, etc.) and be affixed to the outside of each box.

Ad space reservation: THURSDAY by 3 PM (1 week prior to publication date).
Ad materials are due: FRIDAY by 3 PM (6 days prior to publication date).

ONLINE SPECS

BANNER ADVERTISING

Ad Size (Pixels)	Format	Width	Depth
Medium Rectangle		300	250
Super Leaderboard		970	66
		320	50

RICH MEDIA ADVERTISING

Expandable Footer		970	100
		970	200
		320	50
		320	100
Expandable Super		970	66
Leaderboard		970	400
		320	50
		320	100

ACCEPTED FORMATS: GIF, JPEG and HTML 5. For ads, a static jpeg is required in addition to your ad.

FILE SIZE: 50k maximum. Animation time: 15 second limit, 3-loop maximum.

LINKING URL: When submitting your ad, please supply the website URL that should be used for click-through.

E-NEWSLETTER DAILY BRIEF

Ad Size (Pixels)	Width	Depth
Leaderboard	589	72
Medium Rectangle	150	248
Bottom Leaderboard	589	216

SOCIAL MEDIA/E-BLAST

Ad Size (Pixels)	Width	Depth
Dedicated E-Blast	600	800
Dedicated Facebook Post (Photo)	1200	630

ACCEPTED FORMATS: GIF, JPEG or PNG. E-newsletter ads are STATIC only.

FILE SIZE: 50k maximum.

LINKING URL: When submitting your ad, please supply the website URL that should be used for click-through.

EDITORIAL

Submit news releases and editorial inquiries:

JaxDailyRecord.com/submit-news-release

editorial@JaxDailyRecord.com

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904.356.2466

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jlesowitz@JaxDailyRecord.com 904.356.2466

Advertising Coordinator, Codi Gildberg

adasst@JaxDailyRecord.com 904.356.2466

LEGAL NOTICE ADVERTISING

For information on legal notice publication in Duval, Clay or St. Johns counties, contact:

Legal Advertising Manager, Janet Weinel

legal@JaxDailyRecord.com 904.356.2466 fax 904.353.2628

SUBSCRIPTIONS

For information on subscriptions, purchasing extra copies and distribution, contact:

Subscription Manager, Diana Ewing

subscriptions@JaxDailyRecord.com 877.231.8834 fax 727.447.3944



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630 Kingsley Ave.

Orange Park, FL 32073

Jacksonville Daily Record

St. Johns County

822 Florida A1A N.

Suite 310

Ponte Vedra, FL 32082

COMPLIMENTARY ADVERTISING SUBSCRIPTION

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YES



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Company _____

Title _____

Address _____

City, State, Zip _____

Phone _____ Email* _____

Signature _____

Date _____

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