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

Started in 1912 and known for a century as the Financial News & Daily Record, the Jacksonville Daily Record is the leading provider and most authoritative source of business and economic information affecting Northeast Florida. In its news content, the Daily Record is written expressly for business owners and managers by a team of experienced journalists. Its coverage focuses on the breaking business news area leaders need to know, with a concentration on regional development, law, economic and business trends, real estate, construction and how local government affects business.

Founded by Jacksonville businessman John Hall McManus, the newspaper focused its 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 60 years, the Daily Record has been designated 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. In 2017, after 43 years as owner and CEO of what became Bailey Publishing & Communications, Bailey sold the Daily Record to Matt Walsh, owner of Sarasota-based Observer Media Group. In addition to the Jacksonville Daily Record, the Observer Media Group publishes eight community and business newspapers in communities from the First Coast to Palm Coast to Orlando to the Gulf Coast.

Under Walsh’s leadership, the newspaper’s evolution has continued, expanding its coverage of regional business news into surrounding Baker, Clay, Nassau and St. JoUs counties and broadening readership.

In January 2022, longtime business manager Angela Campbell became the newspaper’s fifth publisher and the Jacksonville Daily Record print edition transitioned to weekly publication every Thursday. It is distributed by mail to paid subscribers and available for free pickup in key business locations throughout Northeast Florida.

The Jacksonville Daily Record is committed to providing business owners, senior executives, entrepreneurs, investors and public policymakers with the First Coast’s most authoritative and relevant business information through its weekly print content and daily through its website and daily e-newsletter.
ACCURATE. RELIABLE. FAST.

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 Associate 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 Associate Editor 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.

EDITORIAL FOCUS

Accurate coverage from a team of experienced journalists you can trust. Jacksonville Daily Record content is geared specifically for Northeast Florida’s business leaders. Comprehensive coverage of Duval, Baker, Clay, Nassau and St. Johns counties, we deliver the news, trends and information business leaders, entrepreneurs, CEOs and investors rely on to thrive and grow in the region’s fast-changing economy.

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

The Jacksonville Daily Record is the leading publisher of public notices on the first coast of Florida.

DESIGNATIONS

- Official newspaper of the Jacksonville Bar Association since 1926.
- Official newspaper of the U.S. Bankruptcy Court for the Middle District of Florida since 1947.
# 2023 EDITORIAL CALENDAR

## JANUARY

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duval at 1 Million/Bar Bulletin</td>
<td>A look at how our population growth is attracting interest.</td>
<td>Jan. 5</td>
</tr>
<tr>
<td>Commercial Real Estate</td>
<td>Top dealmakers, companies and trends.</td>
<td>Jan. 12</td>
</tr>
<tr>
<td>Residential Real Estate</td>
<td>The companies and people who drive the industry.</td>
<td>Jan. 26</td>
</tr>
</tbody>
</table>

## FEBRUARY

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance Trends</td>
<td>The industry trends - and how they will impact your business.</td>
<td>Feb. 9</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>Feb. 16</td>
</tr>
<tr>
<td>The Tech Issue</td>
<td>Innovative technology companies in Northeast Florida.</td>
<td>Feb. 23</td>
</tr>
</tbody>
</table>

## MARCH

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
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</thead>
<tbody>
<tr>
<td>MARCH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Development</td>
<td>A look at the biggest downtown development projects.</td>
<td>Mar. 9</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>Mar. 16</td>
</tr>
<tr>
<td>Top Entrepreneurs</td>
<td>The fourth annual recognition of the doers of the region.</td>
<td>Mar. 23</td>
</tr>
</tbody>
</table>

## APRIL

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bar Bulletin</td>
<td>The official monthly publication of the Jacksonville Bar Association.</td>
<td>Apr. 6</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>Apr. 13</td>
</tr>
<tr>
<td>Top Contractors</td>
<td>Largest contractors in the region, ranked by revenue.</td>
<td>Apr. 20</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>Apr. 27</td>
</tr>
</tbody>
</table>

## MAY

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law Day - Law Trends/ Bar Bulletin</td>
<td>Celebrates the rule of law in our community.</td>
<td>May 4</td>
</tr>
<tr>
<td>CEO Pay</td>
<td>A look at the highest paid CEOs in the region.</td>
<td>May 11</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>May 18</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>The trends, issues and people driving the industry.</td>
<td>May 25</td>
</tr>
</tbody>
</table>

## JUNE

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
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<tbody>
<tr>
<td>JUNE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bar Bulletin</td>
<td>The official monthly publication of the Jacksonville Bar Association.</td>
<td>June 1</td>
</tr>
<tr>
<td>Regional Development</td>
<td>The biggest development projects across the First Coast.</td>
<td>June 8</td>
</tr>
<tr>
<td>First Coast Business</td>
<td>Covering business news, trends and information.</td>
<td>June 15</td>
</tr>
<tr>
<td>All in the Family</td>
<td>Survive and thrive through a family succession plan.</td>
<td>June 22</td>
</tr>
<tr>
<td>MAGAZINE: Hospitality &amp; Corporate Events</td>
<td>An annual advertising guide to corporate event planning.</td>
<td>June 29</td>
</tr>
</tbody>
</table>

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.
### 2023 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
</table>

#### July

- **Bar Bulletin** | The official monthly publication of the Jacksonville Bar Association.  
  - Issue Date: July 6  
  - Space Reservation Deadline: July 29  
  - Materials Deadline: July 30
- **Commercial Real Estate** | Top dealmakers, companies and trends.  
  - Issue Date: July 13  
  - Space Reservation Deadline: July 6  
  - Materials Deadline: July 7
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: July 20  
  - Space Reservation Deadline: July 13  
  - Materials Deadline: July 14
- **Residential Real Estate** | The companies and people who drive the industry.  
  - Issue Date: July 27  
  - Space Reservation Deadline: July 20  
  - Materials Deadline: July 21

#### August

- **Bar Bulletin** | The official monthly publication of the Jacksonville Bar Association.  
  - Issue Date: Aug. 3  
  - Space Reservation Deadline: Aug. 27  
  - Materials Deadline: Aug. 28
- **First Coast Business** | An inside look at the makers and manufacturing leaders.  
  - Issue Date: Aug. 10  
  - Space Reservation Deadline: Aug. 3  
  - Materials Deadline: Aug. 4
- **First Coast Business** | An inside look at the makers and manufacturing leaders.  
  - Issue Date: Aug. 17  
  - Space Reservation Deadline: Aug. 10  
  - Materials Deadline: Aug. 11
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: Aug. 24  
  - Space Reservation Deadline: Aug. 17  
  - Materials Deadline: Aug. 18
- **904 Day** | A focus on local business.  
  - Issue Date: Aug. 31  
  - Space Reservation Deadline: Aug. 24  
  - Materials Deadline: Aug. 25

#### September

- **Bar Bulletin** | The official monthly publication of the Jacksonville Bar Association.  
  - Issue Date: Sept. 7  
  - Space Reservation Deadline: Sept. 31  
  - Materials Deadline: Sept. 1
- **Health Care Innovators** | The people and institutions at the forefront of medical technology.  
  - Issue Date: Sept. 14  
  - Space Reservation Deadline: Sept. 31  
  - Materials Deadline: Sept. 8
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: Sept. 21  
  - Space Reservation Deadline: Sept. 14  
  - Materials Deadline: Sept. 15
- **Downtown Development** | A look at the biggest downtown development projects.  
  - Issue Date: Sept. 28  
  - Space Reservation Deadline: Sept. 21  
  - Materials Deadline: Sept. 22

#### October

- **Bar Bulletin** | The official monthly publication of the Jacksonville Bar Association.  
  - Issue Date: Oct. 5  
  - Space Reservation Deadline: Sept. 28  
  - Materials Deadline: Sept. 29
- **Commercial Real Estate** | Top dealmakers, companies and trends  
  - Issue Date: Oct. 12  
  - Space Reservation Deadline: Oct. 5  
  - Materials Deadline: Oct. 6
- **Restaurants** | The trends and trend setters in the region.  
  - Issue Date: Oct. 19  
  - Space Reservation Deadline: Oct. 12  
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: Oct. 26  
  - Space Reservation Deadline: Oct. 19  
  - Materials Deadline: Oct. 20

#### November

  - Issue Date: Nov. 2  
  - Space Reservation Deadline: Oct. 26  
  - Materials Deadline: Oct. 27
- **Cool Construction** | The region’s most interesting and unique new projects.  
  - Issue Date: Nov. 9  
  - Space Reservation Deadline: Oct. 26  
  - Materials Deadline: Nov. 3
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: Nov. 16  
  - Space Reservation Deadline: Nov. 9  
  - Materials Deadline: Nov. 10
- **Economic Forecast** | Covering company stories, strategies and business news.  
  - Issue Date: Nov. 24  
  - Space Reservation Deadline: Nov. 16  
  - Materials Deadline: Nov. 17
- **Focus on Philanthropy** | The trends and challenges that nonprofits are facing in Northeast Florida.  
  - Issue Date: Nov. 30  
  - Space Reservation Deadline: Nov. 16  
  - Materials Deadline: Nov. 22

#### December

- **Bar Bulletin** | The official monthly publication of the Jacksonville Bar Association.  
  - Issue Date: Dec. 7  
  - Space Reservation Deadline: Nov. 30  
  - Materials Deadline: Dec. 1
- **Regional Development** | The biggest development projects across the First Coast.  
  - Issue Date: Dec. 14  
  - Space Reservation Deadline: Dec. 7  
  - Materials Deadline: Dec. 8
- **First Coast Business** | Covering business news, trends and information.  
  - Issue Date: Dec. 21  
  - Space Reservation Deadline: Dec. 14  
  - Materials Deadline: Dec. 15
- **Top Deals & Newsmakers 2023** | The biggest deals of 2023, people and firms that left their mark in the region.  
  - Issue Date: Dec. 28  
  - Space Reservation Deadline: Dec. 14  
  - Materials Deadline: Dec. 15

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.
Each week, more than 55,000 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, Nassau and St. JoUs counties. Each issue is shared by an average of three readers.

**FREQUENCY:** Every Thursday, 52 issues per year

**ONLINE:** JaxDailyRecord.com on average has 180,000+ unique monthly users; 550,000+ monthly total page views.

**FREQUENCY:** Daily

**EMAIL SUBSCRIBERS:** 17,000+

**FREQUENCY:** Monday through Friday

**SOCIAL MEDIA:** Facebook followers 17,000+;
LinkedIn followers: 1,900+

**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: 49% male. 51% 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**
35% of users access JaxDailyRecord.com on their desktop; 65% on a mobile phone or tablet.

**READERS’ OCCUPATION BY INDUSTRY SECTOR**
Commercial & Residential Real Estate
Construction/Development
Banking & Finance
Law
Health Care
TecUlogy
Manufacturing
Government

Source: 2019 Reader Survey, Survey Monkey; MailChimp 2022; Google Analytics, 2022.
An Advertising Guide To
Hospitality & Corporate Event Planning In Northeast Florida

This annual stand-alone publication in magazine format is designed to help area businesses and nonprofits navigate all the details to put on events, galas, conferences and client entertaining.

**AD RATES AND SIZES***

<table>
<thead>
<tr>
<th><strong>ANNUAL GUIDE SPONSOR</strong></th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 2-Page glossy center spread</td>
<td></td>
</tr>
<tr>
<td>• 100,000 banner ad impressions on JaxDailyRecord.com</td>
<td></td>
</tr>
<tr>
<td>• Dedicated Facebook post on Jacksonville Daily Record page</td>
<td></td>
</tr>
<tr>
<td>• One year subscription</td>
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<table>
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<tr>
<th><strong>2-PAGE SPREAD (glossy)</strong></th>
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<th>$1,667</th>
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<td>Image Size: 7.5&quot;W x 9.75&quot;H</td>
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</tr>
<tr>
<td>Bleed Size: 8.75&quot;W x 11.25&quot;H</td>
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<table>
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<th><strong>HALF PAGE</strong></th>
<th>$917</th>
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<table>
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<tr>
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<tbody>
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<td>Image Size: 3.625&quot;W x 4.75&quot;H</td>
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</tr>
</tbody>
</table>

*Sizes are not standard Jacksonville Daily Record specs.*

**PUBLICATION DATE:**
Thursday, June 29, 2023

**AD SPACE DEADLINE:**
Thursday, June 1

**MATERIALS DEADLINE:**
Thursday, June 9
## 2023 Advertising Rates

### Print Advertising

<table>
<thead>
<tr>
<th>Include Full Color</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>6 x</td>
<td>13 x</td>
<td>26 x</td>
<td>52 x</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,557</td>
<td>$1,287</td>
<td>$1,068</td>
<td>$ 937</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$ 855</td>
<td>$ 701</td>
<td>$ 562</td>
<td>$ 488</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$ 474</td>
<td>$ 389</td>
<td>$ 321</td>
<td>$ 272</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$ 348</td>
<td>$ 302</td>
<td>$ 257</td>
<td>$ 214</td>
</tr>
</tbody>
</table>

### Full Audience: Industry Edition/Rich Media Billboard*

<table>
<thead>
<tr>
<th>Include Full Color</th>
<th>Full Page + Billboard</th>
<th>1/2 Page + Billboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>6 x</td>
<td>13 x</td>
</tr>
<tr>
<td>Full Page + Billboard</td>
<td>$1,832</td>
<td>$1,562</td>
</tr>
<tr>
<td>1/2 Page + Billboard</td>
<td>$1,130</td>
<td>$ 976</td>
</tr>
</tbody>
</table>

*subject to availability

### Jacksonville Daily Record Membership Program

#### Executive Level
- Advertising includes: 52 print ads, 12 mo. banner ads and 8 social posts
- 4 Full Page Ads
  - 1 Bonus Full Page Ad
- 6 Half Page Ads
  - 2 Bonus Half Page Ads
- 32 Quarter Page Ads
  - 7 Bonus Quarter Page Ads
- 800,000 Banner Impressions on JaxDailyRecord.com
- 400,000 Bonus Impressions
- 6 Dedicated Facebook Posts
  - 2 Bonus Dedicated Posts
- Cost: $16,800
  - Value: $25,130
  - $1,400 Per Month 12 Months

#### Corporate Level
- Advertising includes: 26 print ads, 8 mo. banner ads and 6 social posts
- 3 Full Page Ads
  - 1 Bonus Full Page Ad
- 5 Half Page Ads
  - 2 Bonus Half Page Ads
- 10 Quarter Page Ads
  - 5 Bonus Quarter Page Ads
- 600,000 Banner Impressions on JaxDailyRecord.com
- 200,000 Bonus Impressions
- 3 Dedicated Facebook Posts
  - 2 Bonus Dedicated Posts
- Cost: $10,800
  - Value: $17,794
  - $900 Per Month 12 Months

#### Business Level
- Advertising includes: 13 print ads, 5 mo. banner ads and 3 social posts
- 2 Full Page Ads
  - 1 Bonus Full Page Ad
- 3 Half Page Ads
  - 1 Bonus Half Page Ads
- 5 Quarter Page Ads
  - 1 Bonus Quarter Page Ads
- 400,000 Banner Impressions on JaxDailyRecord.com
- 100,000 Bonus Impressions
- 2 Dedicated Facebook Posts
  - 1 Bonus Dedicated Posts
- Cost: $7,500
  - Value: $11,428
  - $625 Per Month 12 Months

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.
Each week more than 40,000 people are reading us online to find information on the companies, trends, new developments, entrepreneurs and CEOs of Northeast Florida. Be sure your company is seen alongside trusted content.

**ONLINE ADVERTISING**

### BANNER ADVERTISING

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>Open Rate</th>
<th>3-6 Months</th>
<th>7-12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package with print</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>100K - CPM* Total Per Month</td>
<td>$10</td>
<td>$8</td>
<td>$6</td>
</tr>
<tr>
<td>100+K - CPM* Total Per Month</td>
<td>$9</td>
<td>$7</td>
<td>$5</td>
</tr>
</tbody>
</table>

Targeted Banner Ads and Video Banner Ads Add $5 to CPM

Retargeted Banners Minimum 50K Per Month

<table>
<thead>
<tr>
<th></th>
<th>$14</th>
<th>$11</th>
<th>$9</th>
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</table>

### RICH MEDIA

<table>
<thead>
<tr>
<th>PER WEEK</th>
<th>Open Rate</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Billboard</td>
<td>$1,300</td>
<td>$650</td>
<td>$600</td>
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<tr>
<td>Footer (Per Tab) Index Page + news Add on tabs</td>
<td>$1,300</td>
<td>$650</td>
<td>$600</td>
</tr>
<tr>
<td>$1,000</td>
<td>$500</td>
<td>$425</td>
<td></td>
</tr>
<tr>
<td>Video Expandable Rich Media - Add $400</td>
<td></td>
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</table>

*The Billboard runs for 1 week on the homepage of JaxDailyRecord.com

**Sample Web Ads and Facebook Post (not to scale)**

**Daily Brief E-newsletter**

<table>
<thead>
<tr>
<th>PER WEEK</th>
<th>Open Rate</th>
<th>12X</th>
<th>26X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
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<tr>
<td>Medium Rectangle</td>
<td>$400</td>
<td>$350</td>
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**SOCIAL MEDIA**

<table>
<thead>
<tr>
<th>PER INSERTION</th>
<th>Open Rate</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>Dedicated Facebook Post</td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
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</table>

**EBlast**

<table>
<thead>
<tr>
<th>PER INSERTION</th>
<th>Open Rate</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Eblast</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
</tr>
</tbody>
</table>

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

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.

For more information, please contact advertise@JaxDailyRecord.com or 904-356-2466
For advertising sales and marketing inquiries, contact:

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

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