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904.356.2466





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 seven community and business newspapers in communities from the First 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. Johns 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.

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.

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 writer **Ric Anderson** 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.

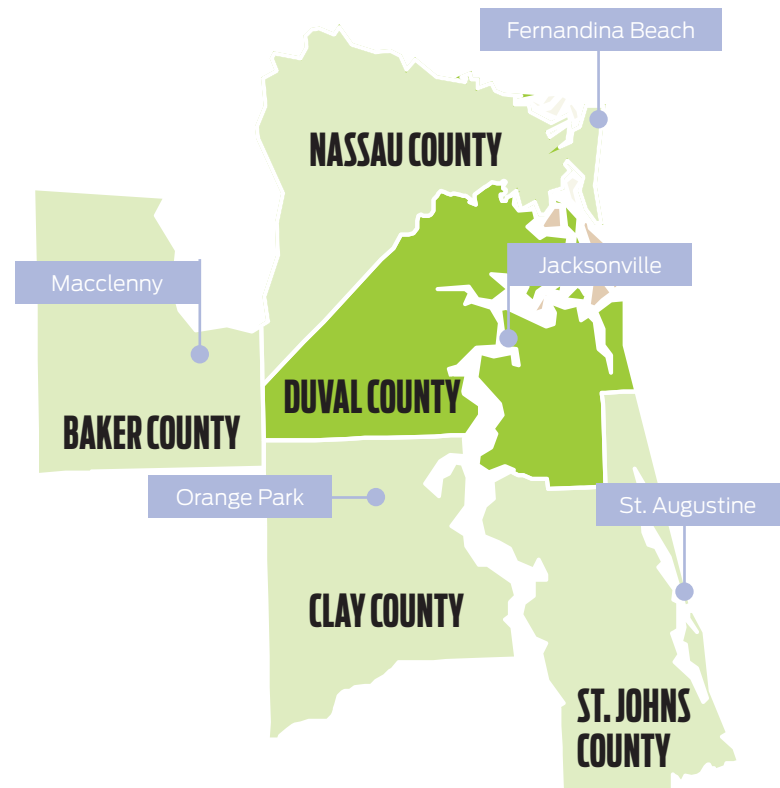
PUBLIC NOTICES

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

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.
- Exclusive media partner of NAIOP Northeast Florida.
- Media Partner of NEFBA and SMC

COVERAGE AREA



2024 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
JANUARY			
❑ Jacksonville's Game: Sports in Business/Bar Bulletin Pro sports are taking the field in the area.	Jan. 4	Dec. 21	Dec. 22
❑ Insurance Trends The industry trends and how they will impact your business.	Jan. 11	Jan. 4	Jan. 5
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Jan. 18	Jan. 11	Jan. 12
❑ Top Annual Residential Real Estate The market report and outlook.	Jan. 25	Jan. 18	Jan. 19
FEBRUARY			
❑ Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Feb. 1	Jan. 25	Jan. 26
❑ Top Annual Commercial Real Estate The market report and outlook.	Feb. 8	Feb. 1	Feb. 2
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Feb. 15	Feb. 8	Feb. 9
❑ The Tech & AI Issue Trends, companies and people driving innovation in Northeast Florida.	Feb. 22	Feb. 15	Feb. 16
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Feb. 29	Feb. 22	Feb. 23
MARCH			
❑ Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Mar. 7	Feb. 29	Mar. 1
❑ Downtown Development A look at the biggest downtown development projects.	Mar. 14	Mar. 7	Mar. 8
❑ Top Entrepreneurs The fifth annual recognition of the doers of the region.	Mar. 21	Mar. 7	Mar. 15
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Mar. 28	Mar. 21	Mar. 22
APRIL			
❑ Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Apr. 4	Mar. 28	Mar. 29
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Apr. 11	Apr. 4	Apr. 5
❑ Top Contractors Largest contractors in the region, ranked by revenue.	Apr. 18	Apr. 4	Apr. 12
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	Apr. 25	Apr. 18	Apr. 19
MAY			
❑ Law Day - Law Trends/ Bar Bulletin Celebrates the rule of law in our community.	May 2	Apr. 18	Apr. 26
❑ CEO Pay A look at the highest paid CEOs in the region.	May 9	May 2	May 3
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	May 16	May 9	May 10
❑ Transportation/Logistics Trends and key players driving the industry	May 23	May 16	May 17
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	May 30	May 23	May 24
JUNE			
❑ Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	June 6	May 30	May 31
❑ Regional Development The biggest development projects across the First Coast.	June 13	June 6	June 7
❑ First Coast Business Covering business news, trends and information in Northeast Florida.	June 20	June 13	June 14
❑ MAGAZINE: Hospitality & Corporate Events An advertising guide to corporate event planning.	June 27	May 30	June 7

2024 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
JULY			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	July 5	June 27	July 28
<input type="checkbox"/> On the Horizon What architects and engineers are creating for the coming year: A first look at their renderings and visions for 2024-25	July 11	June 27	July 7
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	July 18	July 11	July 12
<input type="checkbox"/> Residential Real Estate: The Median What kind of house you can buy at the median price in each county?	July 25	July 18	July 19
AUGUST			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Aug. 1	July 25	July 26
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Aug. 8	Aug. 1	Aug. 2
<input type="checkbox"/> Family Buisness How to survive and thrive through a family succession plan.	Aug. 15	Aug. 8	Aug. 9
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Aug. 22	Aug. 15	Aug. 16
<input type="checkbox"/> 904 Day A focus on local business.	Aug. 29	Aug. 22	Aug. 23
SEPTEMBER			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Sept. 5	Aug. 29	Aug. 30
<input type="checkbox"/> Health Care Innovators The people and institutions at the forefront of medical technology.	Sept. 12	Aug. 29	Sept. 6
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Sept. 19	Sept. 12	Sept. 13
<input type="checkbox"/> Downtown Development Update A look at the biggest downtown development projects.	Sept. 26	Sept. 19	Sept. 20
OCTOBER			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Oct. 3	Sept. 26	Sept. 27
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Oct. 10	Oct. 3	Oct. 4
<input type="checkbox"/> Restaurants The families behind local chains and groups.	Oct. 17	Oct. 10	Oct. 11
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Oct. 24	Oct. 17	Oct. 18
<input type="checkbox"/> Focus on Philanthropy The trends and challenges that nonprofits are facing in Northeast Florida.	Oct. 31	Oct. 24	Oct. 25
NOVEMBER			
<input type="checkbox"/> Law: The Courts/Bar Bulletin The trends, people and challenges inside the Northeast Florida judicial system.	Nov. 7	Oct. 31	Nov. 1
<input type="checkbox"/> Cool Construction The region's most interesting and unique new projects.	Nov. 14	Oct. 31	Nov. 8
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Nov. 21	Nov. 14	Nov. 15
<input type="checkbox"/> Town Center Update A look at what's new and coming soon in the retail heart of the region.	Nov. 29	Nov. 21	Nov. 22
DECEMBER			
<input type="checkbox"/> Bar Bulletin The official monthly publication of the Jacksonville Bar Association.	Dec. 5	Nov. 21	Nov. 27
<input type="checkbox"/> Regional Development Roundup The biggest development projects across the First Coast.	Dec. 12	Dec. 5	Dec. 6
<input type="checkbox"/> First Coast Business Covering business news, trends and information in Northeast Florida.	Dec. 19	Dec. 12	Dec. 13
<input type="checkbox"/> Top Deals & Newsmakers 2024 The biggest deals of 2024, people and firms that left their mark in the region.	Dec. 26	Dec. 19	Dec. 20

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

AUDIENCE OVERVIEW

Each week, more than 65,000 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. Johns counties. Each issue is shared by an average of three readers.

FREQUENCY: Every Thursday, 52 issues per year

ONLINE: **JaxDailyRecord.com** on average has 275,000+ unique monthly users; 550,000+ monthly total page views.

FREQUENCY: Daily

EMAIL SUBSCRIBERS: 16,500+

FREQUENCY: Monday through Friday

SOCIAL MEDIA: Facebook followers 29,000+;

LinkedIn followers: 4,500+

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 30-65.

Online: 78% are between the ages of 35-65.

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

Technology

Manufacturing

Government

Source: 2019 Reader Survey, Survey Monkey; MailChimp 2023; Google Analytics, 2023.

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*

ANNUAL GUIDE SPONSOR \$3,000

- 2-Page glossy center spread
- 100,000 banner ad impressions on JaxDailyRecord.com
- Dedicated Facebook post on Jacksonville Daily Record page
- One year subscription

2-PAGE SPREAD (glossy)..... \$2,584

Bleed Size: 17.25"W x 11.25"H

FULL PAGE \$1,667

Image Size: 7.5"W x 9.75"H

Bleed Size: 8.75"W x 11.25"H

HALF PAGE \$917

Image Size: 7.5"W x 4.75"H or 3.625"W x 9.75"H

QUARTER PAGE..... \$550

Image Size: 3.625"W x 4.75"H

*Sizes are not standard Jacksonville Daily Record specs.

PUBLICATION DATE:

THURSDAY, JUNE 27, 2024

AD SPACE DEADLINE:

THURSDAY, MAY 30

MATERIALS DEADLINE:

FRIDAY, JUNE 7



PRINT ADVERTISING

	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page	\$1,712	\$1,287	\$1,068	\$ 937	\$ 794
1/2 Page	\$ 940	\$ 736	\$ 590	\$ 513	\$ 434
1/4 Page	\$ 522	\$ 409	\$ 337	\$ 286	\$ 244
1/8 Page	\$ 383	\$ 327	\$ 277	\$ 231	\$ 201

FULL AUDIENCE: INDUSTRY EDITION/RICH MEDIA BILLBOARD*

	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page + Billboard	\$2,162	\$ 1,537	\$ 1,318	\$ 1,187	\$ 1,044
Full Page + Footer	\$2,062	\$ 1,512	\$ 1,293	\$ 1,162	\$ 1,019
1/2 Page + Billboard	\$1,390	\$ 1,011	\$ 865	\$ 763	\$ 684
1/2 Page + Footer	\$1,290	\$ 961	\$ 815	\$ 738	\$ 659

*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 - Newsmakers	
6 Half Page Ads + 2 Bonus Half Page Ads	
36 Quarter Page Ads +3 Bonus Quarter Page Ads	
800,000 Banner Impressions on JaxDailyRecord.com + 400,000 Bonus Impressions	
6 Dedicated Facebook Posts + 2 Bonus Dedicated Posts	
Cost: \$18,000	\$1,500 Per Month
Value: \$24,153	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 - Newsmakers	
5 Half Page Ads + 2 Bonus Half Page Ads	
12 Quarter Page Ads + 3 Bonus Quarter Page Ads	
500,000 Banner Impressions on JaxDailyRecord.com + 100,000 Bonus Impressions	
4 Dedicated Facebook Posts + 2 Bonus Dedicated Posts	
Cost: \$11,400	\$950 Per Month
Value: \$16,313	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 - Newsmakers	
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	\$625 Per Month
Value: \$10,795	12 Months

Each week more than **50,000** 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

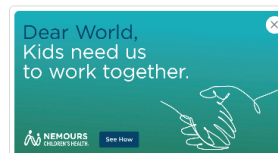
IMPRESSIONS	Open Rate	3-6 Months	7-12 Months
Package with print	\$ 450	\$ 400	\$ 350
100K - CPM*	\$ 10	\$ 8	\$ 6
Total Per Month	\$ 1,000	\$ 800	\$ 600
250K - CPM*	\$ 5	\$ 4	\$ 3
Total Per Month	\$ 1,250	\$ 1,000	\$ 750
Targeted Banner Ads and Video Banner Ads Add \$5 to CPM			
Retargeted Banners Minimum 100K Per Month	\$ 14	\$ 11	\$ 9

RICH MEDIA

PER WEEK	Open Rate	6X	12X
Billboard Home Page	\$ 1,300	\$ 650	\$ 600
Enhanced Billboard	\$ 1,650	\$ 825	\$ 775
Footer (Per Tab) Index Page + news	\$ 1,300	\$ 650	\$ 600
Add on tabs	\$ 1,000	\$ 500	\$ 425
Enhanced Footer	\$ 1,650	\$ 825	\$ 775
Half Page Index Page + News	\$ 1,300	\$ 650	\$ 600
Enhanced Half Page	\$ 1,650	\$ 825	\$ 775
Video Expandable Rich Media - Add \$400			

*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

PER WEEK	Open Rate	12X	26X
Top Leaderboard Large	\$ 650	\$ 550	\$ 500
Top Leaderboard Animated	\$ 550	\$ 450	\$ 400
Bottom Leaderboard	\$ 575	\$ 475	\$ 450
Medium Rectangle	\$ 450	\$ 350	\$ 300

SOCIAL MEDIA

PER INSERTION	Open Rate	6X	12X
Dedicated Facebook Post	\$350	\$325	\$300

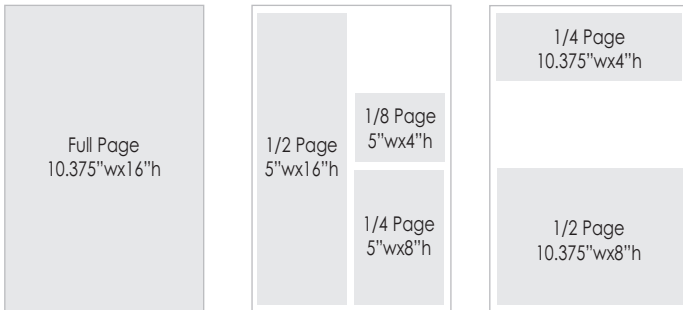
EBlast

PER INSERTION	Open Rate	6X	12X
Dedicated Eblast	\$475	\$450	\$425

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

ADVERTISING SPECIFICATIONS

PRINT SPECS



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 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"

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
Mobile Leaderboard		320	50

RICH MEDIA ADVERTISING

Footer		970	200
		320	100
Billboard		970	250
		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.

For more information, please contact
advertise@JaxDailyRecord.com
 or 904-356-2466

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JaxDailyRecord.com/submit-news-release

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☎ 904.356.2466

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Advertising Coordinator, Codi Gildberg

✉ adasst@JaxDailyRecord.com ☎ 904.356.2466

LEGAL NOTICE ADVERTISING

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

Legal Advertising Manager, Rhonda Fisher

✉ legal@JaxDailyRecord.com ☎ 904.356.2466 fax 904.353.2628

SUBSCRIPTIONS

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

✉ subscriptions@JaxDailyRecord.com ☎ 877.231.8834



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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

Jacksonville Daily Record

Nassau County

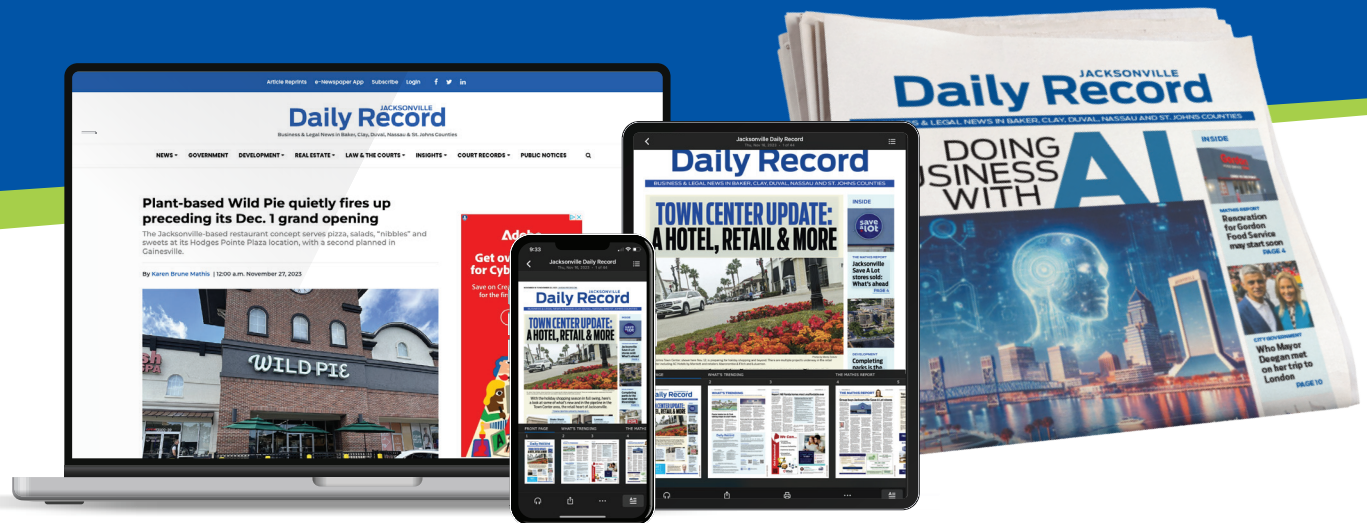
910 S 8th St

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Your Business News. Your **NEW** Way.

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E-NEWSPAPER

Our new, easy-to-use e-Newspaper app is a digital replica of the print edition.
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