Voters are Newspaper Readers

Newspaper Readership is High Among Likely Voters

- Republican 68%
- Democrat 71%
- Independent 71%

Voters Read Newspapers in Print or Digital

Source: Gfk MRI/Nielsen Scarborough 2015
Voting Newspaper Readers…

- Over 80% of newspaper print and online readers vote.
- Seniors, the most reliable voting group, are avid newspaper readers.
- 7 in 10 read newspapers in print or on a mobile device in an average week.
- 8 in 10 contribute money to political organizations.

Source: Moore Information, American Voter Media Use Study
Citrus County Chronicle

- We deliver 55,567 readers each Sunday
- Over 47,000 readers each weekday
- #1 local Website, 98,000 visitors each month
- Active – Educated - Engaged

Source: Alliance for Audited Media Publishers Statement March 2015, Google Analytics January 2016
Newspaper Ad Sizes

Full Page
[6 columns x 21 inches]

Half Page
[6 columns x 10.5 inches]

Quarter Page
[3 columns x 10.5 inches]

Eighth Page
[3 columns x 5.25 inches]
Front Page Sticky Notes

- Highly Visible
- Two Sided and Repositionable
- Free ¼ Page B&W Ad the Same Day
- Limited Availability
Chronicleonline.com

- 98,000 Visits Each Month
- #1 Local Website
- Trusted – Reliable News Source
- Drive Audience to your...
  - Website
  - Facebook Page
  - Email Sign Up
Marketing Package – Platinum Primary

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Full Page, Full Color Sunday Chronicle Ads</td>
<td>$00,000</td>
<td>$0,000</td>
</tr>
<tr>
<td>6 Quarter Page, Full Color Weekday Chronicle Ads</td>
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<td>$0,000</td>
</tr>
<tr>
<td>1 Weekday Front Page Sticky Note</td>
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</tr>
<tr>
<td>Three Months of ChronicleOnline Advertising</td>
<td>$000</td>
<td>$000</td>
</tr>
<tr>
<td>Top Position on Online Voters Guide– Until Primary</td>
<td>$00,000</td>
<td>$000</td>
</tr>
</tbody>
</table>

- **The Primary and pre-primary Stage**
  - Fundraising
  - Petition Card requests
  - Absentee Ballot Request
  - Early Voting
  - Primary Ballot

- **Total Investment**
  - **$00,000**

- **Free Creative Design Services**

- **Marketing Period: March 1 to August 30**
Marketing Package – Gold Primary

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2 Full Page, Full Color Sunday Chronicle Ads</td>
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- **The Primary and pre-primary Stage**
  - Fundraising
  - Petition Card requests
  - Absentee Ballot Request
  - Early Voting
  - Primary Ballot

- **Free Creative Design Services**

- **Marketing Period:** March 1 to August 30

**Total Investment**

$0,000
Marketing Package – Silver Primary

<table>
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<td>1 Quarter Page, Full Color Sunday Chronicle Ads</td>
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<td>6 Quarter Page, Full Color Weekday Chronicle Ads</td>
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<tr>
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<tr>
<td>Three Months of ChronicleOnline Advertising</td>
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</tr>
<tr>
<td>Square Ad on Online Voters Guide– Until Primary</td>
<td>$0,000</td>
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</tbody>
</table>

- **The Primary and pre-primary Stage**
  - Fundraising
  - Petition Card requests
  - Absentee Ballot Request
  - Early Voting
  - Primary Ballot

- **Free Creative Design Services**

- **Marketing Period:** March 1 to August 30

**Total Investment**

$0,000
Marketing Package – Bronze Primary

<table>
<thead>
<tr>
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<tr>
<td>1 Quarter Page, Full Color Sunday Chronicle Ads</td>
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<td>Square Ad on Online Voters Guide– Until Primary</td>
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- **The Primary and pre-primary Stage**
  - Fundraising
  - Petition Card requests
  - Absentee Ballot Request
  - Early Voting
  - Primary Ballot

- **Free Creative Design Services**

- **Marketing Period: March 1 to August 30**

**Total Investment**

$0,000
Targeted Add-On Package

- Three Special Editions – One Price
- Target Families
- All Publish Before the Primary
  - Half Page - $000
  - Quarter Page - $000
<table>
<thead>
<tr>
<th>Citrus County Chronicle</th>
<th>Black &amp; White</th>
<th>Full Color</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$0,000.00 Sunday</td>
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</tr>
<tr>
<td></td>
<td>$0,000.00 Daily</td>
<td>$0,000.00 Daily</td>
</tr>
<tr>
<td>Half Page</td>
<td>$0,000.00 Sunday</td>
<td>$0,000.00 Sunday</td>
</tr>
<tr>
<td></td>
<td>$000.00 Daily</td>
<td>$0,000.00 Daily</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$000.00 Sunday</td>
<td>$000.00 Sunday</td>
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<tr>
<td></td>
<td>$000.00 Daily</td>
<td>$000.00 Daily</td>
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<tr>
<td>Front Page Note</td>
<td>Daily</td>
<td>Sunday</td>
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<tr>
<td></td>
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<tr>
<td>Chronicleonline</td>
<td>Skyscraper</td>
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<td></td>
<td>$000 per mo.</td>
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<tr>
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<td>Leaderboard</td>
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<tr>
<td></td>
<td>$000 per mo.</td>
<td>$000 per mo.</td>
</tr>
<tr>
<td></td>
<td>Side Square</td>
<td></td>
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</table>
Important Dates

- Online Voters Guide Live June 27
- Editorial Board Interviews August 1 – 5
- Chronicle In-Paper Voters Guide August 7
- Chronicle Political Forum August 11
- Early Voting August 19 – 27
- Primary Election August 30

Please contact John Murphy for participation deadlines
Contact Information

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(352) 563-3255