



Give your business the star treatment!

It's that time of year for Daily News' readers to once again cast their votes for their favorite businesses.

The Preview tab will appear in the Daily News on **Sunday, April 25th** offering your business a great chance to "campaign" for readers' votes.

Ads will run in the newspaper, reminding readers of the contest and directing them to the SWFLChoiceAwards.com Web site to cast their votes. Once all the votes are tabulated, winners will be announced in the July 25th Southwest Florida Choice Awards section.

Get your name out in the Preview section so you don't miss this chance to be among Southwest Florida's Choice Businesses!

HURRY! The first ad deadline is Friday, April 2.

**swfl choice awards
PREVIEW Section**

Publication Date: Sunday, April 25
Ad Deadline: Friday, April 2

**swfl choice awards
WINNERS Section**

Publication Date: Sunday, July 25
Ad Deadline: Friday, July 2

Location: Choice

AD PACKAGES: Print Only

Package 1

- 1- full page (6c x 10") with color in preview section
- 2 - 30" B&W ads in NDN to run near the promotion ad
- 2 "Vote For Me" posters
- 1 "Vote For Me" tent card to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 8 listings

PACKAGE PRICE: \$5,622.75

Package 2

- 1- half page (6c x 5" or 3c x 10") with color in preview section
- 2 - 15" B&W ads in NDN to run near the promotion ad
- 2 "Vote For Me" posters
- 1 "Vote For Me" tent card to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 6 listings

PACKAGE PRICE: \$2,797.96

Package 3

- 1- quarter page (3c x 5") with color in preview section
- 1 - 15" B&W ad in NDN to run near the promotion ad
- 2 "Vote For Me" posters
- 1 "Vote For Me" tent card to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 4 listings

PACKAGE PRICE: \$1,404.96

Package 4

- 1- eighth page (2c x 2.5") with color in preview section
- 2 - 7.5" B&W ads in NDN to run near the promotion ad
- 1 "Vote For Me" poster
- 1 "Vote For Me" tent card to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 2 listings

PACKAGE PRICE: \$988.77

ONLINE PACKAGES: Print + Online

Gold – 3 packages available

- 1 big box ad on the ballot web page (across the top)
- 1 full page (6c x 10") with color in the preview section. Inside cover, back cover and back inside cover positions available.
- 2 - 30" B&W ads in NDN to run near the promotion ad
- 2 "Vote For Me" posters
- 5 "Vote For Me" tent cards to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 8 listings

PACKAGE PRICE: \$6,122.75

Silver – 3 packages

- 1 tower box ad on the ballot web page
- 1 half page (6c x 5" or 3c x 10") with color in the preview section
- 2 - 15" B&W ads in NDN to run near the promotion ad
- 2 "Vote For Me" posters
- 3 "Vote For Me" tent cards to place in business
- "Vote For Me" logo to use in all ads during voting
- Drop-down listing on the online ballot; up to 6 listings

PACKAGE PRICE: \$3,297.96

See your sales rep or call

(239)263-4730

for more information

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