

Read.  
Advertise. **Grow.**

# the banner

Product Sheet | Effective 4.4.12

## Sell to a wealthy, educated and mature audience.

### ▶ The **Banner** is all about the local community.

The Banner is a twice weekly publication that highlights local news impacting the residents of Bonita Springs, Estero, San Carlos Park and the rest of South Lee County for over 50 years.

### Targets the increasingly upscale tastes of educated and mature readers.

The Banner offers area businesses the opportunity to market their product and services to a growing, diverse audience in South Lee County.

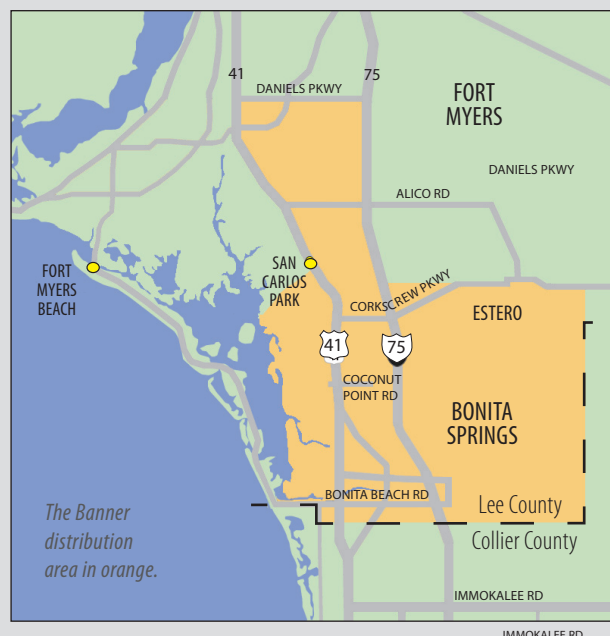
- Reaches local readers and visitors interested in South Lee County news and events.
- Content includes local news, events, people and businesses.

### Delivered to homes and high-traffic racks.

- The Banner has a circulation of nearly 43,000 copies.
- 35,900 copies are distributed via home delivery Wednesday and Saturday.
- 7,100 copies are delivered to racks at high-visibility locations within the distribution area.
- Available 24/7 at [www.the-banner.com](http://www.the-banner.com).



## { WE DELIVER }



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