

## **Sponsorship and Partnership Guidelines**

Did you know that each week, The News-Press Media Group's family of products reaches 82% of Lee County adults on average 5.1 times a week? Nobody delivers to the Lee County market better than The News-Press Media Group. *(Source: 2007 Scarborough Custom Research/The News-Press Market Study).*

We're innovating like never before and it's paying off with increased audience delivery for your business initiatives.

Our focus is to provide rich and engaging editorial environments and interactive content suited to our reader's lifestyles and interests. Because of our commitment to excellence across our media network, we're growing. More Lee County adults are buying, reading, using and interacting with our products than at any point in our 125 years serving Southwest Florida.

- The News-Press delivers unmatched numbers:
  - 383,700 readers in the past 7 days
  - 245,000 readers on a typical weekday
  - 297,400 readers last Sunday
  - Our average reader is 56 years old with average income of \$72,272  
*(2007 Scarborough Custom Research/The News-Press Market Study)*
- Our six community weekly newspapers reach over 72,000 Lee County adults 18+ who are interested in local news and information about their neighborhoods and the people that live there. *(2007 Scarborough Custom Research/The News-Press Market Study)*
- **news-press.com** received 148,542,200 page views in 2009, that's a 44% increase over 2008. *(Source: 2009 Omniture Site Catalyst)*

The News-Press Media Group is committed to aggregating and delivering the most engaged and valuable customers to help grow your business. Our goal is to develop a partnership with our customers, understand their business goals and provide tailored marketing solutions and comprehensive advertising strategies that deliver results. Whether your media delivery requires mass or targeted reach and strong frequency—we deliver.

The News-Press Media Group portfolio includes The News-Press, **news-press.com**, Southwest Florida Parent & Child magazine, Gulf Coast.MomsLikeMe.com, Gulf Coast.Metromix.com, Grandeur Magazine and Grandeurmagazine.com, and weekly community newspapers including

Lehigh News Star, Cape Life, Bonita & Estero Life and South Fort Myers Life. Our digital platform includes more than a dozen community sites and powerful national sites including Careerbuilder.com, Cars.com, HomeFinder.com, Apartments.com. The News-Press Media Group is a one-stop source for comprehensive news and information in Southwest Florida which delivers the most engaged and valuable target audiences.

The News-Press Media Group partners with dozens of organizations each year. Unfortunately, we cannot support every organization that requests our support. Therefore, sponsorship proposals which most address our marketing objectives have the best chance for being added to our promotional portfolio.

We view our community partnerships as tools that will further our marketing objectives which are built around developing lasting relationships with our subscribers, readers and advertisers. We give priority to partnerships that help us meet our strategic goals and objectives, and with organizations with which we have a relationship. These guidelines are intended to help you prepare your sponsorship application.

### **Objectives**

The News-Press Media Group will consider partnering programs and events that:

- Increase advertising revenue
- Enhance our local content
- Increase circulation, readership and viewership online
- Delivers one or more of our targeted audiences and areas
- Enhance the quality of life in Southwest Florida

### **Target Audiences/Areas**

We will strongly consider organizations and events that appeal to the following:

- Mainstream Families: families with at least one child under age 18 in Southwest Florida
- Midlife Success: childless singles and couples in their thirties and forties
- Affluent Empty Nestors/Boomers: ages 45+ in households without children at home
- Reaching adults in the Lee County and in Southwest Florida

### **Evaluation Criteria**

We use these criteria when evaluating all requests for partnerships. We do not discriminate with regard to race, creed, gender, age or physical limitations. Each event/program must meet all or most of the criteria to be considered for The News-Press Media Group partnership:

**Does the program/event:**

- Reach one or more of our target audiences and/or geographic areas?
- Offer readers and online viewers a unique opportunity?
- Reinforce our image as a good corporate citizen and community partner?
- Provide an equitable relationship with The News-Press Media Group?

**Provide The News-Press Media Group with:**

- The opportunity to be sole or exclusive print and online media sponsorship?
- A unique and important service or benefit to our community?
- The opportunity to provide a positive experience to our readers, viewers and advertisers?
- The opportunity to increase subscription or advertising revenue?

**Submissions & Application Process**

Partnership application and proposals must be submitted in writing to the Marketing Communications Manager and must include a value for each benefit offered. Specific event information and sponsor benefits regarding what will be provided and what is being requested must be outlined. An event or program marketing plan, including a timeline and budget, must also be included. **Please submit at least 90 days prior to the event for consideration.** Direct sponsorship proposals to:

Cindy Burgess, Marketing Communications Manager

**cburgess@news-press.com Phone: 239.335.0470 Fax: 239.344.4691**

The News-Press Media Group | 2442 Dr. Martin Luther King Jr. Blvd. | Fort Myers FL 33901

**Logo/Name Usage**

The News-Press Media Group must review and approve, in advance of publication, all uses of our product's name and/or brand logo. Any time the sponsoring product's name appears on camera-ready ads, posters, brochures, press releases, other printed materials or radio or TV spots, the newspaper must receive a proof, and approve before it runs.

The sponsoring product must be used as part of its sponsorship commitment and agreement. That may include billboards, signs, t-shirts, tickets, broadcast the sponsoring logo, and provide recognition with all appropriate marketing communications (e.g., in-paper advertising). This means that the sponsoring product will recognize other sponsors in ads as long as the recognition is reciprocated in promotions conducted by these sponsors.

### **Event Signage**

The sponsoring product must be prominently recognized at your event in a manner that is consistent with the terms of our agreement.

### **Exclusivity**

The sponsoring product should be the only print and/or online media - newspaper or magazine - website sponsor, unless otherwise approved by The News-Press Media Group's sponsorship agreement.

### **Promotional Ads**

A promotional ad schedule for ads that are part of the sponsorship commitment is to be mutually agreed upon 30 days or longer in advance of any sponsorship activity. Publication date, section placement and color may be subject to change based on availability. We cannot guarantee exact page placement with sponsorship ads.

### **Deadlines**

Deadlines must be respected. Completed promotional advertisements are due to the Market Development department five working days prior to the advertising deadline. All sponsorship ads must be submitted camera ready in high resolution (300 dpi) pdf files, with the sponsoring logo included. Missed deadlines may result in delays, affecting your advertising, production or printing schedule. The News-Press Media Group is not responsible for ads that do not run as agreed upon due to missed deadlines by the sponsorship partner.

Share your news and/or events with others on our community web site. Start a blog, post photos, engage with others in our forums, comment on stories and more. Visit **news-press.com** and Join our Social Network (free). Please note that publicity coverage is not part of marketing sponsorships, and a complete list of editorial contacts is posted at **news-press.com**, and recommend that all partners send their event information to: [events@news-press.com](mailto:events@news-press.com).

Thank you for considering The News-Press Media Group as a community partner.

Please complete and submit the Sponsorship Application.

Revised: 4/30/2010