For 105 years, the **Jacksonville Daily Record** has delivered the news and information business leaders rely on to thrive and grow in Jacksonville’s fast-changing economy.

Started in 1912 by Jacksonville businessman John Hall McManus, the newspaper was known for a century as the Financial News & Daily Record.

Throughout its history, the newspaper focused its editorial 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 50 years, the Fourth Circuit Court of Florida has designated the Daily Record 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.

Bailey Jr. expanded the business operations to include a commercial printing business. And in 1998, Bailey began publishing Realty-Builder Connection, a monthly newspaper devoted to covering Northeast Florida’s residential real estate and homebuilding industries. In 2017, after 43 years as owner and CEO of what became Bailey Publishing & Communications, Bailey sold the Daily Record and Realty-Builder to Matt Walsh, owner of Sarasota-based Observer Media Group, which also publishes a business and legal weekly on the West Coast of Florida.

Continuing the newspaper’s evolution, the Daily Record has dropped “Financial News” from its name and is now known as the Jacksonville Daily Record. It publishes Monday through Friday and has a daily readership of more than 3,000. It also publishes its news online at JaxDailyRecord.com, drawing nearly 4,000 readers a day.

To broaden its readership, the company also introduced in the spring of 2018 a free weekly business paper, the Jacksonville Record & Observer. It has a distribution of 5,000, primarily in Downtown Jacksonville and key business nodes throughout Jacksonville.

The newspaper’s editorial content continues to emphasize breaking business news, with a concentration on development, law, economic and business trends and how local government affects business.
We offer a highly targeted audience for your message — 87% of our readers are owners, CEOs, presidents, partners or senior managers.

READERSHIP

Every day, more than 3,000 Jacksonville business leaders turn to the Daily Record as their indispensable source of 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 Daily Record and Record & Observer’s unparalleled coverage, and reach this influential readership. When you advertise in the Daily Record and Record & Observer, you put your ad message in front of the real decision-makers. Your ad message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy and your business grow.

CIRCULATION

PRINT EDITIONS: Average 3,000 readers per day. Each issue of the Daily Record is read by an average of 3 readers. Each Thursday, more than 5,000 Record & Observer are distributed free primarily in Downtown Jacksonville and key business nodes in Jacksonville.

COVERAGE AREA: Primarily Duval County, but also St. Johns, Nassau, and Clay counties.

FREQUENCY: Daily Record: five days a week (254 issues per year); Record & Observer: Thursday (52 weeks per year).

DEMOGRAPHICS*

PROFESSIONAL TITLE
87% of readers are business owners, lawyers, CEOs, presidents or partners.

AGE
67% are between the ages of 36-65.

EDUCATION
80% hold a bachelor’s or post-graduate degree.

GENDER
58% are male. 42% are female.

NET WORTH
81% have a household net worth of greater than $500,000.

CONSUMER SPENDING POWER
plan to purchase in the next 12 months …
51% automobiles
50% computers/technology
46% television/home theater
44% home furnishings

*Source: Survey Monkey 2015
## Full Color Display Ad Rates: Daily Record | Record & Observer

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>OPEN</th>
<th>26-51x</th>
<th>52-77x</th>
<th>78-103x</th>
<th>104x</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,150</td>
<td>$935</td>
<td>$825</td>
<td>$710</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$598</td>
<td>$486</td>
<td>$429</td>
<td>$369</td>
<td>$312</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$329</td>
<td>$267</td>
<td>$236</td>
<td>$203</td>
<td>$171</td>
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<tr>
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<td>$181</td>
<td>$147</td>
<td>$130</td>
<td>$112</td>
<td>$94</td>
</tr>
</tbody>
</table>

Frequency discounts are determined by the number of ads running during a contracted period in the Daily Record and/or the Record & Observer. Contracts begin with the date of your first insertion and must be completed within a 12-month period. Ad sizes and copy may vary during your campaign. Ads are billed in monthly terms.

See Spec Sheet for Ad Size Format Options and Digital Requirements.

All rates include full color.
When First Coast online readers want daily business news, they are turning to JaxDailyRecord.com. Each month, more than 60,000 people are visiting our site to find information on the companies, trends, new development, entrepreneurs and CEOs of Northeast Florida.

JaxDailyRecord.com visitors get daily and breaking business news; reports on the region’s development projects; economic and industry trends; how local government is affecting business; and important information about Northeast Florida’s leading and growing companies.

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**DEMOGRAPHICS**

- 48% age 45-65+
- 46% age 25-44
- 55% male; 45% female
- 82% hold a bachelor’s or post-graduate degree
- 78% have a household net worth greater than $500,000
- 82% are primary decision-makers

*Source: Survey Monkey 2015, Google Analytics 2018*

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**AUDIENCE**

- Monthly total visits: **66,157**
- Sessions per user: **1.6**
- Monthly total pageviews: **212,008**
- Time spent on JaxDailyRecord.com: **1:31 minutes** average

*Source: Google Analytics 2018*

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For Digital Advertising Specifications and Ad Examples visit [jaxdailyrecord.com/advertising](http://jaxdailyrecord.com/advertising) or contact Jay Lesowitz at 904-742-1109 or jlesowitz@jaxdailyrecord.com.
**Online Products Menu**

**JaxDailyRecord.com**

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**BANNER ADVERTISING**

- Super Leaderboard (970 x 66)
- Mobile Leaderboard (320 x 50)
- Medium Rectangle (300 x 250)

- Under 50K impressions per month — $12 CPM
- 50K+ impressions per month — $10 CPM
- 75K+ impressions per month — $8 CPM
- 100K+ impressions per month — $7 CPM
- **Targeted Banner Ads** — $25 CPM (minimum 15K impressions per month)

*use 2x CPM rate

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**DAILY HEADLINES**

Choose Per Week ________________________________________________

- **Leaderboard** (589 x 72) — $350 per week
- **Med Rect** (150 x 248) — $300 per week
- **Power Promote Package** — P3 - Add 10K impressions for that week on BOBfl.com — $100

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**RICH MEDIA**

- **Expandable Superleaderboard** — $600 (1wk)
- **Expandable Footer** — $600 (1wk)
- **Mobile Footer** — $600 (1wk)
- **Overlay** — $1000 per day (includes 25k imp w/in the run week)
- **Video**
  - Banner Ad — add $5 to the CPM
  - Expandable Superleaderboard — add $400

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**DEDICATED E-BLAST / SOCIAL MEDIA POST**

- **Individual Advertiser Dedicated E-Blast** — $450
- **Dedicated Facebook Post** — $300
Realty-Builder is a 20-year-old publication connecting Northeast Florida’s Homebuilders and Realtors.

This all-color tabloid-size publication is distributed via direct mail to 8,000 homebuilders and realtors in Duval, St. Johns, Clay and Nassau counties.

### Ad Rates and Sizes*

<table>
<thead>
<tr>
<th>Frequency/Cost per Ad</th>
<th>OPEN</th>
<th>6x (alternate)</th>
<th>6x (consecutive)</th>
<th>12x</th>
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<tbody>
<tr>
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<td>$1,285</td>
<td>$1,120</td>
<td>$1,085</td>
<td>$895</td>
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<td>$815</td>
<td>$795</td>
<td>$765</td>
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<tr>
<td><strong>1/4 Page</strong> (10.375” x 4”, 5” x 8”)</td>
<td>$645</td>
<td>$565</td>
<td>$545</td>
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<tr>
<td><strong>1/8 Page</strong> (5” x 4”)</td>
<td>$535</td>
<td>$470</td>
<td>$440</td>
<td>$415</td>
</tr>
</tbody>
</table>

*Full Color Included

### 2018/2019 Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation</th>
<th>Ad Materials</th>
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<tbody>
<tr>
<td>Jun. 15, 2018</td>
<td>May 10</td>
<td>May 17</td>
</tr>
<tr>
<td>Jul. 13</td>
<td>Jun. 11</td>
<td>Jun. 18</td>
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<tr>
<td>Aug. 15</td>
<td>Jul. 12</td>
<td>Jul. 19</td>
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<td>Sep. 14</td>
<td>Aug. 10</td>
<td>Aug. 17</td>
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<td>Oct. 13</td>
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<tr>
<td>Nov. 15</td>
<td>Oct. 11</td>
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<tr>
<td>Dec. 14</td>
<td>Nov. 9</td>
<td>Nov. 16</td>
</tr>
<tr>
<td>Jan. 15, 2019</td>
<td>Dec. 10</td>
<td>Dec. 17</td>
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<tr>
<td>Feb. 15</td>
<td>Jan. 10</td>
<td>Jan. 17</td>
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<tr>
<td>Mar. 15</td>
<td>Feb. 7</td>
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<td>Apr. 15</td>
<td>Mar. 7</td>
<td>Mar. 14</td>
</tr>
<tr>
<td>May 15</td>
<td>Apr. 11</td>
<td>Apr. 18</td>
</tr>
</tbody>
</table>
FORMATS WE ACCEPT FOR PRINT: PDF is the preferred format, exported at 300 PPI, 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 do not accept Microsoft Publisher documents. PNG files should 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 black background for a newspaper ad, use 100% black. 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 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.

INSERT REQUIREMENTS: Printed 8.5”x11” inserts should be supplied by the advertiser. Cost $1,450 per insert. Check with your sales representative for quantity information and shipping address. Postal regulations do not permit Bulk Rate indicia to be printed on any finished piece that is inserted.

DEADLINE: Inserts should be delivered to our printer two 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: 3 p.m., five working days prior to publication date. Ad materials, non-camera ready ads are due: 3 p.m., four working days prior to publication date. Ad materials, camera-ready ads are due: 3 p.m., three working days prior to publication date.

QUESTIONS: If you have any questions, please call Jay Lesowitz or Rhonda Fisher; (904) 356-2466.

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.