

EXCLUSIVE FINALISTS PACKAGES

THE VOTES ARE IN!

**CONGRATULATIONS
ON BEING A FINALIST IN THIS YEAR'S
BOLD CITY BEST!**

NOW IS THE TIME TO LET EVERYONE IN JACKSONVILLE KNOW YOU'RE THE BEST AT WHAT YOU DO TO INCREASE SALES AND DRIVE NEW BUSINESS.

OUR SPECIAL SECTION WILL HIGHLIGHT THE TOP 3 FINALISTS IN EACH CATEGORY AND ANNOUNCE THE WINNERS!



VIRTUAL EVENT DATE: 10/29/20 | PUBLICATION DATE: 10/30/20 | DEADLINE DATE: 10/02/20

PREMIUM POSITION PACKAGE

- **Full page full color Premium Position** ad in Special Section publishing Friday, October 30, 2020 (Choice of Inside Front Cover, Page 3, Inside Back Cover, or Back Cover reserved on first come, first serve basis.) (10.16"x 10")
- **100,000 Run of Network Digital Banner Ad Impressions** *jacksonville.com and USAToday.com* (300x250, 300x600)
- **728x90 Top SOV digital banner ad on Winners Site** Oct. 30 - start of 2021 voting
- **Full page full color ad in The Florida Times-Union** - Any date Oct. 30 - Nov. 30, 2020 (10.16"x21.5")
- **Choice of Group Category** Rotating 554x100 ad on Results Page (SOV)
- **Choice of Sub Category** Rotating 554x100 ad on Results Page (SOV)
- **Enhanced Listing** on Winners site (or category of choice if finalist in more than one)
- **Password access** to the Bold City Best OnDemand Broadcast Oct. 29th

INVESTMENT = \$3,275 // VALUE = \$10,382

Purchase this package and we will purchase \$200 worth of gift cards from your business!!

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FULL PAGE PACKAGE

- Full page full color ad in Special Section publishing Friday, October 30, 2020 (10.16" x 10")
- 75,000 Run of Network Digital Banner Ad Impressions *jacksonville.com and USAToday.com above the fold frequency capped (300x250, 300x600)*
- 728x90 Top Leaderboard SOV digital banner ad on **Winners Site** Oct. 30 - start of 2021 voting
- Full page full color ad in The Florida Times-Union - Any date Oct. 30 - Nov. 30, 2020 (10.16" x 21.5")
- Choice of Group Category Rotating 554x100 ad on Results Page (SOV)
- Choice of Sub Category Rotating 554x100 ad on Results Page (SOV)
- Enhanced Listing on Winner's site (or category of choice if finalist in more than one)
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INVESTMENT = \$2,475 // VALUE = \$9,540

Purchase this package and we will purchase \$100 worth of gift cards from your business!!

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HALF PAGE PACKAGE

- **Half page full color ad in Special Section** publishing Friday, October 30, 2020 (V5"x10" or H10.16"x5")
- **50,000 Run of Network Digital Banner Ad Impressions** on jacksonville.com and USAToday.com (300x250, 300x600)
- **300x250 Medium Rectangle SOV digital banner ad on Winners Site** Oct. 30 - start of 2021 voting
- **Half page full color ad in The Florida Times-Union** - any date Oct. 30 - Nov. 30, 2020
- **Choice of Sub Category** Rotating 554x100 ad on Results Page (SOV)
- **Enhanced Listing** on Winner's site (or category of choice if finalist in more than one)
- **Password access** to the Bold City Best OnDemand Broadcast Oct. 29th

INVESTMENT = \$1,695 // VALUE = \$4860

Purchase this package and we will purchase \$75 worth of gift cards from your business!!

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QUARTER PAGE PACKAGE

- Quarter page full color ad in Special Section publishing Friday, October 30, 2020 (5" x 5")
- 30,000 Run of Network Digital Banner Ad Impressions on jacksonville.com and USAToday.com (300x250, 300x600)
- 300x250 Medium Rectangle SOV digital banner ad on **Winners Site** Oct. 30 - start of 2021 voting
- Quarter page full color ad in **The Florida Times-Union** - Any date Oct. 30 - Nov. 30, 2020 (5" x 10.75")
- Choice of Sub Category Rotating 554x100 ad on Results Page (SOV)
- Enhanced Listing on Winner's site (or category of choice if finalist in more than one)
- Password access to the Bold City Best OnDemand Broadcast Oct. 29th

INVESTMENT = \$995 // VALUE = \$2,770

Purchase this package and we will purchase \$50 worth of gift cards from your business!!

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EIGHTH PAGE PACKAGE

- Eighth page full color ad in Special Section publishing Friday, October 30, 2020 (5" x 2.5")
- 20,000 Run of Network Digital Banner Ad Impressions on jacksonville.com and USAToday.com (300x250, 300x600)
- 300x250 Medium Rectangle SOV digital banner ad on **Winners Site** Oct. 30 - start of 2021 voting
- Eighth page full color ad in **The Florida Times-Union** - Any date Oct. 30 - Nov. 30, 2020 (5" x 5.25")
- Choice of Sub Category Rotating 554x100 ad on Results Page (SOV)
- Enhanced Listing on Winner's site (or category of choice if finalist in more than one)
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INVESTMENT = \$795 // VALUE = \$1,514

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BASIC PACKAGE

- **Enhanced Listing on Winner's site** (or category of choice if finalist in more than one)
- **10,000 Run of Network Digital Banner Ad Impressions** on jacksonville.com and USAToday.com (300x250, 300x600)
- **Password access** to the Bold City Best On Demand Broadcast Oct. 29th

INVESTMENT = \$395 // VALUE = \$450

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AD SPECS

Modular Tab: Special Section (Inches)

Full Page	10.16x10
Half Page H	10.16x5
Half Page V	5x10
Quarter Page V	5x5
Eighth Page	5x2.5

ROP Sizes: The Florida Times-Union (Inches)

FullPage	10.16" x 21.5"
Half Page V	5x21.5
Half Page H	10.16x10.75
Quarter Page V	5x10.75
Eighth Page	5x5.25

Digital Ad Specs: jacksonville.com/USAToday.com and winners site

300x250
300x600

Winners Site Banner Ad Units:

300x250 SOV
728x90 Top SOV

Contest Group/Category Banner Ad Unit:
554x100

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A LA CARTE

- Additional Plaques (Winners Only) Available after the reveal 10/30 \$30 ea
- Additional Window Decals (Winner's Only) Available after reveal 10/30 \$3 ea
- Additional Certificates (Finalists) Available after reveal 10/30 \$10 ea
- Winner's site 554x100 Group or Sub Category Banner \$75 ea
- Winner's Site 300x250 SOV Banner Ad \$100
- Enhanced Listing on Winners Site \$249
- Additional enhanced listing (requires initial a la carte or package first) \$100 ea
- Vinyl Banner (Finalist or Winner) Available after reveal 10/30 \$95 4x2
\$150 6x3

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