

We Can Help Guide Your Business...



The U.S economy is improving and our local markets mirror this progress.

Automotive up 5% over the previous year, **Retail Sales** have been on an upward trend since 2009, The **unemployment** rate has been steadily decreasing, and the **Real Estate Market** continues to have increasing home sales and sales prices.

The Volusia/Flagler Business Report can help guide your business through these positive trends by helping you reach the decision makers of our local businesses.

Source: Borrell Associates Nov. 2014 Auto report, National Retail Federation Nov. 2013- Oct. 2014, National Association of Realtors.

Advertising Rates:

	12x	6x	3x	1x
Full Page	\$1,735	\$2,005	\$2,485	\$3,025
Junior Page	\$1,615	\$1,945	\$2,335	\$2,775
Half Page	\$965	\$1,165	\$1,375	\$1,645
Quarter Page	\$525	\$645	\$755	\$905
Eighth Page	\$295	\$355	\$415	\$495

Preferred Positions:

	1x	Contract
Back Page	\$3,095	\$2,305
Inside Front & Back	\$3,085	\$2,185

Digital available for all ad buys at \$10CPM
Rates Include FULL COLOR
All Rates Are Net

Distribution:

- Total distribution of over 10,000.
- 7,000 direct-mailed to local businesses.
- Emailed to all members of the Daytona Regional Chamber of Commerce.
- 2,000 copies delivered with The Volusia Review and to News-Journal business subscribers.
- Copies delivered throughout the market to Chambers of Commerce, multiple government locations, etc.
- Available 24/7 at VFBR.com

For more information call your multi-media consultant
or 386.681.2500
debbie.keese@news-jrnl.com

Each edition of the Volusia/Flagler Business Report includes the Daytona Regional Chamber of Commerce's newsletter "Inside Volusia Business"

Ask Your Multi-Media Consultant for Package Details.



2016 Planning Calendar

Editorial: In addition to regular local business news and features, every issue of the Volusia/Flagler Business Report includes an editorial focus section. Press releases, calendar items, digital photos and bios for Moving Ahead announcements, and letters to the editor should be emailed to Clayton.Park@news-jrnl.com.

Advertising: Deadlines are noted below. For rates and additional information, email the Business Report at: debbic.keese@news-jrnl.com or call 386-681-2500.

January

Focus: Taxes/Accounting/Personal Finance
List 1: Area's Largest Accounting Firms
List 2: Area's Largest Financial Planner
Ad Deadline: 12/07/15
Publication Date: 12/21/15

February

Focus: 2016 Area Forecast
List: Area's Largest Family Businesses
Ad Deadline: 01/18/16
Publication Date: 02/01/16

March

Focus: 40 Under 40
Ad Deadline: 02/15/16
Publication Date: 02/29/16

April

Focus: Higher Education/Addy's
List 1: Area's Largest Colleges/Universities
List 2: Area's Largest Staffing Firms
Ad Deadline: 03/14/16
Publication Date: 03/28/16

May

Focus: Tourism/Hospitality
List 1: Area's Largest Hotels
List 2: Area's Largest Banquet & Meeting Facilities
Ad Deadline: 04/18/16
Publication Date: 05/02/16

June

Focus: Real Estate/Buying & Selling
List 1: Residential Real Estate Brokerages
List 2: Commercial Real Estate Brokerages
Ad Deadline: 05/16/16
Publication Date: 05/30/16

July

Focus: Transportation
List: Area's Largest Auto Dealers
Ad Deadline: 06/13/16
Publication Date: 06/27/16

August

Focus: Health Care
List 1: Area's Hospitals (1/2 page)
List 2: Area's Largest Assisted Living Facilities (full page)
Ad Deadline: 07/18/16
Publication Date: 08/01/16

September

Focus: Real Estate/Builders/Developers
List 1: Largest Home Builders
List 2: Largest Insurance Agencies
Ad Deadline: 08/15/16
Publication Date: 08/29/16

October

Focus: Influential Women in Business
List: Area's Largest Women's Owned Businesses
Ad deadline: 09/12/16
Publication Date: 09/26/16

November

Focus: Business Law
List: Area's Largest Law Firms
Ad Deadline: 10/17/16
Publication Date: 10/31/16

December

Focus: Banking/Finance
List: Area's Largest Banks
Ad Deadline: 11/07/16
Publication Date: 11/21/16

January 2017

Focus: Taxes/Accounting/Personal Finance
Book of Lists: List 1: Area's Largest Accounting Firms
Focus: Manufacturing
List 2: Area's Largest Financial Planner
Ad Deadline: 12/08/16
Publication Date: 01/01/17
Ad Deadline: 12/07/15
Publication Date: 12/26/16