

70% of Brevard Home Shoppers

Read FLORIDA TODAY and floridatoday.com each week!

FLORIDA TODAY Communications

Through a combination of creative digital and print marketing and print messaging, agents can reach **76%** of Brevard County adults each month!

Multimedia Packages

	Total # of Print Ads	Digital Display Ads	Digital Transitional Ads	Full Pg.	Package Price:		
					Half Pg.	Quarter Pg.	Eighth Pg.
Dominant Pkg.	12	100,000	20,000	\$22,668	\$11,580	\$6,540	\$4,020
Competitive Pkg.	8	100,000	n/a	\$16,120	\$8,200	\$4,600	\$2,800
Presence Pkg.	4	65,000	n/a	\$8,714	\$4,490	\$2,570	\$1,610

All ads are full color. Packages must run within a 90-day window.

FLORIDA TODAY Print Only

Open Display Rate \$47.00 pci

Includes full color.

"For Sale" or "Open House" Standard Ad Block

	Total # of Display Ads	1 Day	2 Days
Open	1	\$75.00	\$112.50
4 Weeks	4	\$59.00	\$88.50
4 Weeks	12	\$49.00	\$73.50
Reciprocal	1	\$59.00	\$88.50

Rates above are per block. Reciprocal rate available to any advertiser with an active Cape Publications real estate contract.

New Home Directory in Saturday Spaces

	Per Listing/Per Wk.
Open	\$61.87
3 Months	\$55.68
6 Months	\$43.31
12 Months	\$37.12

Agent Advantage Packages

Platinum Agent Advantage | \$212 per month

- All listings online for 30 days
- 2 "For Sale" ad blocks in Sunday Real Estate
- 1 "Open House" ad
- 20 Classified lines per week
- * 1 Featured video listing
- * Free agent tile

Standard Agent Advantage | \$162 per month

- All listings online for 30 days
- 2 "For Sale" ad blocks in Sunday Real Estate
- 1 "Open House" ad
- 20 Classified lines per week

Agent Booster Opportunities

- FLORIDA TODAY ROP | \$10.50 pci
- BEST (Wednesday, per edition) | \$8.50 pci

Agent Post Cards

Platinum Agent Advantage | \$212 per month

- 5.5" x 8.5"
- Full color, both sides
- 5,000 quantity

Total Investment | \$235