

Estate Planning Council of Naples, Inc.

2026 ADVERTISING SELECTION AND RATE SHEET

PUBLISH DATE: SUNDAY, MARCH 8, 2026

41st Edition - Naples Daily News 2026 - Annual Estate Planning Supplement

Please complete this form and return to:

MARSHA JAMISON EMAIL: admin@epcofnaples.org PHONE: 239-200-6918

CONTACT NAME: _____

FIRM/GROUP: _____

EMAIL: _____

PHONE: _____

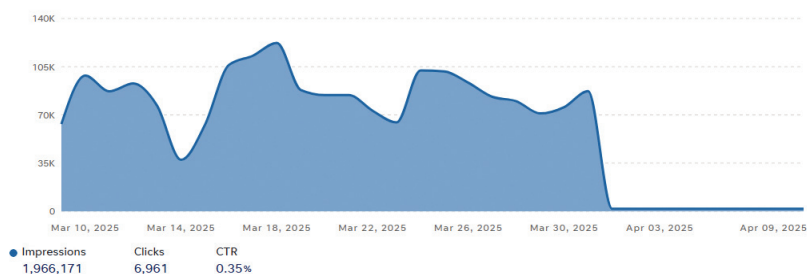
2025 Digital Performance – Impressions and Traffic to Your Site

Your ads drove 6,961 clicks in the last 53 days.

Mar 10, 2025 to Apr 09, 2025 ▼ Frequency: Daily ▼ Running Campaigns ▼

Your brand was seen 1,966,171 times in this 53 day period.

03/09/25 - 04/30/25 ▼ Frequency: Daily ▼ All Campaigns ▼



● Impressions
1,966,171

CTR
0.35%

● Clicks
6,961

Spend
\$0

Your package includes a print ad and digital ads on Naplesnews.com – Select your ad size and b/w or full color option.

AD SIZES	COLUMNS	ACTUAL SIZE	PRICE B/W	PRICE Full Color
1/6 PG	2cx5"	3.22"x4.82"	\$687.50	\$900.00
1/4 PG	3cx5"	4.92"x4.82"	\$1,000.00	\$1,362.50
1/2 PG H	6cx5"	10"x4.82"	\$2,000.00	\$2,750.00
1/2 PG V	3cx5"	4.92"x9.75"	\$2,000.00	\$2,750.00
FULL PG	6cx10"	10"x9.75"	\$4,000.00	\$4,950.00

Enhance Your Marketing Plan -Take Advantage of These High Impact Add-Ons

High Impact Paramount Display

DRIVE AWARENESS TO POTENTIAL CONSUMERS

ENGAGEMENT

PARAMOUNT (DESKTOP + MOBILE), STANDARD AD SIZES AND PRE-ROLL

Flexibility to run on desktop, mobile web, and in-app. This dynamic unit delivers high-impact performance in a user-friendly, less intrusive format supporting animation, video, image slideshows, and custom features.

CONTEXTUAL TARGETING

Your ad will be shown next to articles on the USA Today Network

1ST AND 3RD PARTY DATA TARGETING

- ➔ Demographics: Age, Parent, HHI, Home Value, Investable Assets
- ➔ Geography: Zip Code, Radius, State, Nationally
- ➔ Psychographics: Interest, Buying Habits, Voting Habits
- ➔ Behaviors: Online Searches, Online Site Visits, Actions Taken On A Website



Additional 50,000 Paramount Impressions - \$700

Search & Site Retargeting

STAY TOP-OF-MIND

RESEARCH

ENGAGEMENT



Retargeting helps you keep ads in front of people who searched for financial planners in the area and those who visited your website but didn't take action.

- ➔ Ads served to searchers and website visitors as they continue searching other sites (up to 30 days)
- ➔ Custom creative services
- ➔ Proprietary Platforms

50,000 Impressions - \$350 per month

1/10

only 1 out of 10 site visitors turn into customers

Targeted E-Mail

WITH MATCH-BACK REPORTING

ENGAGEMENT

One of the Most Hygienic Databases on the Market

- ➔ 100% opt-in and permission-based database with over 120 million emails
- ➔ Custom data platform with a built-in process that cleans data to ensure inbox delivery
- ➔ Real-time scanning tech removes invalid and dormant email addresses
- ➔ 100% CAN Spam, DMA compliant to ensure delivery to quality email recipients
- ➔ No Bots Guarantee. Proprietary third-party detection software that identifies and replaces known bots with valid clicks and visitors in real-time

Targeting Layers

- ➔ Geographic
- ➔ Demographic
- ➔ Interest

One send to 9,999 with targeted list - \$750



+5 Million

pieces of fresh data per month - scrubbed to ensure quality and deliverability

Brand Your Content on the USA Today Network

Content to tell your brand's story, written by you.

Overview

Advertisers can provide their own content to tell their brand's story. The content will be edited by our branded content team to ensure the content follows USA Today's editorial guidelines. This product allows for a quicker execution for clients.



Specs

- 250,000 Network display impressions
- Companion ad/social card
- Native & display promotion
- Social promotion (1 post per piece of content)
- Word or Google document (No PDFs, scans, handwritten content, etc.)
- 500 to 1000 words
- Third-person narrative, "news" style
- AP Style with sources cited
- Primary Headline (70 characters max)
- Short Headline (50 characters max)
- Promo Brief/Sub-headline (90 characters max)
- Promotional Details

Client provided content starts at \$2,500.

TO RESERVE YOUR AD SPACE FOR THE TABLET, CHECK THE BOX TO THE RIGHT OF YOUR DESIRED AD SIZE IN EITHER BLACK & WHITE OR COLOR. TO ENHANCE YOUR PACKAGE, ADD ONE OF THE BOOSTER OPTIONS BELOW, CHECK BOX TO ADD. RETURN THIS FORM BY EMAIL TO MARSHA JAMISON AT admin@epcofnaples.org

Tactic	Reach	Investment	Check to Add
High Impact Online Paramount Ad	50,000 impressions	\$700	
Search & Site Retargeting:	50,000 impressions	\$350	
Targeted Email Blast	One Send of 9,999	\$750	
Branded Content (client provided article)	250,000 Impressions	\$2,500	

****Upon receipt of your ad commitment, we will send an invoice to you for payment**

AD SUBMISSION: Please submit your ad electronically in pdf format directly to the *Naples Daily News* to ljones3@localiq.com and copy admin@epcofnaples.org noting "**Estate Planning Council's 2026 Supplement**" in the subject of the email.

ALL Ads must be received by Friday, January 9, 2026.

Pub date is March 8, 2026.

Thank you for your support of the Estate Planning Council!