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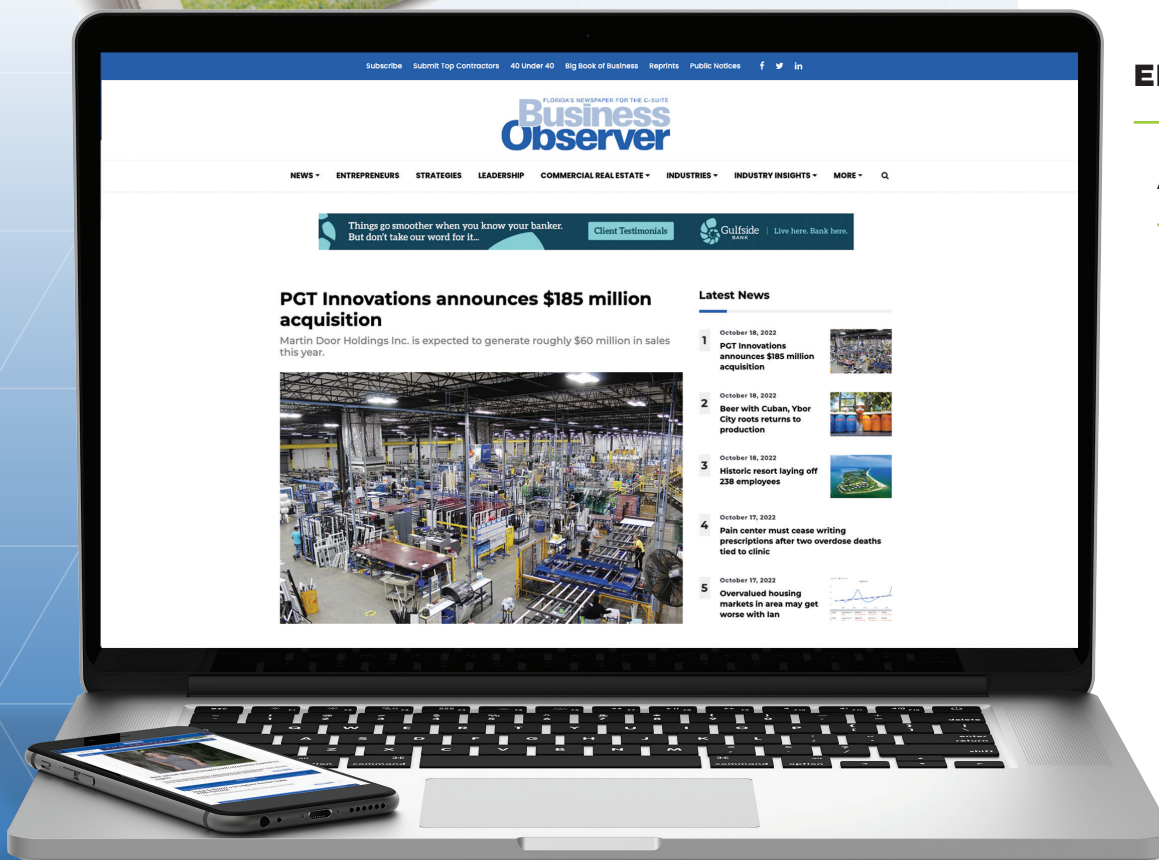
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941-362-4848



BusinessObserverFL.com



St. Petersburg, FL

### The **Business Observer** is the weekly newspaper for business leaders on the Gulf Coast of Florida.

Started in 1997 as the *Gulf Coast Business Review*, the **Business Observer** is the leading provider and most authoritative source of business and economic information affecting the Gulf Coast from Tampa Bay to Naples. It specializes in reporting on the region's industry and economic trends; emerging companies; corporate strategies; identifying and profiling the region's up-and-coming entrepreneurs and top business leaders; and keeping its readers abreast of state, regional and local government actions affecting business and the economy.

When it started, the *Gulf Coast Business Review* focused solely on Sarasota and Manatee counties. In October 2001, the Review acquired the 51-year-old *Tampa Bay Review* and became a regional weekly covering the business scene from Tampa-St. Petersburg to Sarasota. In 2005, the *Review* expanded again, opening an office in Fort Myers to cover the fast-growing business communities in Lee and Collier counties. In 2013, with a coverage area from Polk to Collier counties, the *Review* relaunched with a new look and a new name, the **Business Observer**. The new name brings

the paper under the branding of its parent, The Observer Media Group. In addition to the **Business Observer**, the Observer Media Group publishes eight community and business newspapers in communities stretching from the Gulf Coast to Orlando to Palm Coast to Jacksonville.

The **Business Observer** covers an area that encompasses more than 150,000\* businesses. The **Business Observer** is committed to providing business owners, senior executives, entrepreneurs, investors and public policy makers with the Gulf Coast's most authoritative and relevant business information through its weekly print content and daily through its website and daily e-newsletter.

The **Business Observer's** perspective is unique among Florida media. In its editorial opinions, the Business Observer strongly supports and promotes laissez-faire capitalism and private property rights. In its news content, the **Business Observer** is written expressly for business owners and managers by a team of experienced journalists.

Source: United States Census Bureau 2022\*



## The Business Observer is unlike any other business information medium in Florida.

Its content is geared specifically for Gulf Coast's business leaders. With comprehensive, authoritative coverage of Polk, Pasco, Hillsborough, Pinellas, Manatee, Sarasota, Charlotte, Lee and Collier counties, the **Business Observer** is the only weekly business newspaper that provides business leaders, entrepreneurs, CEOs and investors with a regional perspective. The **Business Observer** is also the leading publisher of public notices on the Gulf Coast of Florida.

## WEEKLY EDITORIAL FEATURES

### COFFEE TALK

The latest news about people, companies and issues.

### IN FOCUS

Short reports and features highlighting companies and businesses doing the unusual.

### ECONOMY

Regular reports and analysis of the Gulf Coast economy, local economic snapshots, demographics and trends.

### STRATEGIES

In-depth reporting that explores the strategies — and the lessons to be learned — of the region's emerging and leading companies.

### CEO INSIGHT

Q&As to learn what's important and what's on the minds of Gulf Coast business leaders.

### OUT OF THE OFFICE

An occasional series that reveals how executives find balance in their time away from work.

### COMMERCIAL REAL ESTATE

News about the biggest deals and the people involved. Plus, industry trends and data on the top transactions in the area.

### REVIEW & COMMENT

CEO Matt Walsh's popular free-market commentaries on business and public policy decisions affecting the marketplace.



## AUDIENCE OVERVIEW

Each month, more than 159,263 Gulf Coast business leaders turn to the **Business Observer** in print and online, as their indispensable source for what's important now to the Gulf 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 **Business Observer's** unparalleled coverage and reach this influential readership. When you advertise in the **Business Observer**, you put your ad message in front of the real decision makers, from Tampa to Naples. 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.

## READERSHIP

**PRINT EDITIONS:** Average 20,100 readers per week. Each issue of the **Business Observer** is read by an average of 3 readers.

**FREQUENCY:** 52 issues per year

**ONLINE:** BusinessObserverFL.com on average has 85,359 unique monthly users; 179,696 monthly total page views.

**FREQUENCY:** Daily

**EMAIL SUBSCRIBERS:** 26,347+

**FREQUENCY:** Monday through Friday

**SOCIAL MEDIA:** Facebook users 3,718+;

LinkedIn followers: 3,802+

**FREQUENCY:** Daily

## DEMOGRAPHICS

### PROFESSIONAL TITLE

73% of readers are business owners, CEOs, presidents or senior managers.

### AGE

Print: 62% are between the ages of 35-69.

Online: 75% are between the ages of 35-69.

### EDUCATION

80% hold a bachelor's or post graduate degree.

### GENDER

Print: 68% male. 32% female.

Online: 51% male. 49% female.

### NET WORTH

61% have a household net worth greater than \$500,000.

### QUALITY RATING OF BUSINESS COVERAGE

96% rate the quality of the **Business Observer** coverage as excellent or good, more than twice that of the nearest competitor.



## ENGAGED AUDIENCE

30 minutes is the average time spent reading each print issue of the **Business Observer**.

### DEVICE USAGE

65% of users access BusinessObserverFL.com on their desktop; 35% on a mobile phone or tablet.

## READERS' OCCUPATION BY INDUSTRY SECTOR

Commercial & Residential Real Estate

Construction/Development

Banking & Finance

Law

Business Services

Insurance

Manufacturing

Hospitality/Tourism

Source: 2018 Business Observer Reader Survey, Survey Monkey; Google Analytics, 2022; Verified Audit Circulation ending 3/31/21.



The Business Observer's Big Book of Business is filled with economic information to help business owners keep up with changing trends. The ranking of the top companies and organizations by size and industry including profiles of people who are changing and shaping the business landscape from Tampa to Naples.

This is a stand-alone publication, in magazine format.  
The publication is direct-mailed to subscribers and is also offered for sale.

## AD RATES AND SIZES\*

### E-BIG BOOK OF BUSINESS SPONSORSHIP..... \$4,200

- 2-Page glossy center spread
- Banner ad on email that deliver Big Book e-Edition to subscribers
- Dedicated Facebook post on Business Observer page
- Super Leaderboard on e-Edition of Big Book
- 50,000 banner ads on BusinessObserverFL.com

Image Size: 20"W x 11.25"H

Bleed Size: 22"W x 12.5"H

Trim Size: 21.5"W x 12"H

### 2-PAGE SPREAD (glossy)..... \$3,800

Image Size: 20"W x 11.25"H

Bleed Size: 22"W x 12.5"H

Trim Size: 21.5"W x 12"H

### PREMIUM PLACEMENT (glossy) ..... \$1,800

Image Size: 10"W x 11.25"H

Bleed Size: 11.25"W x 12.5"H

Trim Size: 10.75"W x 12.5"H

### FULL PAGE ..... \$1,607

Image Size: 10"W x 11.25"H

Bleed Size: 11.25"W x 12.5"H

Trim Size: 10.75"W x 12.5"H

### HALF PAGE ..... \$830

Image Size: 10"W x 5.5"H

\*Sizes are not standard Business Observers specs.

**PUBLICATION DATE:**  
**FRIDAY, AUGUST 18, 2023**

**AD SPACE DEADLINE:**  
**THURSDAY, JULY 13**

**MATERIALS DEADLINE:**  
**THURSDAY, JULY 27**



## 2023 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
<b>JANUARY</b>			
<input type="checkbox"/> <b>Economic Forecast</b>   Will 2023 mirror 2022's topsy-turvy economy or will it rise above tepid expectations?	Jan. 06	Dec. 21	Dec. 22
<input type="checkbox"/> <b>Executive Diversions</b>   Get an inside look at what some of the region's leaders do outside the office.	Jan. 13	Jan. 05	Jan. 06
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jan. 20	Jan. 12	Jan. 13
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jan. 27	Jan. 19	Jan. 20
<b>FEBRUARY</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Feb. 03	Jan. 26	Jan. 27
<input type="checkbox"/> <b>How to issue</b>   A roadmap to solving issues, from simple to complex, that help you business leaders be better at running businesses.	Feb. 10	Feb. 02	Feb. 03
<input type="checkbox"/> <b>Residential Real Estate</b>   Companies and people who drive the industry.	Feb. 17	Feb. 09	Feb. 10
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Feb. 24	Feb. 16	Feb. 17
<b>MARCH</b>			
<input type="checkbox"/> <b>Hospitality and tourism</b>   Latest trends and buzz of a major economic force in the region.	Mar. 03	Feb. 23	Feb. 24
<input type="checkbox"/> <b>Focus on professional services</b>   What are the changes that are driving the law, insurance and HR industries? What are the trends to stay ahead of?	Mar. 10	Mar. 02	Mar. 03
<input type="checkbox"/> <b>Top 50 Contractors</b>   Largest contractors in the region, ranked by revenue.	Mar. 17	Mar. 09	Mar. 10
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Mar. 24	Mar. 16	Mar. 17
<input type="checkbox"/> <b>Commercial Real Estate</b>   The top dealmakers, companies and trends.	Mar. 31	Mar. 23	Mar. 24
<b>APRIL</b>			
<input type="checkbox"/> <b>All in the Family</b>   Survive and thrive through a family business succession plan.	Apr. 07	Mar. 30	Mar. 31
<input type="checkbox"/> <b>Health care</b>   Trends and entrepreneurs in medicine and health care.	Apr. 14	Apr. 06	Apr. 07
<input type="checkbox"/> <b>Quarterly Finance Issue</b>   What's new and what companies are setting the trends in the financial sector.	Apr. 21	Apr. 13	Apr. 14
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Apr. 28	Apr. 20	Apr. 21
<b>MAY</b>			
<input type="checkbox"/> <b>Top Entrepreneurs</b>   Celebrate the region's best business owners and founders. Top Entrepreneurs Luncheon on Thursday, May 4; sponsorships available.	May 05	Apr. 27	Apr. 28
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	May 12	May 04	May 05
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	May 19	May 11	May 12
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	May 26	May 18	May 19
<b>JUNE</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jun. 02	May 24	May 26
<input type="checkbox"/> <b>The Innovation Issue</b>   Exploring the region's inventors and trendsetters.	Jun. 09	Jun. 01	Jun. 02
<input type="checkbox"/> <b>Quarterly Finance Issue</b>   What's new and what companies are setting the trends in the financial sector.	Jun. 16	Jun. 08	Jun. 09
<input type="checkbox"/> <b>Focus on professional services</b>   What are the changes that are driving the law, insurance and HR industries? What are the trends to stay ahead of?	Jun. 23	Jun. 15	Jun. 16
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jun. 30	Jun. 22	Jun. 23

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## 2023 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
<b>JULY</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jul. 07	Jun. 29	Jun. 30
<input type="checkbox"/> <b>Creative Class</b>   How the region's artists meld the world of creativity and business.	Jul. 14	Jul. 06	Jul. 07
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jul. 21	Jul. 13	Jul. 14
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jul. 28	Jul. 20	Jul. 21
<b>AUGUST</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 04	Jul. 27	Jul. 28
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 11	Aug. 03	Aug. 04
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 18	Aug. 10	Aug. 11
<input type="checkbox"/> <b>MAGAZINE: Big Book of Business</b>   Filled with valuable data, lists and profiles.	Aug. 18	Jul. 13	Jul. 27
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Aug. 25	Aug. 17	Aug. 18
<b>SEPTEMBER</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Sept. 01	Aug. 24	Aug. 25
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Sept. 08	Aug. 31	Sept. 01
<input type="checkbox"/> <b>Focus on professional services</b>   What are the changes that are driving the law, insurance and HR industries? What are the trends to stay ahead of?	Sept. 15	Sept. 07	Sept. 08
<input type="checkbox"/> <b>Quarterly Finance Issue</b>   What's new and what companies are setting the trends in the financial sector.	Sept. 22	Sept. 14	Sept. 15
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends	Sept. 29	Sept. 21	Sept. 22
<b>OCTOBER</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Oct. 06	Sept. 28	Sept. 29
<input type="checkbox"/> <b>40 Under 40</b>   The next generation of business leaders. 40 Under 40 Awards Reception: Oct. 12; event sponsorships available.	Oct. 13	Oct. 05	Oct. 06
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Oct. 20	Oct. 12	Oct. 13
<input type="checkbox"/> <b>Commercial Real Estate</b>   The top dealmakers, companies and trends.	Oct. 27	Oct. 19	Oct. 20
<b>NOVEMBER</b>			
<input type="checkbox"/> <b>Cool Construction</b>   The most interesting and unique projects in the region.	Nov. 03	Oct. 26	Oct. 27
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Nov. 10	Nov. 02	Nov. 03
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Nov. 17	Nov. 09	Nov. 10
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Nov. 24	Nov. 16	Nov. 17
<b>DECEMBER</b>			
<input type="checkbox"/> <b>Focus on professional services</b>   What are the changes that are driving the law, insurance and HR industries? What are the trends to stay ahead of?	Dec. 01	Nov. 22	Nov. 24
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Dec. 08	Nov. 30	Dec. 01
<input type="checkbox"/> <b>Quarterly Finance Issue</b>   What's new and what companies are setting the trends in the financial sector.	Dec. 15	Dec. 07	Dec. 08
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Dec. 22	Dec. 14	Dec. 15
<input type="checkbox"/> <b>Top Deals &amp; Newsmakers*</b>   The biggest deals of 2023 and updates on the biggest stories of the year. *Full page ads only in this issue.	Dec. 29	Dec. 14	Dec. 15

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## PRINT ADVERTISING

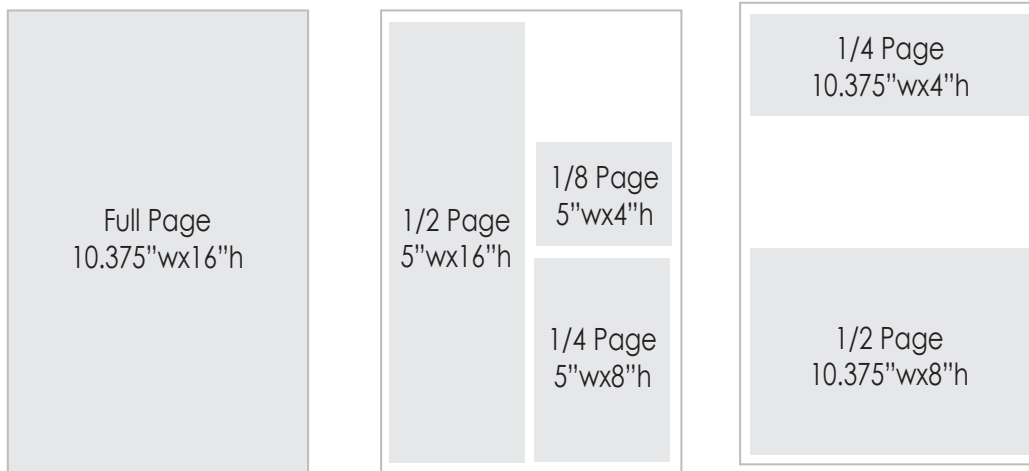
	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page	\$2,432	\$1,984	\$1,566	\$1,344	\$1,088
1/2 Page	\$1,248	\$1,088	\$ 923	\$ 704	\$ 576
1/4 Page	\$ 640	\$ 576	\$ 466	\$ 368	\$ 304
1/8 Page	\$ 352	\$ 320	\$ 279	\$ 224	\$ 192

## FULL AUDIENCE: INDUSTRY EDITION/RICH MEDIA BILLBOARD

	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page + Billboard	\$2,682	\$2,244	\$1,816	\$1,569	\$1,300
1/2 Page + Billboard	\$1,523	\$1,363	\$1,198	\$ 954	\$ 825



## PRINT SPECS



Ad Size	Format	Width	Depth
Full Page	Vertical	10.375"	16"
1/2 Page	Horizontal	10.375"	8"
1/2 Page	Vertical	5"	16"
1/4 Page	Horizontal	10.375"	4"
1/4 Page	Vertical	5"	8"
1/8 Page	Horizontal	5"	4"

**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 rich black background for a newspaper ad, use 100% black plus 20% cyan. 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.

**DEADLINE:** Inserts should be delivered to our printer **2 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: THURSDAY by 4 PM** (8 days prior to publication date).  
**Ad materials are due: FRIDAY by 4 PM** (7 days prior to publication date).

# 2023 ADVERTISING RATES

## ONLINE ADVERTISING

### BANNER ADVERTISING

IMPRESSIONS	Open Rate	3-6 Months	7-12 Months
Under 50K - CPM	\$16		
50K - CPM Total Per Month	\$14	\$10 \$500	\$8 \$400
75K - CPM* Total Per Month	\$12	\$9 \$675	\$7 \$525
100+K - CPM* Total Per Month	\$11	\$8 \$800	\$6 \$600
Targeted Banner Ads and Video Banner Ads Add \$5 to CPM			
Retargeted Banners Minimum 40K Per Month	\$14	\$11	\$9

### SOCIAL MEDIA

PER INSERTION	Open Rate	6X	12 X
Dedicated Facebook Post	\$650	\$325	\$300

### RICH MEDIA

PER WEEK	Open Rate	6X	12X
Billboard home page	\$1,300	\$650	\$600
Enhanced Billboard	\$1,650	\$825	\$775
Footer			
Index Page + news	\$1,300	\$650	\$600
Entrepreneurs	\$1,000	\$500	\$425
Industries Tab	\$1,000	\$500	\$425
Enhanced Footer	\$1,650	\$825	\$775
BIG Foot	\$1,750	\$875	\$825
Half Page Index Page + news	\$1,300	\$650	\$600
Enhanced Half Page	\$1,650	\$825	\$775
Overlay: priced on request			

\*The Billboard runs for 1 week on the homepage of BusinessObserverFL.com

**ACCEPTED FORMATS:** GIF, JPEG and HTML 5. For ads, a static jpeg is required in addition to your ad. **Include linking url for all formats.**

**FILE SIZE:** 50k maximum. Animation time: 15 second limit, 3-loop maximum.

## BANNER SPECS

Sample Web Ads and Facebook Post (not to scale)



AD SIZES (Pixels)		Width	Depth
Web Banners	Medium Rectangle	300	250
	Super Leaderboard	970	66
	Mobile	320	50
Billboard	(Desktop)	970	250
	(Mobile)	320	100
Enhanced Billboard*	(Desktop)	970	250
Footer	(Desktop)	970	200
	(Mobile)	320	100
Enhanced Footer	(Desktop)	970	200
	(Mobile)	320	100
BIG Foot	(Desktop)	970	400
	(Mobile)	320	200
Overlay		970	580
Half Page		300	600
Enhanced Half Page		300	600
Facebook Image	(Imagery w/ no text)	1200	630

\*Samples of Enhanced Banners available upon request

**Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.**



**Event Sponsorships offer a unique opportunity to brand your business and make face-to-face connections with the region's most influential leaders.**



Erin Meagher, Beneficial Blends



Willy Nunn, Homes by WestBay



Brandon Duke, Juniper Landscaping

## Top Entrepreneurs Awards Luncheon: May 4

Location: The Grove Ballroom, Lakewood Ranch, FL

The Business Observer's Annual Top Entrepreneurs Awards is designed to recognize the region's top entrepreneurs, from Tampa Bay to Naples, who are committed to business growth, professional excellence and community service. The 2023 Top Entrepreneurs Awards honorees will be honored at an Awards Luncheon and in a special print edition of the Business Observer.

## 40 Under 40 Awards Reception: Oct 12

Location: The Grove Ballroom, Lakewood Ranch, FL

The Business Observer's Annual 40 Under 40 Awards is designed to recognize the region's top young entrepreneurs and professionals, from Tampa Bay to Naples, who are committed to business growth, professional excellence and community service. The 2023 Class of 40 Under 40 will be honored at a 40 Under 40 Awards Reception and in a special print edition of the Business Observer.

**For more information on sponsorship opportunities, contact Diane Schaefer at 941-726-6145 or email [dschaefer@BusinessObserverFL.com](mailto:dschaefer@BusinessObserverFL.com)**



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Email press releases, editorial inquiries to:

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**Editor** Louis Llovio

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☎ 941.362.4848

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**Associate Publisher**, Diane Schaefer

✉ dschaefer@BusinessObserverFL.com ☎ 941.726.6145 ☎ 941.362.4848

For advertising production inquiries, contact:

**Director of Creative Services**, Caleb Stanton

✉ cstanton@YourObserver.com ☎ 941.362.4848

## SUBSCRIPTIONS

For information on subscriptions, purchasing extra copies and distribution, contact:

**Subscription Manager**, Diana Ewing

✉ subscriptions@BusinessObserverFL.com ☎ 877.231.8834 fax 727.447.3944

## LEGAL NOTICE PUBLICATION

For information on legal notice publication, contact:

**Director of Legal Advertising**, Kristen Boothroyd

✉ kboothroyd@BusinessObserverFL.com ☎ 941.906.9386 ext. 323 fax 941.954.8530



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239.703.7802

#### Business Observer

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Suite 606  
Clearwater, FL 33762  
941.906.9386

#### Business Observer

200 S. Hoover Boulevard  
Suite 135  
Tampa, FL 33609  
941.906.9386

# COMPLIMENTARY ADVERTISING SUBSCRIPTION

The **Business Observer** is Florida's weekly newspaper for the C-Suite. With business news coverage from Tampa to Naples, we go beyond the "what" and help you see "how." More visionary than local journals, more in-depth than global media.

**We offer a better view of business.**



**YES**



I request a complimentary subscription to the **Business Observer**.  
*Annual subscription price is \$75 per year.*

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email\* \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

\*Email address is for subscription correspondence only. Return form to your Observer account executive.

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Promotion Code **D92CMKT**

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