



WHY DO I NEED **READERS' CHOICE?**



Reviews

80% trust reviews as much as personal recommendations.

Growing trust with consumers in order to bolster qualified leads is the new currency in 2020. Readers' Choice can help fill the pipeline of new customers to help replace loyal customers that may not have the buying power they had pre-COVID19.



Local

Positive reviews make **73%** of consumers trust a local business more.



Earned Media

92% of consumers trust earned media – like word-of-mouth advertising and recommendations from friends and family – above all other forms of advertising.

Readers' Choice drives:

- Local engagement with your brand
- Crowd-sourced recommendations from readers
- Social sharing driving more exposure



A BRIEF

More than **1,500,000** votes have been cast since the Arizona Daily Star's first Readers' Choice program in 2015.

More than **17,000** nominations were cast for businesses in Readers' Choice in 2020

Nearly **400,000** votes were cast in 2020

WHAT'S NEW?

Nominations, Nominations, Nominations – This year nominations will be very important to your organization. Only the top 10 businesses will progress into the voting ballot.

Awards Ceremony Event is back in person -- Thursday, September 2 at the JW Marriott Starr Pass

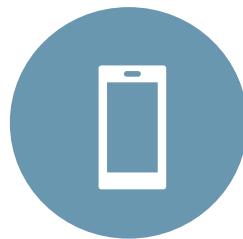
Commemorative Magazine is back -- Showcase your status in your store through our magazine highlighting winners and favorites

HOW DO I BECOME A **READERS' CHOICE?**

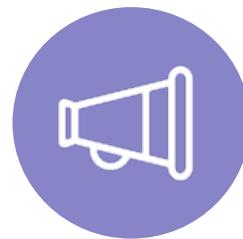
Use a variety of methods to activate your existing customer base to help vault your business into a Winner or Favorite position.



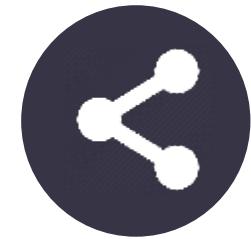
Readers' Choice
print and online ballot
reach **62%** of
Tucsonans



Digital Add-Ons
stand out from the
crowd in your category
with
Text-to-Vote
and
**Enhanced Ballot
Listings**



Promote in
your store
with
**Point of
Purchase**
materials



Share on social
media.
Ask
your
customers
to vote for you.



Showcase your
business with a
social media &
website video
package. Videos
receive
**24x more
response**
than standard
banners.



► ROARING INTO THE TWENTIES

- Honors the small- and medium-sized businesses that have weathered the storm of 2020 and who are coming back strong in 2021
- \$150,000+ multi-media campaign over 3.5 months

2021
MARKETING
CAMPAIGN





WHEN IT'S **GOING DOWN**

Nominations Begin

Print and online Ballot Section

Jun 27

Jul 10

Jul 18

Aug 1

Sep 2

Sep 26

Nominations End

Voting Begins

Online and Text-to-Vote

Voting Ends

Awards Ceremony

Results Section

How it **BENEFITS YOU**

- Garner additional exposure as part of \$150,000+ in multi-media promotional value from the Arizona Daily Star and Tucson.com
- Use your Winner or Favorite award throughout the year in your Marketing efforts
- Congratulate all of your employees and celebrate with them at the Virtual Awards Ceremony
- Highlight your award within your website and social media platforms to help garner more reviews
- Utilize post-awards point-of-purchase materials in your store and at events to showcase your award
- Post our added-value winner, favorite and nominee videos on your website and social media highlighting that you are among Tucson's Best Businesses



Your Readers' Choice **CUSTOM PLAN**

Product	Size/Units	Insertion	Investment
Total Investment: \$xxx			



Your Audience **WHEN YOU** Partner With Us

EACH WEEK
WE REACH

62%

of all adults in the market.

PRINT

99,892 Daily Readers

160,090 Sunday Readers

ONLINE

2.2M Unique Visitors Per Month

33.2M Page Views Per Month

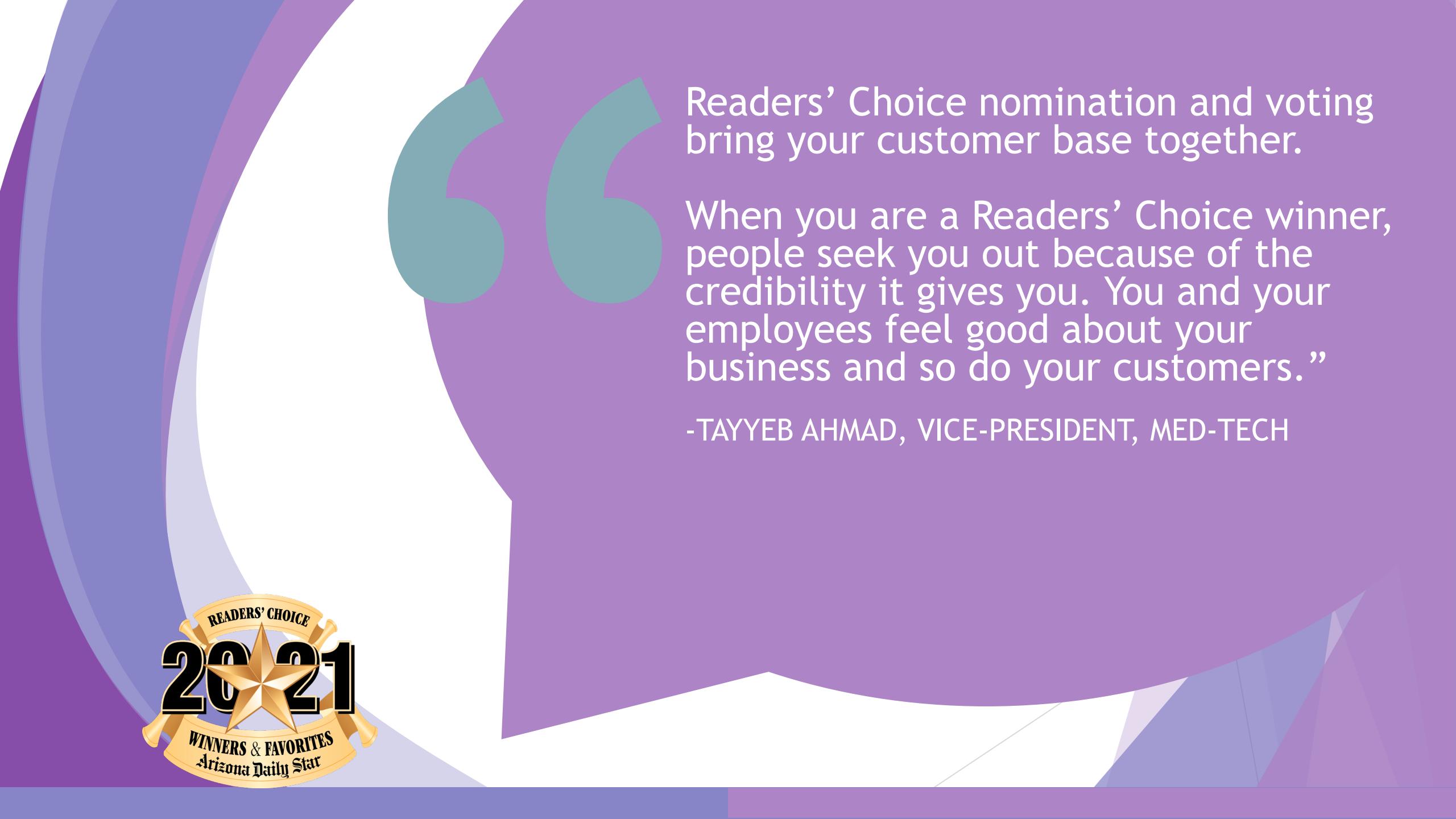
SOCIAL

150K+ Facebook Followers

79K+ Twitter Followers



Source: Lee Enterprises Audience Report, 2020. Scarborough Research, Tucson Market 2020 R1. *Google Analytics average May 2019 - April 2020



Readers' Choice nomination and voting bring your customer base together.

When you are a Readers' Choice winner, people seek you out because of the credibility it gives you. You and your employees feel good about your business and so do your customers.”

-TAYYEB AHMAD, VICE-PRESIDENT, MED-TECH





Visit our website –

www.Tucson.com/ReadersChoice

for all things Readers' Choice.

Information, how to nominate and vote and more

www.Tucson.com/ReadersChoice

2021 Readers' Choice

Advertising Package Rates



Ad Package	Nomination Phase - June 27 - July 10				Voting Phase - July 18 - August 1					Event/Magazine - Sep 2		Results Phase - Sep 2-30			
	Ballot Section	Star ROP Ads	Digital Impressions	Star ROP Ads	Digital Impressions	Vote for Us Video	TTV	EBL	Event Tickets	Magazine	Results Section	Star ROP Ad	Digital Impressions	Investment	
Double Truck	13 col x 10"	(2) Ads - 3 col x 10"	75,000	(2) Ads - 3 col x 10"	75,000	1	1	1	10	13 col x 10"	13 col x 10"	(1) Ad - 3 col x 10"	50,000	\$10,430	
Premium Pages*	6 col x 10"	(2) Ads - 3 col x 10"	50,000	(2) Ads - 3 col x 10"	50,000	1	1	1	10	6 col x 10"	6 col x 10"	(1) Ad - 3 col x 10"	30,000	\$6,510	
Full Page	6 col x 10"	(2) Ads - 3 col x 10"	30,000	(2) Ads - 3 col x 10"	35,000	1	1	1	10	6 col x 10"	6 col x 10"	(1) Ad - 3 col x 10"	20,000	\$5,730	
Half Page	3 col x 10" or 6 col x 5"	(2) Ads - 3 col x 5"	25,000	(2) Ads - 3 col x 5"	25,000	--	1	1	4	3 col x 10" or 6 col x 5"	3 col x 10" or 6 col x 5"	(1) Ad - 3 col x 5"	15,000	\$3,610	
Quarter Page	3 col x 5"	(2) Ads - 3 col x 5"	20,000	(2) Ads - 3 col x 5"	20,000	--	1	1	2	3 col x 5"	3 col x 5"	(1) Ad - 3 col x 5"	10,000	\$2,055	
Eighth Page	3 col x 2.5"	(2) Ads - 3 col x 2.5"	20,000	(2) Ads - 3 col x 2.5"	20,000	--	1	1	2	3 col x 2.5"	3 col x 2.5"	(1) Ad - 3 col x 2.5"	--	\$1,595	
Business Card	2 col x 2"	(2) Ads - 2 col x 2"	12,000	(2) Ads - 2 col x 2"	13,000	--	1	1	2	2 col x 2"	2 col x 2"	(1) Ad - 2 col x 2"	--	\$1,166	

Advertiser's contract rate is not applicable to this program, including all advertiser rate packages and sponsorship packages, and there are no other discounts available. Digital ad components can be scheduled 7 days prior to publication date within the same billing period and must be scheduled within 30 days of publication date. Program sponsorship packages are add-ons to Readers' Choice Program Packages only. *Premium Pages - Inside Front, pg 3, pg 5, pg 7, inside back. Digital Ad Sizes—728x90; 300x250, 320x50, 620x250, 300x600, 970x250. Awards ceremony components including banners, video, plaques are not agency commissionable. Merchandise is taxable at 8.7%.

2021 Readers' Choice

A La Carte Rates



	Investment	Late - July 6-18
Text-to-Vote	\$250 per category	\$300 per category
Enhanced Ballot Listing	\$250 per category	\$300 per category
Category Sponsorship Ad (only one available per category)	\$500 per category	
	1 Size	3 Sizes
Vote for Us Video	\$250	\$500
Vote for Us Vinyl Banner (6ft x 2 ft)	\$100 per banner	
Vote for Us Window Cling (8.5 x 11)	\$25 each	
	Through Aug 19	Aug 20-29
Awards Ceremony Individual Tickets	\$115 per person	\$125 per person

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Merchandise Rates



	Investment	
Vinyl Banner - 6ft x 2ft (RC winner/favorite logo only)	\$100 per banner	
Vinyl Banner - 6ft x 3ft (RC winner/favorite logo & category)	\$150 per banner	
Vinyl Banner - 6ft x 4ft (RC winner/favorite logo, category and business name)	\$200 per banner	
Vinyl Banner Customization fee - add add'tl logos, categories etc.	\$50 per banner	
Window Clings - 8.5 x 11 (RC winner or favorite logo)	\$25 each	
Vehicle Magnets - 10 x 12	\$50 each	
Additional Mounted Plaques	\$40 each	
Additional Certificates	Free	
	1 Size	3 Sizes
Winner or Favorite Videos (customized with logo and category for use on social media, ad flighting or on own website)	\$250 each	\$500 each

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