



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



**80%** trust reviews as much as personal recommendations.



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



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

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.

## 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

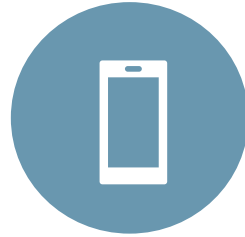


# HOW DO I BECOME A **READERS' CHOICE**?

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



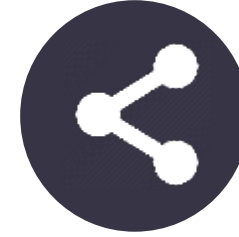
**Readers' Choice**  
print and online ballot  
reach **62%** of  
Tucsonans



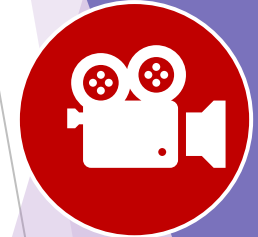
**Digital Add-Ons**  
stand out from the  
crowd in your category  
with  
**Text-to-Vote**  
and  
**Enhanced Ballot**  
**Listings**



**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**

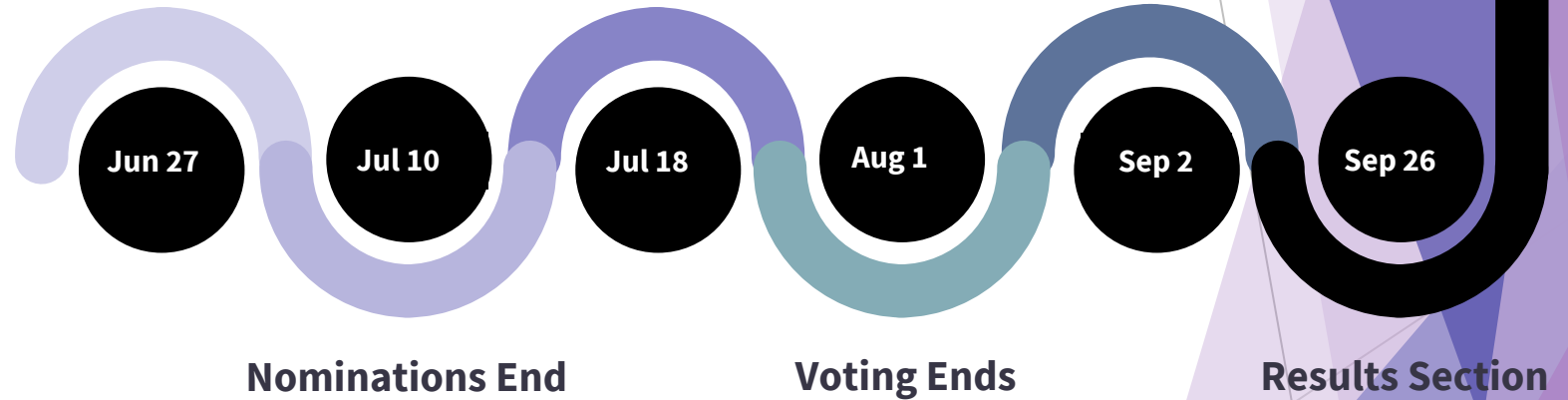
## **Nominations Begin**

Print and online Ballot Section

## **Voting Begins**

Online and Text-to-Vote

## **Awards Ceremony**



# 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](http://www.Tucson.com/ReadersChoice)  
for all things Readers' Choice.  
Information, how to nominate and vote and more  
[www.Tucson.com/ReadersChoice](http://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	
	<b>1 Size</b>	<b>3 Sizes</b>
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	
	<b>Through Aug 19</b>	<b>Aug 20-29</b>
Awards Ceremony Individual Tickets	\$115 per person	\$125 per person

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# 2021 Readers' Choice 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	
	<b>1 Size</b>	<b>3 Sizes</b>
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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