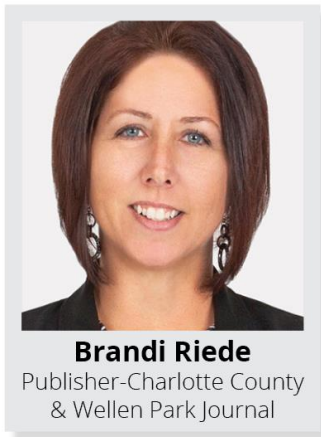


**May Advertiser Newsletter**

**DIGITAL PRODUCT SPOTLIGHT**



<b>TARGETED IMPRESSIONS</b> 25000	<b>WEBSITE CLICKS</b> 703	<b>RETARGETED IMPRESSIONS</b> 0	<b>RETARGETED CLICKS</b> 0
<b>DEVICE CATEGORY</b> Mobile 340 Desktop 363		<b>BROWSER TYPE</b> 321 270 57 35 30	
<b>DEVICE DETAILS</b>		<b>CAMPAIGN CHANNELS</b>	
iPhone	213	Email	
Android	87		
Samsung	6		
iPad	21		
LG	11		
Htc	0		
Other	0		

**Email**

The average person checks his or her email fifteen times per day. As a result, email marketing is still the number one direct response vehicle online driving awareness and tracking to your site. Digital campaigns are incomplete without an email component.

### **What is Conquest or Programmatic Email?**

Florida Weekly Digital can create and deliver effective email campaigns to our consumer base of 140 million plus emails based on an email's shopping preferences, interests, demographics, psychographics, purchase history, location, household income, job title and more. We clean our data every month to ensure that your chances for success with email only go up based on the accuracy and usage of the emails we want to market to.

To increase effectiveness and eliminate the potential of duplicating marketing efforts, Florida Weekly Digital can use the business's existing email database to scrub against the target list to guarantee your conquest or programmatic email will only be delivered to consumers not yet in the business's database.

### **What are the benefits of Programmatic Email Marketing?**

Businesses can include an enticing offer within the Programmatic Email to encourage clicks to their website to complete a form, contact the business directly or request driving directions. Requiring a form fill to receive a promotion offer is a great way to grow a business's email database. Consistently delivering these programmatic email campaigns to consumers that fit desired demographics will increase the likelihood of capturing contact information and leads from consumers who have and have not yet visited your business for remarketing purposes while also increasing overall brand awareness.

### **Our Database:**

Our database is constantly maintained and updated to ensure the accuracy and safety of your campaigns. All emails are double Opt-In verified ensuring an active and approved audience for your message. All emails are sent in a CANSPAM compliant format to ensure you are going to a user's inbox and not to their spam folder. We will actually guarantee you get the emails you order into an inbox, or we will send more emails at no cost to you.

### **Email Creative:**

Creative is so important when it comes to email. Ensuring your emails is built to an html format that is driving those who click directly to where they need to go on your site. Things you should consider when starting on your creative and that we can help with include subject line, tagging for proper tracking, the email creative and all reporting showing you where people engaged with the email.

Our team is here to help as you consider your options and help you understand email marketing and all of its intricacies.

[Learn More](#)



**Register for our  
upcoming webinar: The  
Next Chapter for Digital  
Marketing:**

**Is Your Marketing  
Strategy Ready?**

**Wednesday, June 1, 2022  
11AM EST**

[Click Here to Register](#)



## MEET THE TEAM

**Gail Dingee**

**Account Executive, Fort Myers  
Florida Weekly**

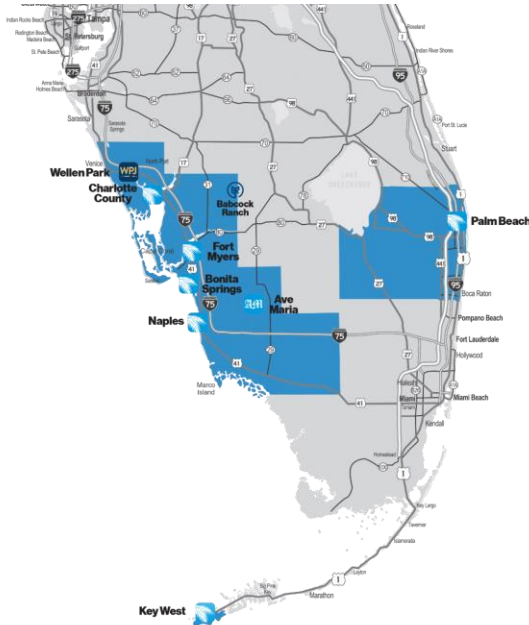
Gail Grady Dingee is an experienced multi-media sales consultant with Florida Weekly. Her strong advocacy for her clients' best interest has earned her many loyal and long-standing client relationships. A Southwest Florida native, Gail knows the history, demographics and nuances of the area. Outside of the office, she enjoys her rescue Springer Spaniels and contributing to the well-being of dogs in need, fostering and volunteering for English Springer Rescue America.

## Florida Weekly JobSeekers

In recent weeks, we have received inquiries to run employment ads due to low responses from job websites. The ads have been to promote "job fairs" and also to reach people who would otherwise not be looking for a job and or readers who may be interested in coming out of retirement. To meet this need, we are launching a new "JobSeeker" section in the business section of our papers starting next month.

Reach out to your account executive for rates or call 239-333-2135.





## NEW LOCATIONS

### April

#### Fort Myers

- Triton Cay
- Latitude 26 Resort
- Slaters, Babcock Ranch

#### Naples

- Fresh Market
- Magnolia Square
- Quarry Beach Club

#### Charlotte County

- Winn-Dixie, Englewood
- Winn-Dixie, North Port
- Palm Beach
- The Country Club @ Mirasol
- Fresh Market

Visit our website to find all of our pick-up locations:

Newsstand Locations

If you would like your place of business to be considered for distribution, please email [msnider@floridaweekly.com](mailto:msnider@floridaweekly.com).

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## OUR MOST TRENDING STORY IN APRIL

# Harvesting HEMP

The environmentally friendly, regulated agricultural commodity is also benefiting Florida's economy

BY LAURA TICHY

[laura.tichy-smith@floridaweekly.com](mailto:laura.tichy-smith@floridaweekly.com)

**D**OWN A COUNTRY ROAD outside of LaBelle in Hendry County, a field of plants grows like — well — weeds, on a small farm enclosed by a high, stout security fence. The sound of a horse whinnying blends with the background whir of large fans running in both a packinghouse as well as smaller shipping containers dotted around the 17 acres. As the fans blow through already-harvested plants that have been hung for drying, their scent in the air conjures memories of the herbal scent that lingers around college parties. Although these plants are legally grown hemp, the



## Harvesting HEMP

The environmentally friendly, regulated agricultural commodity is also benefiting Florida's economy

[Read More](#)

[Click here to Sign up to receive the weekly e-edition delivered straight to your inbox.](#)

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## UPCOMING SPECIAL SECTIONS & DEADLINES

### May 2022

#### **Hurricane Special Issue (6/1-6/2) – Wednesday, May 25<sup>th</sup> @ 12pm**

Are you prepared for this year's hurricane season? Florida Weekly offers insights and knowledge on how to prepare with our 2022 Hurricane Special Issue. Don't let your business services be left out on what will be on the minds of every Floridian this Summer!

#### **EARLY SPACE DEADLINE - Wednesday, May 25th @ 12pm**

Memorial Day (Monday, May 30, 2022)

6/1-6/2 editions

(Normal circulation days)

Ad space deadline will be **WEDNESDAY, May 25<sup>th</sup> @ 12pm**

- Fort Myers 6/1 ads due Friday, May 27<sup>th</sup> @ 4pm
- Palm Beach & Charlotte 6/2 ads due Friday, May 27<sup>th</sup> @ 4pm
- Naples & Bonita 6/2 ads due Tuesday, May 31<sup>st</sup> @ 4pm

#### **Babcock Ranch Telegraph (6/8) – Wednesday, May 25<sup>th</sup> @ 12pm**

The Babcock Ranch Telegraph chronicles the progress, from the construction of the development of the town's innovative downtown area, school system, to the introduction of Babcock's Town and Country neighborhoods that will offer a walkable, bikeable lifestyle in welcoming settings that encourage personal interaction.

### June 2022

#### **Pet Lovers Photo Contest Starts! - Wednesday, June 1st**

All the best, funniest and cutest photos will publish July 20th-21st, 2022. Submit your pet photo June 1st through Sunday, July 10th here: <https://floridaweekly.app.do/2022-pet-lovers-photo-contest-fort-myers>. Staff judges choose three winners. \$450 in prizes!

#### **Wellen Park Journal (6/22) – Wednesday, June 8<sup>th</sup> @ 12pm**

The master-planned community is home to many people looking for your products and services. With the new vibrant retail and amenities along with the Spring Training facility for the Atlanta Braves

attracting many new visitors, the Wellen Park Journal will be here to chronicle the community and its growth.

**Ave Maria Sun (7/6) - Wednesday, June 22<sup>nd</sup> @ 12pm**

The town is all about connection — connecting with nature, our neighbors and a lifestyle that values people, learning and shared experiences. It's also home to people looking for a variety of goods and services.

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