



Take Full Advantage of your Hernando Sun Advertising Sponsorship.

The Hernando Sun is committed to helping you get customers in the door. As a Blue or Gold Advertising Sponsor, you receive a number of Social Media postings. It is important to take full advantage of this opportunity since many of your customers use social media daily.

We would love to help you create a social media posting that will attract attention and gain a large “post reach.”

In order to do that, think about the answers to some of these questions relating to your business:

- Are you having any special offers that we can promote?
- Do you have any upcoming community oriented events/charity fundraisers or charitable contributions?
- Are you expanding or have you hired anyone new?

Other potential subjects of interest to readers would be:

- Why did you start your business?
- Is it a family business? If so, how does your family work together to make your business successful?
- Is your business connected to the community in any historic or cultural way? Local history is a big hit on social media, so if your business has been around awhile, then posting old photos of your business could be a good way to interest readers and also show that your business is well established.

How to Submit a Social Media posting:

Using the answers to the questions above or any fun idea you may have, craft your message which can be up to 75 words (short & sweet).

Find an interesting image to go with the message, but don't stress, we can always use the advertisement that was printed in the paper to go with your post copy.

Email your message and image to editor@hernandosun.com

In the subject line of the message write “Social Media Post” and the name of your company or organization.

Please indicate the date you would like the post published. We will try our best to accommodate that date. If you have a Facebook page, please indicate what that is, so we can tag you in the post.

We would be happy to share posts on the Hernando Sun Facebook page that you have posted to your business page. Please inform us if you'd like us to “share” a post by sending a message to the above email address.

If you need additional assistance in creating the social media posting we'd be glad to help. Just call Julie at 352 - 238 - 5454 or your advertising representative.

For Blue Sponsors: If we do not receive your input by the time your print advertising campaign has ended, then we most likely will post the ad that printed in the paper along with an advertising “thank you.”

For Gold Sponsors: We can only post the ad that printed in the newspaper once since readers lose interest if the same ad appears too many times in a short time period. Gold sponsors receive up to 4 posts within 3 months, you can submit at least 3 additional postings to us, which will give you the opportunity to post additional information to the readers.

All posting submissions are subject to review and approval by Hernando Sun.

