



FM: Sun Coast Media Group

March 25, 2020

TO: All Area Business Leaders

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## Sun Coast Media Group \$2.5M Advertising Stimulus Program

Sun Coast Media Group is providing more than \$2.5 million in advertising stimulus to local businesses. SCMG, which operates daily and weekly newspapers from Venice to Punta Gorda, and YourSun.com, announced the stimulus program to help advertisers as they navigate the economic challenges associated with Covid-19, the Coronavirus.

"This program is designed to help our small and medium-sized businesses not only survive, but prosper through the next six months and beyond," said Mike Beatty, president of Sun Coast Media Group. "For decades, SUN Newspapers has been the market leader, delivering local news, essential health and safety information and advertising to the region's residents and business owners. We will continue that essential mission and expand it with this stimulus program."

Central to the local economic stimulus program is the offer of free advertising space to the owners of small and medium-sized businesses (SMBs), which face difficult times operating in, and recovering from, the economic uncertainty of the foreseeable future.

Sun Coast Media Group's advertising management and multi-media account executives intend to make sure residents know which area businesses are open and ready to serve. With many local businesses operating under adjusted hours or with reduced staffs, it's more important than ever that SCMG step up and support the local economy, as it did with a similar program following Hurricane Charley.

"It's important to us that our team reaches out to all SMB's, whether they are former advertisers, current advertisers or have never advertised with us at all," said Omar Zucco, SCMG's director of advertising. "While we approach the situation with caution, we know we need to be there for our local businesses. We will be."

As part of the campaign, you will see multiple pages of free ads in SUN newspapers, specifically to remind residents that the SUN's advertising and marketing partners "Are Open for Business." Additionally, SCMG is offering several programs aimed at supporting every kind of local business and service providers with a one-to-one advertising match program.

"Our community and readers are counting on us," Beatty said. "They are counting on us to report the news and views our readers need to keep their families safe and healthy. Local business owners and employees can count on us to stand with them during this uncertain time and well into the future. Our readers and subscribers are the same people who will be the SMB's customers in the days, weeks and years to come."

Today, more readers are turning to SUN Newspapers and YourSun.com than ever before. Hundreds of thousands of readers visit YourSun.com and open the pages of our newspapers every month.

ADDITIONAL COMMENT: Omar Zucco at [omar.zucco@yoursun.com](mailto:omar.zucco@yoursun.com). or call 941-205-6406.

ABOUT SCMG: SCMG operates the North Port Sun, Englewood Sun, Port Charlotte Sun, Punta Gorda Sun, Venice Gondolier SUN, West Villages SUN newspapers, SUN Weekly newspapers, numerous specialty publications, HARBOR STYLE and VENICE STYLE Magazines and YourSun.com.

CONTACT: For more information on how your business can capitalize on the programs offered by SUN Newspapers and YouSun.com, contact Omar Zucco at [omar.zucco@yoursun.com](mailto:omar.zucco@yoursun.com). or call 941-205-6406.