

Good Morning Wonderful Northeast Polk Chamber of Commerce Members!

For those of you who don't already know me, I want to take a moment to introduce myself. My name is Donna Fellows-Coffey and I am the new publisher for the Four Corners News Sun. We moved into our new office in downtown Davenport in January and have assembled a new team to serve our Northeast Polk area -- hopefully you have spotted some of us out in the community doing just that.

Hopefully you've also noticed that our paper has a new look, with more pages, increased concentrated local content, and color-coded categories to help you quickly locate the stories you're looking for. We've also added a weekly Athlete of the Week spotlight page to celebrate our area athletes, as well as a weekly POSITIVELY Four Corners spotlight to highlight some of the good that goes on in Davenport and Haines City every day!

For those of you who are unfamiliar with our newspaper, we are a weekly print publication that publishes every Wednesday. Our coverage area is Davenport, Haines City, ChampionsGate, Northeast Polk, Solivita and Citrus Ridge, with additional coverage in portions of Poinciana, Clermont and Kissimmee. We are part of D-R Media and MidFlorida Newspapers, a string of newspapers that roughly stretch from Sebring to Tavares. We have two sister papers here in Polk County - the Winter Haven Sun and the Polk News Sun - as well as the Clermont News Leader in Lake County.

The Four Corners News Sun print edition has a current distribution of just over 12,000 copies. Additionally, our digital e-edition goes out to roughly 8,000 subscribers every Wednesday as well.

This week's edition had our chamber's wonderful Executive Director, Lana Stripling, on the cover in honor of International Women's Day this past Wednesday. If you haven't seen it yet, I encourage you to check it out!

We are also the team behind the Northeast Polk Chamber of Commerce Directory this year. If you haven't received copies of the directory yet, please let me know and I'd be happy to drop some by!

As we've been out in the community these past couple of months, we've noticed some trends among the residents. There are new residents who have no idea who to trust for services in the area, and there are longtime residents who are unaware of some of the amazing new businesses who have moved into the area. So we decided to try to get everyone together! We are hosting a Welcome to Northeast Polk event on Tuesday, April 25 from 10am to 2pm at the Tom Fellows Community Center in Davenport. The event will be free to the public and will give area businesses a chance to showcase their products or services to area residents. Business sponsorships and event booths are now available and start as low as \$100. We would love for you to join us!

Finally, in addition to my role as publisher, I am also one of the advertising sales representatives for Northeast Polk. We believe that we have the best advertising value in the county as it is, but we are currently running some specials that can give you even more value for your marketing dollars. If you are an established customer of ours and already have an account rep, I'm confident that they've already reached out to you with our current specials. If you don't have a current representative, I'd love to take care of your account and let you know about all of the great things we have going on.

A few of our current promotions include:

- Our Community Profile promotion features an article about your business, a picture(s) of your business, and a business banner ad, all of which combine to total a full page dedicated to your business! The Community Profile pricing is \$250 if it runs just in the Four Corners News Sun, or \$500 if it runs in all three Polk papers (Four Corners News Sun, Winter Haven Sun, Polk News Sun)
- Ads on our weekly e-edition email blasts start at \$100.
- Our website ads run on all three of our websites (FCNS, WHS, PNS) for 30 days and start as low as \$150.
- Our Facebook ads are available for all three of our pages (FCNS, WHS, PNS) and start as low as \$10.

AND SO MUCH MORE! I would love the opportunity to discuss our advertising options with you and find a package that's the perfect fit for your business! Please let me know if there's anything our team can do to help! I'd love to hear from you! I can be reached at dfellows-coffey@d-r.media or 863-303-8535.

Thank you for all that you do to keep the commercial heartbeat of Northeast Polk County beating strong!

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Thank you,
Donna Fellows-Coffey
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Please check us out online and on social media!

Online at midfloridanewspapers.com/four_corners_news_sun

Facebook at facebook.com/FourCornersNewsSun