

CONTENT MARKETING PLATFORM



MEDIA KIT 2019

AT A GLANCE

The SWFL 100 is an integrated digital publication and content marketing platform featuring 100-word articles and 100-second videos that provide a quick yet thorough view into the people, news, events and ideas that make South West Florida what it is today. Our articles and videos are featured in *The SWFL 100* website, distributed through our eNewsletter four times a month and shared on our social media platforms which will reach the five-county region of South West Florida including: Collier, Lee, Charlotte, Glades and Hendry counties.

THE PUBLISHERS

Cyndee Woolley, APR

President, C2 Communications

Woolley has spent her career consulting in public relations, social media, email marketing, and community outreach strategies. She is also the author of *Building Brand [You]*, which has been incorporated into the MBA program at Hodges University and is available for purchase on Amazon.com. Additionally, she has led training initiatives in social media and public relations training programs in local markets and on national platforms.

She is known for being “up to something” because of her community involvement. She organizes the annual Farm City BBQ, a SWFL tradition that attracts nearly 3,000 business and agricultural leaders. She is also the founder of the League of Courageous Women, a team of courageous professionals inspired to create a stronger community.

Woolley has a beautiful young daughter. When she isn’t taking her to dance, they are exploring new cultures through cooking and travel.



Stephanie Spell

Vice President, C2 Communications

Throughout her 30+ year career, Stephanie Spell has distinguished herself as a leader and community advocate. As Chief of Community Engagement in the law enforcement industry, she has developed a platform of unique community relationships and interaction that has brought international recognition to the agency for her innovation, agency branding, trust building and reputation management abilities.

With a passion for improving the community, Spell has provided strategic leadership and communications guidance for many non-profit organizations. She is currently serving as the Chair of the Leadership Collier Foundation, a board member on the League of Courageous Women and Youth Haven.

Perhaps most recognized for her calm, honest and witty messages to a community in crises during and after Hurricane Irma, Spell is an adjunct professor at Barry University and is an avid outdoorswoman who enjoys fly-fishing and sporting clays. Additionally, Spell is the co-author of “The People’s Commissioner Donna Fiala”, published by The Seymour Agency, 2017.



PRODUCTS




Website Content

The SWFL 100 provides optimal story and video integration across The SWFL 100 website, eNewsletter and Social Media channels to make certain your message is heard anywhere and everywhere. Additionally, each article has links in order to direct readers to your website or other areas of interest.

Digital eNewsletter

Email marketing continues to be one of the most powerful forms of content marketing. The SWFL 100 eNewsletter provides content 4-times a month with a targeted distribution of of nearly 50,000 business and civic leaders across Southwest Florida. Each eNewsletter highlights influential thought leaders, businesses, and healthy lifestyle tips from the five-county region stories and videos that are written, edited, and produced by our team of skilled writers.



FEATURED NEWS	FEATURED NEWS	FEATURED NEWS
Leadership takes guts  <p>As I take my seat as the Chair of the Leadership Collier Foundation (LFC), I reflect on what it takes to lead. While many of us would say it takes heart and passion, I believe it takes guts.</p> <p>Your guts, or your intestinal fortitude, have long been associated with courage, just as the heart has been with love and passion. Remember that feeling in the pit of your stomach when you had to make a hard leadership decision? Yeah, that was your courage being summoned up from your core and letting you know you have got the guts to lead.</p> <p>-Stephanie Spell</p>	Lee County students safer with AEDs on all campuses  <p>In a cardiac emergency, every second counts. Now, students and visitors will have faster access to lifesaving AED units at all Lee School District campuses.</p> <p>With a \$150,000 donation from the Golisano Children's Hospital of Southwest Florida, Lee School District placed AEDs in all middle and elementary schools and implemented an emergency response plan, with 3-5 staff members specifically trained to use the AEDs.</p> <p>This joint public-safety project has earned every school in the District the Project Adam Heart Safe designation. Funding for this initiative was provided by the Lee Health Foundation's Little Red</p>	Cooking tri tip on your Big Green Egg Grill  <p>Preheat Big Green EGG for indirect cooking with the convEGGtor at 250°F/121°C.</p> <p>Rub the tri tip with olive oil and apply seasoning on both sides. Let it rest while your EGG preheats.</p> <p>Place the tri tip on the EGG and cook until it reaches an internal temperature of 115°F/46°C. Remove and cover with foil to let it rest for about 10 minutes.</p> <p>Remove the convEGGtor and switch to direct heat, and get the EGG up to 500°F/260°C. Sear the tri tip on high heat for 2-3 minutes per side.</p> <p>Remove and let rest for another 10 minutes. Slice against the grain and serve</p>



Video Production

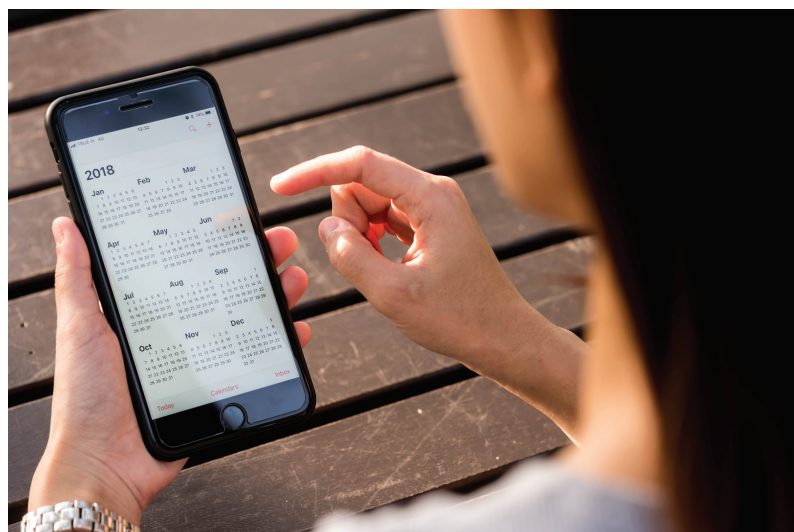
Today, video content is considered to account for more than 69 percent of all consumer internet traffic, according to Cisco. The SWFL 100 produces creative and original video content designed for publication in The SWFL 100 eNewsletter, website and social media.

Through with our devoted video production partner, Robert Boni of United Sound & Video, LLC, we work with organizations and brands to capture their most captivating stories to engage their key stakeholders.

COMMUNITY CALENDAR

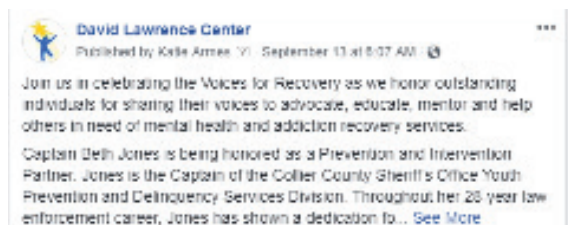
The SWFL 100 offers a complimentary community calendar so that our readers have access to our region's signature events at the tip of their fingertips. Featured events will include the top business networking events as well as the fun, community building events and non-profit fundraisers.

A full calendar of events will be available on The SWFL 1000 website, and select events will also be shared through the publication's eNewsletter and social media channels.



CUSTOM SOCIAL PROMOTION

The SWFL 100's in house editorial team works to craft social posts that are engaging and shareable via Facebook, Twitter, Instagram, and LinkedIn. Custom social posts are created in an authentic voice to inspire, educate, or entertain readers and consumers, while further extending the reach of each article/video featured in the The SWFL 100.



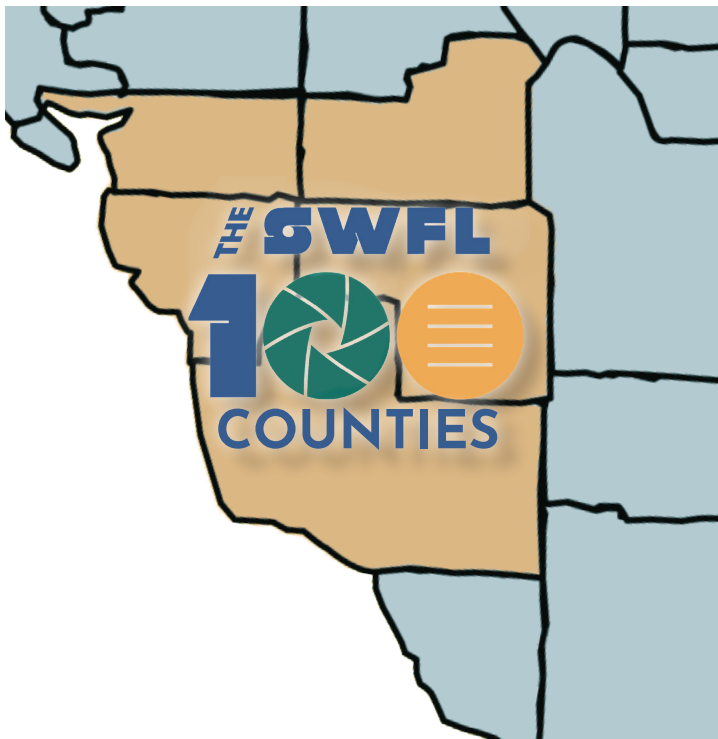
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Farm City BBQ

Public - Hosted by Seminole Casino Hotel and Farm City BBQ of Collier County



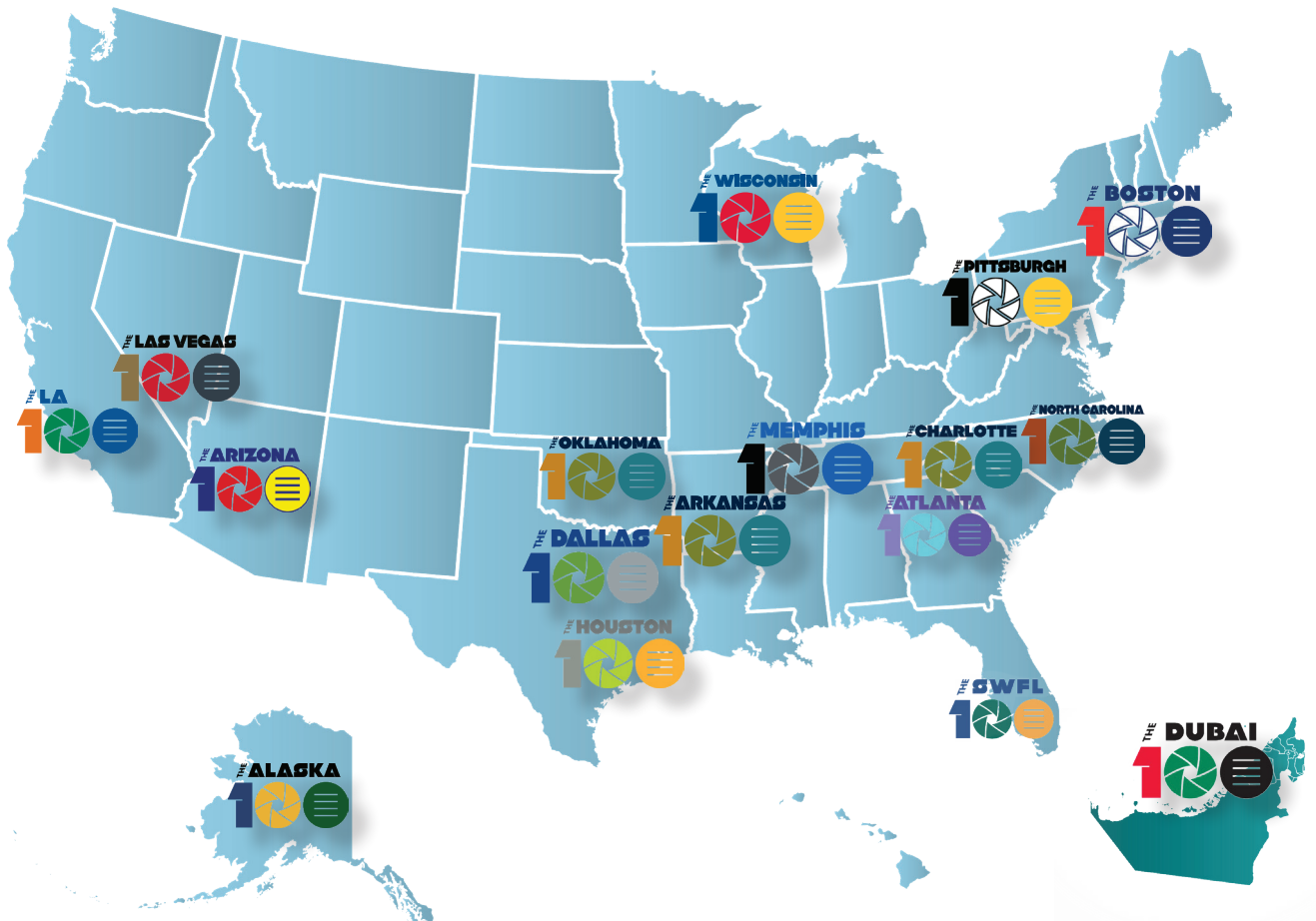
NATIONAL AND INTERNATIONAL REACH



The SWFL 100 offers a targeted distribution to over 50,000 of Southwest Florida's business and thought leaders.

While the businesses and residents of the SWFL region are diverse, they are united in protecting the quality of life that makes SWFL such a desirable place to live, work and explore.

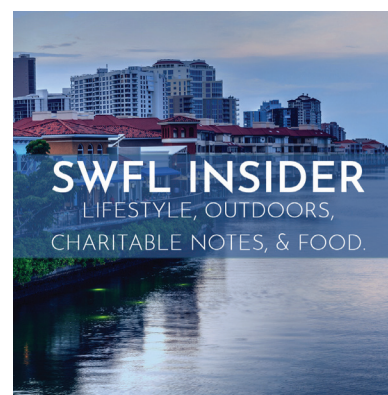
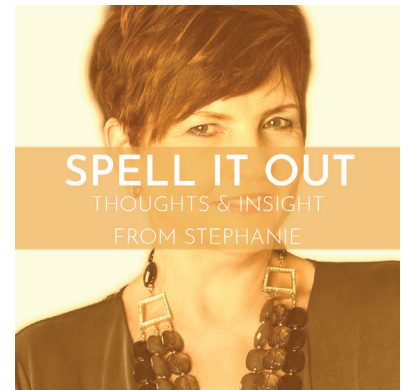
As an added benefit for our investors, stories may be shared with international and national "100" partners, amplifying reach to more than 300,000 readers.



PUBLISHING CALENDAR

	PUBLISH DATE	DUE DATE
Nov	11/7/18	10/30/18
	11/14/18	11/6/18
	11/21/18	11/13/18
	11/28/18	11/20/18
Dec	12/5/18	11/27/18
	12/12/18	12/4/18
	12/19/18	12/11/18
	12/26/18	12/18/18
Jan	1/9/19	1/1/18
	1/16/19	1/8/18
	1/26/19	1/18/18
	1/30/19	1/22/18
Feb	2/6/19	1/29/19
	2/13/19	2/5/19
	2/20/19	2/12/19
	2/27/19	2/19/19
Mar	3/6/19	2/26/19
	3/13/19	3/5/19
	3/20/19	3/12/19
	3/27/19	3/19/19
Apr	4/3/19	3/26/19
	4/10/19	4/2/19
	4/17/19	4/9/19
	4/24/19	4/16/19
May	5/1/19	4/23/19
	5/8/19	4/30/19
	5/15/19	5/7/19
	5/22/19	5/14/19
June	6/5/19	5/28/19
	6/12/19	6/4/19
	6/19/19	6/11/19
	6/26/19	6/18/19
July	7/3/19	6/25/19
	7/10/19	7/2/19
	7/17/19	7/9/19
	7/24/19	7/16/19
Aug	8/7/19	7/30/19
	8/14/19	8/6/19
	8/21/19	8/13/19
	8/28/19	8/20/19
Sep	9/4/19	8/27/19
	9/11/19	9/3/19
	9/18/19	9/10/19
	9/25/19	9/17/19
Oct	10/2/19	9/24/19
	10/9/19	10/1/19
	10/16/19	10/8/19
	10/23/19	10/15/19
Nov	11/6/19	10/29/19
	11/13/19	11/5/19
	11/20/19	11/12/19
	11/27/19	11/19/19
Dec	12/4/19	11/26/19
	12/11/19	12/3/19
	12/18/19	12/10/19
	12/26/19	12/17/19

Here at The SWFL 100, you will find article topics that will interest every kind of reader. From fun and engaging stories, to serious or educational lessons, there is something for all. Crafted by the C2 Communication staff, readers are engaged in everything there is to enjoy about SWFL.



PACKAGE INVESTMENT

The SWFL 100 is offering content marketing packages to companies and organizations that are making a difference in our community.

C2 Communications will work with you to develop a strategy to publish informational stories or videos corresponding to your needs via *The SWFL 100* eNewsletter, website, and social media. Our team will work to position you and/or your company as a “thought leader” or “subject matter specialist,” writing on topics that meet your strategic goals.



Your Investment

Your investment includes guaranteed placement in *The SWFL 100* eNewsletter, website and social media. Annual partner stories will be giving preferred placement at the top of the eNewsletter.

BRAND BUILDER PACKAGE - \$6,000 per year

Includes:

- One 100-word story per month included on *The SWFL 100* website and distributed through eNewsletter and social media channels.
- C2 Communications staff will help you craft compelling stories and draft content for you.
- Minor photography retouching and enhancements included.

INFLUENCER PACKAGE - \$10,000 per year

Includes:

- Contributor photo and byline on *The SWFL 100* website.
- Two 100-word stories or 100-second videos per month included on *The SWFL 100* website and distributed through eNewsletter and social media channels.
- C2 Communications staff will help you craft compelling stories and draft content for you.
- Minor photography retouching and enhancements included.
- Video production will be an additional fee, based on story content and coverage. Videos will be available for client to utilize on website and other channels.

**MOST POPULAR
PACKAGE**

LEGACY BUILDER PACKAGE - \$18,000 per year

Includes:

- Contributor photo and byline on *The SWFL 100* website
- Four 100-word stories or 100-second videos per month included on *The SWFL 100* website and distributed through eNewsletter and social media channels.
- C2 Communications staff will help you craft compelling stories and draft content for you.
- Minor photography retouching and enhancements available.
- Complimentary access to stock photography.
- Video production will be an additional fee, based on story content and coverage. Videos will be available for client to utilize on website and other channels.