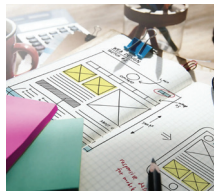




**BRANDING**  
Creativity, Uniqueness,  
Typography &  
Usability | **1A**



**WEBSITES**  
Strengthen your online  
presence with high-quality  
web design. | **1B**



**SOCIAL MEDIA**  
Social media is key to  
building and keeping  
readership. | **1C**

*Established 1990*



# SandpaperMarketing

WEEK OF JULY 31 - AUGUST 1, 2025

VOLUME MMXXV • ISSUE NO. 31

## Your Newspaper's Growth Partner

As publishers and marketers, we deliver proven strategies that grow readership, revenue, and reach—because we know the business from the inside out.

**BY SANDPAPER MARKETING**  
[info@sandpapermarketing.com](mailto:info@sandpapermarketing.com)

### Why Sandpaper Marketing?

We don't just market newspapers—we own them. As publishers of five award-winning community newspapers and the Emerald Coast Visitor's Guide, Sandpaper Marketing knows the newspaper business inside and out. Based in Navarre, Florida, with offices in Milton and Crestview, we've mastered the art of growing readership, revenue, and efficiency. Let us be your fractional CMO, solving problems and delivering solutions that make your newspaper thrive.

### Our Expertise, Your Success

- **Industry Insiders:** Our hands-on experience as publishers means we understand your challenges—from circulation to ad sales—and how to overcome them.
- **Award-Winning Results:** Our newspapers consistently win

awards for editorial and design excellence, proving our strategies work.

- **Comprehensive Solutions:** From ad development to website management to process optimization, we handle it all, saving you time and money.
- **Cost-Effective Partnership:** Get a full team of marketing experts—designers, developers, strategists—without the overhead of full-time staff.

### How We Grow Your Newspaper

1. Sales Sheets – that sell for you
2. Digital Advertising
  - Boost ad revenue with targeted banner, native, and programmatic ads.
  - Engage readers across platforms with data-driven campaigns.
3. Web Design & Management
  - Build mobile-optimized, reader-friendly websites to increase engagement.

- Enhance SEO and integrate newsletters to grow your audience.
- 4. Print Advertising
  - Design compelling ads that attract local businesses.
  - Integrate print and digital for maximum advertiser ROI.
- 5. Social Media & Email
  - Grow readership with targeted social campaigns and newsletters.
  - Deliver news and promotions via email and text to build loyalty.
- 6. Process Optimization
  - Streamline ad sales, content workflows, and operations for efficiency.
  - Train your team to pitch integrated ad packages that win long-term clients.
- 7. Recruiting
  - Streamline Your Hiring Process: Our expert recruitment services connect you with top talent, saving you time and ensuring you find the best candidates for editorial, sales, and operational roles.

- Automate Recruitment on Your Website: We integrate seamless, customized job application systems into your website, automating candidate sourcing, screening, and communication to boost efficiency and attract quality applicants.

### Proven Results

- **25% Revenue Growth:** A local paper increased digital ad income with our programmatic solutions.
- **15% Subscriber Surge:** Our newsletters grew a weekly's email base.
- **20% Ad Sales Boost:** A "Local Favorites" campaign drove local business ads.

### Contact Us:

- [Spencer@sandpapermarketing.com](mailto:Spencer@sandpapermarketing.com)
- 850-943-6681
- [sandpapermarketing.com](http://sandpapermarketing.com)
- [sandpaperpublishing.com](http://sandpaperpublishing.com)



PROOF IN PRINT:

# Success Stories from the Field



## ONE OF *the Best* DECISIONS WE MADE

JENNIFER HARDING  
Owner, Happy Joe's Pizza of Navarre



As a trusted locally owned newspaper, staying connected with our readers—both in print and online—is incredibly important to us. Sandpaper Marketing has been a true partner in helping us do just that. They designed a website that captures the spirit of our community and makes it easy for readers to stay informed. For years, they've handled everything from hosting to updates with professionalism, creativity and real care. We appreciate the dependable support of their team and the way they truly understand what matters to a local paper like ours.

Cheryl Schum  
Publisher  
Boca Beacon

Sandpaper Marketing has turned my \$100,000 a year business into a \$500,000 a year business in less than one year - during a pandemic. They know what they are doing - listen to them - but more importantly - hire them to handle your marketing.

Michael Blois  
Owner  
The British Pedlar

If anybody needs a logo, website, professional presentation or any sort of marketing, they rock! Sandpaper Marketing just absolutely rocks. They took the time to listen to the story of Shelby's Walk Foundation, and with very little direction from me, the Sandpaper Marketing team created a logo, website, video, brochures, business cards and a presentation that truly captured the essence of Shelby's Walk Foundation: to embody warmth and healing. They nailed it, they really did.

Yvonne Harper  
Founder & Executive Director  
Shelby's Walk Foundation

I love my new website! Sandpaper Marketing met with me to discuss ways to elevate my presence online with my event venue. They kept me informed throughout the process and implemented my feedback. I am experiencing more inquiries about the services that my venue has to offer. I highly recommend Sandpaper Marketing.

Beth Clary  
Owner & Booking Manager  
South Laurel Farm

Navarre Press told us if we advertised with them and followed a marketing plan specifically outlined for us through Sandpaper Marketing that included an online and print strategy, our business would grow 25% in one year. Turns out, they were wrong. We grew our business by 30%

Larry and Jerry Rolison  
Owners  
Ye Olde Brothers Brewery

Sandpaper Marketing has been our marketing company for more than ten years and they have earned our business every year. We consider them our own in-house marketing and publishing team. They're proactive and present us with new ideas to continue to set ourselves apart from our competition. We have never felt like we are just another client. We continue to appreciate the dedicated time and attention that is given to us, and we have certainly benefited from their collaborative approach and the results of their efforts.

Steve Hall  
Owner & Broker  
Great Southern Yachts

Working with Spencer and his team at Sandpaper Marketing was one of the best decisions we made when launching our restaurant. From day one, Spencer brought fresh, creative marketing ideas that helped build a buzz before we even opened the doors. Their insight into branding, social media, and local outreach has played a huge role in our success. We truly consider Spencer part of our team and are grateful for his dedication, professionalism, and infectious positive attitude. Highly recommended!

Jennifer Harding  
Owner  
Happy Joe's Pizza of Navarre

I was specifically looking for a partner and extension of our team and that's exactly what I found. The Destin marketplace is very competitive and with the assistance of the Sandpaper Marketing's team, I've been able to set myself apart. My social media and email marketing are very effective, and other Realtors have asked who I am working with. Unfortunately for Sandpaper Marketing, I'm not referring my competition to them. However, I did refer them to a Realtor friend of mine in Connecticut and she also had great things to say about the team at Sandpaper Marketing.

Bonnie Hall  
REALTOR  
Coldwell Banker



**SandpaperMarketing**