

# Introducing our new “Stay Note” brand builder program!



You've seen Sticky Notes that are attached and get pulled off the newspaper. We now offer the "Stay Note" version - looks like a Sticky Note but stays on the paper because it is designed along with the content of the paper.

An excellent opportunity for you to build your brand awareness and is being offered exclusively to real estate agents and brokers!

# \$299

PER DAY - LIMITED AVAILABILITY

For more information on qualifications contact ...

**Robert Lee**  
Advertising Sales Manager  
(707) 933-2749  
robert.lee@sonomanews.com

# Use Stay Notes To Boost Your Brand Awareness!



Your digital Stay Note will be a 300 x 250 featured on the homepage for one week (Friday through Thursday) with a two-time frequency cap, approximately 10,000 impressions - \$150.

Agent photo



"More than 25 happy home sellers this year alone!"

**Carol Peletier**  
 REALTORS® Associate  
 BRE LIC #04281971  
**(707) 575-7500**

Concise benefit statement why seller should use you.

Broker Logo and address.



427 Mendocino Ave.  
 Santa Rosa, CA 95401  
 (707) 575-7500

Agent contact information.

3" x 3" actual size

## Stay Note copy, schedule and usage qualifications

- Agents are limited to purchasing 12 units per year
- Stay Notes are subject to preemption due to other advertising units that may disrupt view ability and/or newsroom content anomalies
- Copy must strictly follow example for branding performance
- No specific listing details can be used
- Other advertising acceptance standards and contract regulations as noted on SMI's current form applies.