

2020 OPEN FOR BUSINESS SPOTLIGHT

There is one overwhelming factor that will decide where consumers go upon the state reopening. Safety. Consumer behaviors and priorities are changing so it is important to inform your local community how you plan to keep your customers and employees safe.



Open for Business SPOTLIGHT

Promote safety at every stage.
It's not nice-to-have.
It's necessary.

As residents re-evaluate where, why, and how they purchase local goods and services, businesses that communicate their enhanced safety measures will build consumer confidence and stand out from the competition.

What Is Open for Business Spotlight?

Open for Business Spotlight is native advertising that allows advertisers a way to reach their target audience through creative, effective, and measurable custom content. We use a content questionnaire to build the Spotlight profile. Safety icons and a bulleted safety measures checklist will be included as well.

The Benefits of Community Spotlight?

It provides users with a much less disruptive advertising experience. It is a quick and effective way to reach a large audience with important details of reopening approach, safety measures being taken and certifications required by the state. Your profile will have prominent placement on the local news website within your community. 70% of consumers prefer to learn about a products and services through content.

The Combination of Print and Digital

To ensure the widest reach, Open for Business Spotlight will also run in the newspaper(s) of client's choice, appearing in a similar look, feel and tone as the paper's editorial. It also includes a print ad that will run adjacent to the Open for Business Spotlight. We will also drive traffic to your profile through social posts.

HEARST

CONNECTICUT
MEDIA GROUP

For more information, contact your
Media Consultant or call 203.330.6238

Advertising Opportunity

Package

Cost

Daily (select one news site and publication) \$1095

Weekly (select one news site and publication) \$900

Each package includes:

- Open for Spotlight online
- Social boost
- 1/4 page Spotlight + 1/4 page print advertisement

Color is an additional \$75 per publication chosen.

****Native impressions are currently not available for: SLT, WHN, LCT, DT, NCA, WB, TT, RP, SH, MM & CT MAG****

Print

Sponsored Content



Joe's Steakhouse Bar & Grill

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Website: www.joessteakhouse.com
Hours: Mon-Sat 10am-8pm, Closed Sun.
Phone: 203-321-8756
Email: info@joessteakhouse.com
Location: 345 Main Street
Norwalk, CT 06851

Staff Training: Yes
Certification Complete: Yes

Additional Safety Measures:

- Thorough Cleaning Prior to Reopening
- Outdoor Dining Only
- Capacity Tracking
- Strict Cleaning & Disinfection Protocols
- Stagger Employee Shifts
- No Reusable Menus
- Create Work Zones for Servers
- Prepackaged or Rolled Utensils
- No Preset Table
- Touchless Appliances
- Discontinue Valet Services

Our Patio is Open!

Thank you for your support these past few months ordering takeout from Joe's Steakhouse.

To show our appreciation, each table will receive a complimentary appetizer through June 8.



Reservations highly recommended due to social distancing measures being taken and limited tables in our outdoor dining area.

345 MAIN STREET • NORWALK CT
203-321-8756 • JOESSTEAKHOUSE.COM

Digital

We are open and Safe for business

A collection of local businesses who are open and what they are doing to ensure the safety of their loyal customers and staff.

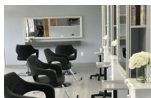
Hair Salons



Tala Hair Studio
Shelton, CT



Tala Hair Studio
Shelton, CT



Tala Hair Studio
Shelton, CT

See More

Restaurants / Bars

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