



## Florida Press Association

1025 Greenwood Blvd., Suite 191  
Lake Mary, FL 32746



October 1, 2018

Dear Publisher/Ad Director:

The debate partnership of the Florida Press Association and Leadership Florida are coming together again to bring the gubernatorial debate to the citizens of Florida. This key election will be watched by the voters of Florida and across the nation.

We are asking for your support of this important project by running quarter-page ads promoting the event in your newspapers. For daily newspapers, we are requesting publication on Sunday, October 21<sup>st</sup>; for weekly newspapers, the nearest publication date prior to the debate on October 24<sup>th</sup>. We would also request that this ad be run more often if space permits. If you would like to attend the debate in person (there is no charge) at Broward College in Ft. Lauderdale, we have a few tickets available on a first-come basis. Please contact Joe Trovato no later than October 10<sup>th</sup> for tickets at [jtrovato@mediagenius.com](mailto:jtrovato@mediagenius.com) or at 321.283.5257.

The ads can be downloaded at [www.beforeyouvote.org/ads](http://www.beforeyouvote.org/ads), where you can also find detailed information about the debates. We will send an insertion order directly to your newspaper advertising staff. Please add your newspaper's logo above the sponsor's logos.

If you have any questions, please don't hesitate to contact Dean Ridings, Florida Press Association President, at 321.283.5277 or at [deanr@flpress.com](mailto:deanr@flpress.com). Thank you in advance for supporting this important program.

Avido Khahaifa, FPA Chair and  
Publisher, Orlando Sentinel

Dean Ridings, President & CEO  
Florida Press Association