

HardisonInk.com

Publisher invites candidates to buy political ads; Price is \$200 a month

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THE WORLD – While 2018 is not a Presidential Election Year, it is a Midterm Election Year.

Candidates in municipal, county, district, state and national elections are well served if they buy an ad in *HardisonInk.com*.

While there is an option to buy a yearlong ad, like normal business interests, politicians can buy short-term advertisement runs.

Here is the deal for all political ads this year - the ad will be 300 pixels wide by 599 pixels long. The ad will run on all seven pages. The ad will run for \$200 a month.

There are no runs less than one-month. *HardisonInk.com* can publish a month-long “Thank you” ad, and for the elected or reelected candidate running a yearlong ad, *HardisonInk.com* will let that candidate add a public service ad or update ad on the state of the district, or county, etc.

Ad rates for politicians who buy yearlong ads are the same as for business interests that buy yearlong ads. Those ads cost \$900 less on the per-year basis in contrast with the monthly cost.

Here is another unique offer this year. If no business or person buys the \$2,000-a-year ad on the Leisure Page (the last prominent ad available on any of the seven pages), then *HardisonInk.com* will sell that space to a candidate in any race (including for governor) for \$500 for a minimal two months and \$250 for each month after that.

The monthly averages recorded by *Google Analytics* and *cPanel* (third-party robotic measuring programs) for *HardisonInk.com* during the 12 months of 2017 in four categories are shown below:

Unique Visitors 15,552

Number of Visits 36,179

Pages 120,336

Hits 1.2 million

Consider more than 15,000 unique visitors in contrast with few than 5,000 subscribers in the weekly newspapers. More than one million hits a month is among the significant numbers.

Beyond the benefit to a campaign by capturing the market with the most traffic, there is the altruistic and American patriotic ideal too -- that by buying an ad in *HardisonInk.com*, the candidate is helping the people of the world by helping a free press serve a free country.

Candidates are advised to buy sooner rather than later, because ads are placed by size and chronology of payment accepted.

For more information, or to purchase an ad on *HardisonInk.com*, call **352-493-9950** or send an email to hardisonink@gmail.com.