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# 850

**m a g a z i n e**

## **Veterans Florida**

Advertising for 2019

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# **PRINT EXPOSURE**

Spring 2019

Native Article Full Page

Pending Release

# ONLINE EXPOSURE

January 2019

## Digital Native Article

850 BUSINESS MAGAZINE

Rowland Publishing About Us Contact Us Digital Edition Archive Media Kit My Account

HOME EVENTS REGIONAL NEWS SMALL BUSINESS POLITICS OPINION PEOPLE LEGAL INSIGHTS DEAL ESTATE BUSINESS

The 850 Business Blog / News 2018 / Veterans Florida Connects You with the Workforce You Need

## Veterans Florida Connects You with the Workforce You Need



### SPONSORED CONTENT

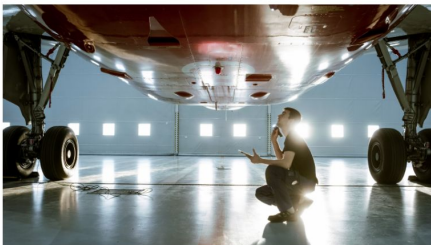


PHOTO COURTESY OF VETERANS FLORIDA / SHUTTERSTOCK

### The 850 Business Blog

Business News and Notes from Pensacola, FL

#### About This Blog

Our team of reporters, editors and photographers bring you breaking news stories and updates from across Northwest Florida.

#### Archives

- News 2018
- News 2017
- News 2016
- News 2015
- News 2014
- News 2013
- News 2012
- News 2011
- News 2010
- News 2009

#### Feed

Subscribe to the The 850 Business Blog Feed »

#### Recent Posts

- Tax Mistakes for Small Businesses to Avoid | Comments
- WaterColor Inn And The Pearl Hotel Earn Prestigious Award In Luxury Hospitality | Comments
- NAACP Recognizes 2019 Best of the Best |

Your company is only as strong as the people you have working for you.

As a non-profit corporation created by the State of Florida, Veterans Florida provides your business with the talent it needs to be at the top of your industry.

Think of us as the missing puzzle piece that connects your business with a pool of skilled, mission-focused workers who are eager to apply those skills for you.

#### Veterans Have the Skills You Need

Employing veterans means increased competitiveness, productivity, and profits.

Hiring agents report veterans have significantly higher rates of productivity and reduced turnover compared to their civilian peers.

They are disciplined with a strong work ethic and are able to adapt to a wide variety of situations and environments.

Smart employers know the key to a productive, competitive workforce is hiring veterans.

#### Job Postings and Screened Applicants

When you partner with Veterans Florida you get access to our Career Services team.

They review resumes, screen applicants, and connect you with the most qualified candidates to ensure your business is matched with unparalleled talent.

Simply send in your job posting at no cost, and our team will lead the top candidates directly to you.

- Wakulla County Welcomes Opportunity | Comments
- Why Coffee Shops May Be the New Cubicle | Comments
- Bay Economic Development Alliance Unveils Planned Global Boarding School | Comments
- Council on Culture & Arts Heads in a New Direction | Comments
- Things To Do This Week: January 21-27 | Comments
- Veterans Florida Connects You with the Workforce You Need | Comments: 2
- Rebuild 850 Maintains Focus on Needs of Post-Hurricane Michael | Comments



#### Workforce Training Grant

Build on a veteran's existing skill set with Workforce Training Grants.

We not only help your company find the talent you need to be successful, but we can reimburse your training costs by half, up to \$8,000, for each veteran employee hired and trained.

This grant covers costs ranging from tuition, instructor salaries, on-the-job training, software, and additional materials.

Your dedicated point of contact at Veterans Florida will walk you through the five steps of the process: application, certification, hiring, training, and reimbursement. Don't waste another minute. Apply now <http://www.veteransflorida.org/grant>.

"On average, every dollar invested in Veterans Florida Workforce Training Grants generates \$10 in veteran salaries."

#### Don't Take Our Word for It

Here's what one of our partners, the President and CEO of VetCor, Paul Huszar, had to say about their experience with Veterans Florida Career Services:

"Veterans Florida has been one of our foremost partners in helping us in our mission to create meaningful and sustainable employment opportunities for our Nation's heroes. We've used their job placement services to recruit and hire new teammates, and then used their training grant program to assist in getting our veterans trained and certified in a new profession. Veterans make great employees – we've bet our business model on it."

Ready to take your workforce to the next level? Visit [www.veteransflorida.org](http://www.veteransflorida.org) to learn more.

Veterans Florida | 930 Thomasville Rd #100, Tallahassee, FL 32303 | (850) 898-1444 |

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## **ONLINE EXPOSURE**

Spring 2019

Digital Native Article

Pending Release of Print

Native Article

# ONLINE EXPOSURE

Jan-Mar 2019

"It Pays" Online Ad

The screenshot shows the homepage of 850 Business Magazine. The header includes the logo, navigation links (Rowland Publishing, About Us, Contact Us, Digital Edition, Archive, Media Kit, My Account, Subscribe), and a search bar. Below the header is a navigation bar with categories: HOME, EVENTS, REGIONAL NEWS, SMALL BUSINESS, POLITICS, OPINION, PEOPLE, LEGAL INSIGHTS, DEAL ESTATE, and BUSINESS JOURNALS.

The main content area features a large article titled "The Current Agency Runs on Ideas" with a photo of three people. Below the article is a pagination bar showing numbers 1 through 10, with 5 being the active page. To the right of the main article is a sidebar with several smaller articles: "The 850 Business Blog", "Tax Mistakes for Small Businesses to Avoid", "WaterColor Inn and The Pearl Hotel Earn Prestigious Award in Luxury Hospitality", "NAIOP Recognizes 2019 Best of the Best", and "Wakulla County Welcomes Opportunity".

On the far right, there is a section titled "THE MAGAZINE" with a cover image and links for "Current Issue", "Digital Edition", and "Subscribe". Below this is an advertisement titled "IT PAYS TO HIRE A VETERAN" with the logo for "VETERANS FLORIDA" and a "LEARN MORE" button. A red line originates from the "ONLINE EXPOSURE" text and points directly to this advertisement.

At the bottom of the page, there are sections for "FROM THE MAGAZINE" (with a link to "From the Editor") and "SMALL BUSINESS" (with a link to "Ameris Bank is"). A "CONNECT WITH US" section at the bottom right includes social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.

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## ONLINE EXPOSURE

Apr-Jun 2019

"Training" Online Ad will  
begin running April 1.

# ONLINE EXPOSURE

## Winter/Spring

### January E-Newsletter

Inclusion: 5,797 Subscribers

From the creative minds to the octopus on the wall, this is not your average agency. The Current Agency, which calls itself a one-stop digital and creative marketing company, boasts 6,600 square feet of work, play and mostly emptiness in the name of collaboration.

[READ MORE](#)

#### Veterans Florida Connects You with the Workforce You Need



Your company is only as strong as the people you have working for you. As a non-profit corporation created by the State of Florida, Veterans Florida provides your business with the talent it needs to be at the top of your industry.

[READ MORE](#)

|                       |                |                         |                   |
|-----------------------|----------------|-------------------------|-------------------|
| 699<br>Opened         | 68<br>Clicked  | 10<br>Bounced           | 9<br>Unsubscribed |
| Successful deliveries | 5,787 99.8%    | Clicks per unique opens | 9.7%              |
| Total opens           | 973            | Total clicks            | 91                |
| Last opened           | 2/24/19 4:19PM | Last clicked            | 2/20/19 4:52PM    |
| Forwarded             | 0              | Abuse reports           | 0                 |



Brace yourself: South Monroe is about to get a whole new look and vibe.

[READ MORE](#)

### Veterans Florida Connects You With the Workforce You Need



Employing veterans means increasing competitiveness, productivity and profits. Hiring agents report veterans have significantly higher rates of productivity and reduce turnover compared to their civilian peers.

[READ MORE](#)

### Things To Do This Week: January 21-27



## ONLINE EXPOSURE

Winter/Spring

January E-Newsletter

Inclusion: 5,809 Subscribers

|                       |                |               |                              |
|-----------------------|----------------|---------------|------------------------------|
| 837<br>Opened         | 119<br>Clicked | 16<br>Bounced | 11<br>Unsubscribed           |
|                       |                |               |                              |
| Successful deliveries | 5,793          | 99.7%         | Clicks per unique opens14.2% |
| Total opens           | 1,315          |               | Total clicks167              |
| Last opened           | 2/24/19 3:45PM | Last clicked  | 2/14/19 1:28PM               |
| Forwarded             | 0              | Abuse reports |                              |




# ONLINE EXPOSURE

Jan-Jun 2019  
Facebook Posts

Post Details


Reported stats may be delayed from what appears on posts



850 — The Business Magazine of Northwest Florida

January 7 · 🌐

Your company is only as strong as the people you have working for you. As a non-profit corporation created by the State of Florida, [Veterans Florida](#) provides your business with the talent it needs to be at the top of your industry. Veterans Florida recently sat with 850 Business Magazine to delve into some of the primary ways that they are providing resources to employ and re-employ Florida's terrific veterans. 🧑🏻‍💼🧑🏻‍💼



850BUSINESSMAGAZINE.COM

**Veterans Florida Connects You with the Workforce You Need - The 850 Business Blog - News 2018**


567

People Reached


12


Engagements


Boost Post


 McKenzie Burleigh Lohbeck and Mackenzie Ligas Little

1 Share

 Like

 Comment

 Share



Performance for Your Post

567 People Reached

6 Likes, Comments & Shares ⓘ

|            |           |             |
|------------|-----------|-------------|
| 5 Likes    | 2 On Post | 3 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 1 Shares   | 1 On Post | 0 On Shares |

6 Post Clicks

|               |               |                  |
|---------------|---------------|------------------|
| 0 Photo Views | 4 Link Clicks | 2 Other Clicks ⓘ |
|---------------|---------------|------------------|

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page


Reported stats may be delayed from what appears on posts

# ONLINE EXPOSURE

Jan-Jun 2019  
Facebook Posts

Post Details


Reported stats may be delayed from what appears on posts



850 — The Business Magazine of Northwest Florida

January 15 · 🌐

Employing veterans means increased competitiveness, productivity, and profits. Hiring agents report veterans have significantly higher rates of productivity and reduced turnover compared to their civilian peers. Veterans Florida knows the value of employing veterans, which is why they've developed resources and systems to streamline a company's ability to select veteran candidates. Read more courtesy of Veterans Florida's recent feature with 850 Business Magazine!




850BUSINESSMAGAZINE.COM


**Veterans Florida Connects You with the Workforce You Need - The 850 Business Blog - News 2018**


208  
People Reached


3  
Engagements


Boost Post

 Dan Parker and Mackenzie Ligas Little

 Like

 Comment

 Share



Performance for Your Post

208 People Reached

2 Likes, Comments & Shares ⓘ

|            |           |             |
|------------|-----------|-------------|
| 2 Likes    | 2 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 0 Shares   | 0 On Post | 0 On Shares |

1 Post Clicks

|               |               |                  |
|---------------|---------------|------------------|
| 0 Photo Views | 1 Link Clicks | 0 Other Clicks ⓘ |
|---------------|---------------|------------------|

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

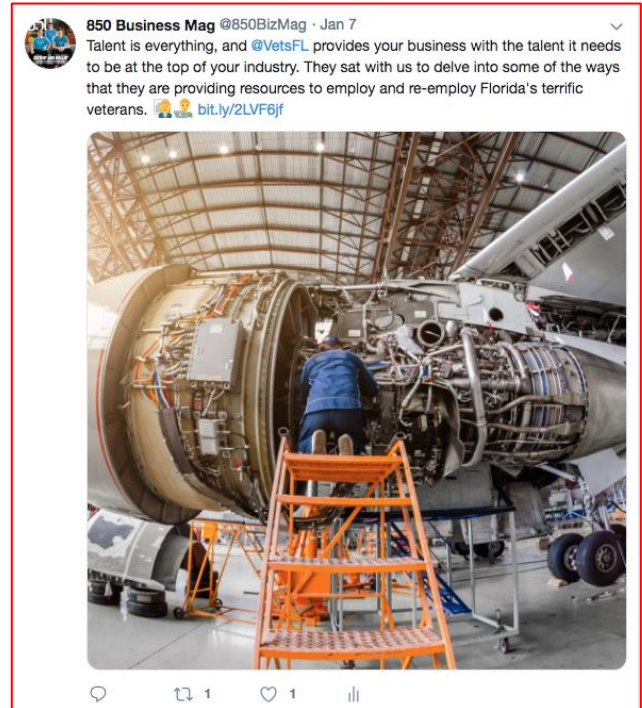
0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

## ONLINE EXPOSURE

Jan-Jun 2019  
Twitter Posts



# ONLINE EXPOSURE

Jan-Jun 2019  
Instagram Posts



850bizmag • Follow

850bizmag Your company is only as strong as the people you have working for you. As a non-profit corporation created by the State of Florida, @VeteransFlorida provides your business with the talent it needs to be at the top of your industry. Veterans Florida recently sat with 850 Business Magazine to delve into some of the primary ways that they are providing resources to employ and re-employ Florida's terrific veterans (link in bio). 🙌👏👏👏



12 likes

JANUARY 7



850bizmag • Follow

850bizmag Employing veterans means increased competitiveness, productivity, and profits. Hiring agents report veterans have significantly higher rates of productivity and reduced turnover compared to their civilian peers. @VeteransFlorida knows the value of employing veterans, which is why they've developed resources and systems to streamline a company's ability to select veteran candidates. Read more courtesy of Veterans Florida's recent feature with 850 Business Magazine (link in bio)!



12 likes

JANUARY 15