

YEAGER MARKETING HOMEOWNER GUIDE

Spring and Fall 2024

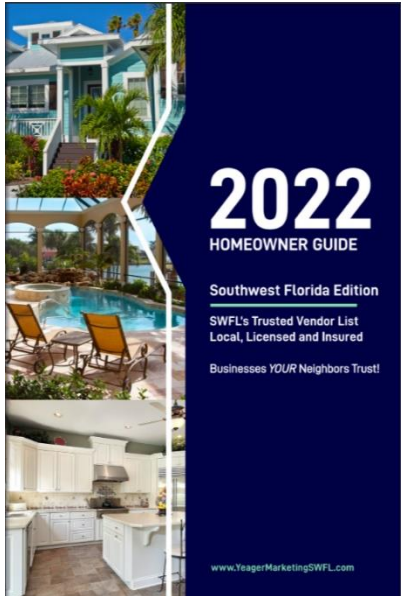
Yeager Marketing

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HomeOwner Guide - \$1,800 - \$6,000 (Year)



Total Annual Cost for Full Page Ad - \$6,000

Total Annual Cost for Half Page Ad - \$3,300

Total Annual Cost for ¼ Page Ad - \$1,800

Total Distribution for the Year – 151,238 homes

We target the highest income homes per region

Only one advertiser per category

Digital Version – [HomeOwner Guide \(click to view\)](#)

Targeting 3 specific regions:

- 1) McGregor Blvd and South Cape Coral (25K homes)
- 2) Daniels Pkwy / Alico Rd (25K homes)
- 3) Bonita and Estero (25K homes)

Two Drops per year

- 11/15 to 75.6K homes
- 4/15 to 75.6k homes

Monthly Payment Options available.

Professional Ad Design is included in the pricing.

Extra HomeOwner Guides will be printed to hand out to clients & friends.

#1 - HomeOwner Guide – McGregor Blvd / South Cape



| McGregor Blvd / S Cape Coral | Household Income | City | Zip | Total | Per Drop |
|--|------------------|----------|-------|---------------|---------------|
| Cape Coral - S of Embers Pkwy | \$60 | Cape | 33991 | 3936 | 1,968 |
| Cape Coral - S of Veterans / E of Santa Barbara | \$63 | Cape | 33904 | 5054 | 2,527 |
| Cape Coral - S of Veterans / W of Santa Barbara | \$60 | Cape | 33914 | 23486 | 11,743 |
| Gladiolus - Calusa Pine, Tortuga, Venetian Village | \$58 | Ft Myers | 33919 | 1738 | 869 |
| Gladiolus - Paddle Creek | \$51 | Ft Myers | 33919 | 1150 | 575 |
| Gladiolus - Parker Lakes | \$50 | Ft Myers | 33919 | 1748 | 874 |
| Gladiolus - Gladiolus Preserve | \$47 | Ft Myers | 33908 | 1276 | 638 |
| McGregor - Caloosa Yacht & Racquet Club | \$69 | Ft Myers | 33919 | 742 | 371 |
| McGregor - McGregor Isles | \$54 | Ft Myers | 33919 | 1404 | 702 |
| McGregor - McGregor S of Colonial | \$67 | Ft Myers | 33919 | 1364 | 682 |
| McGregor - W McGregor N of Colonial | \$83 | Ft Myers | 33901 | 3434 | 1,717 |
| McGregor - W McGregor S of Colonial | \$73 | Ft Myers | 33919 | 2070 | 1,035 |
| McGregor Reserve | \$77 | Ft Myers | 33901 | 1316 | 658 |
| Mirada / Sail Harbour | \$50 | Ft Myers | 33908 | 1780 | 890 |
| McGregor Blvd / S Cape Coral | | | | 50,498 | 25,249 |

#2 - HomeOwner Guide – Daniels Pkwy / Tree Line



| Daniels Pkwy / Alico Rd | Household Income | City | Zip | Total | Per Drop |
|---|------------------|----------|-------|---------------|---------------|
| US41 - Devonwood | \$77 | Ft Myers | 33908 | 1,554 | 777 |
| US41 - Harborage | \$51 | Ft Myers | 33908 | 2,088 | 1,044 |
| US41 - Henry Creek | \$56 | Ft Myers | 33908 | 848 | 424 |
| US41 - Island Park | \$50 | Ft Myers | 33908 | 4,206 | 2,103 |
| US41 - Shadowood Preserve | \$49 | Ft Myers | 33908 | 1,422 | 711 |
| Daniels - Belltower Park, Brynwood, Camelot, Daniel's Park, | \$79 | Ft Myers | 33912 | 1,334 | 667 |
| Daniels - Briarcliff | \$86 | Ft Myers | 33912 | 1,270 | 635 |
| Daniels - Colony / Musa | \$102 | Ft Myers | 33912 | 1,480 | 740 |
| Daniels - Colony Point | \$66 | Ft Myers | 33912 | 1,434 | 717 |
| Daniels - Cross Creek | \$85 | Ft Myers | 33912 | 2,800 | 1,400 |
| Daniels - Fiddlesticks | \$96 | Ft Myers | 33912 | 928 | 464 |
| Daniels - Legends | \$72 | Ft Myers | 33912 | 1,970 | 985 |
| Daniels - Olde Hickory | \$109 | Ft Myers | 33912 | 1,434 | 717 |
| Daniels - Paseo | \$79 | Ft Myers | 33912 | 1,542 | 771 |
| Daniels - Reflection Isles | \$109 | Ft Myers | 33912 | 1,102 | 551 |
| Daniels - Renaissance | \$120 | Ft Myers | 33912 | 1,268 | 634 |
| Colonial - Colonial CC | \$65 | Ft Myers | 33913 | 5,332 | 2,666 |
| Tree Line - Miromar Lakes | \$86 | Ft Myers | 33913 | 2,568 | 1,284 |
| Gladiolus - Calusa Pine, Tortuga, Venetian Village | \$58 | Ft Myers | 33919 | 1,738 | 869 |
| Corkscrew - Tidewater | \$70 | Ft Myers | 33928 | 744 | 372 |
| Daniels - Brookshire | \$64 | Ft Myers | 33966 | 1,646 | 823 |
| Daniels - Penzance | \$69 | Ft Myers | 33966 | 2,710 | 1,355 |
| Plantation Rd - East | \$62 | Ft Myers | 33966 | 2,072 | 1,036 |
| Six Mile - Cypress Trace | \$50 | Ft Myers | 33966 | 1,888 | 944 |
| Six Mile - Watermark | \$60 | Ft Myers | 33966 | 1,766 | 883 |
| Estero Pkwy - Belle Lago | \$69 | Ft Myers | 33967 | 1,626 | 813 |
| US41 - Vines, The | \$68 | Ft Myers | 33967 | 1,680 | 840 |
| Daniels Pkwy / Alico Rd | | | | 50,450 | 25,225 |

#3 - HomeOwner Guide – Estero / Bonita Springs



| Bonita / Estero | Income | City | Zip | Total | Per Drop |
|------------------------------------|--------|--------|-------|---------------|---------------|
| Corkscrew - Bella Terra | \$93 | Estero | 33928 | 3,550 | 1,775 |
| Corkscrew - Corkscrew Shores | \$54 | Estero | 33928 | 1,228 | 614 |
| Corkscrew - Corkscrew Woodlands | \$60 | Estero | 33928 | 1,644 | 822 |
| Corkscrew - Del Webb | \$70 | Estero | 33928 | 684 | 342 |
| Corkscrew - East | \$41 | Estero | 33928 | 272 | 136 |
| Corkscrew - Grandezza | \$71 | Estero | 33928 | 1,774 | 887 |
| Corkscrew - Preserve at Corkscrew | \$84 | Estero | 33928 | 1,132 | 566 |
| Corkscrew - Stoneybrook | \$80 | Estero | 33928 | 2,562 | 1,281 |
| Corkscrew - The Place at Corkscrew | \$40 | Estero | 33928 | 1,684 | 842 |
| Corkscrew - Three Oaks | \$47 | Estero | 33928 | 558 | 279 |
| Corkscrew - West 75 | \$63 | Estero | 33928 | 758 | 379 |
| Corkscrew - Wildcat Run | \$92 | Estero | 33928 | 1,274 | 637 |
| Estero Pkwy - Cascades | \$54 | Estero | 33928 | 1,376 | 688 |
| Estero Pkwy - Rookery | \$52 | Estero | 33928 | 1,638 | 819 |
| Three Oaks - Villiagio at Estero | \$47 | Estero | 33928 | 922 | 461 |
| US41 - Breckenridge | \$52 | Estero | 33928 | 1,570 | 785 |
| US41 - Estero Bay Village | \$45 | Estero | 33928 | 720 | 360 |
| US41 - Estero Woods | \$52 | Estero | 33928 | 1,466 | 733 |
| US41 - Fountain Lakes | \$55 | Estero | 33928 | 1,710 | 855 |
| US41 - Pelican Sound | \$52 | Estero | 33928 | 2,466 | 1,233 |
| US41 - Rapallo | \$84 | Estero | 33928 | 2,114 | 1,057 |
| US41 - Riverwoods Plantation | \$46 | Estero | 33928 | 2,054 | 1,027 |
| US41 - West Bay Club | \$60 | Estero | 33928 | 1,362 | 681 |
| Bonita Beach - Bonita Landing | \$78 | Bonita | 34135 | 1,816 | 908 |
| Bonita Beach - Bonita National | \$78 | Bonita | 34135 | 1,402 | 701 |
| Bonita Beach - Hunter's Ridge | \$81 | Bonita | 34135 | 1,524 | 762 |
| Bonita Beach - Mediterra | \$61 | Bonita | 34135 | 1,488 | 744 |
| Bonita Beach - Palmira | \$74 | Bonita | 34135 | 2,908 | 1,454 |
| Bonita Beach - Spanish Wells | \$54 | Bonita | 34135 | 1,218 | 609 |
| Bonita Beach - Village Walk | \$78 | Bonita | 34135 | 2,812 | 1,406 |
| Bonita Beach - Worthington | \$79 | Bonita | 34135 | 1,166 | 583 |
| Livingston - Vasari | \$66 | Bonita | 34135 | 1,438 | 719 |
| Bonita / Estero | | | | 50,290 | 25,145 |