



2018 READERS' CHOICE

The Arizona Daily Star and Tucson.com invite you to participate in the 2018 Readers' Choice contest. Since 2015, more than **430,000 votes** have been cast for Tucsonans favorite businesses.

**Feature
YOUR
BUSINESS
among the
BEST OF
THE BEST**

- The five-part program includes:
1. Nomination ballot
 2. Voting period
 3. Awards Ceremony
 4. Results Glossy Magazine
 5. Result Section



Tucson, It's time to play favorites for 2018

Over 300 Readers' Choice Categories in 10 Segments



Reach more than 64% of the Tucson market with the complete 2018 READERS' CHOICE program.

To include your business in the 2018 READERS' CHOICE program, contact your Arizona Daily Star Account Executive, or contact sales@tucson.com or 520-573-4420.

Highlight your business along with the best companies throughout all of Tucson. The print and online **Ballot section on Sunday, July 15** is your opportunity to highlight your business or service and ask our readers for their vote.

Every participating business will receive "Vote For Us" point-of-sale and digital marketing materials to better help them campaign for votes. Our Text-to-Vote option gives participating businesses a quick way to connect with millennial voters.

The Results will be revealed to 1,000 businessmen and women at our can't miss **Readers' Choice Awards Ceremony on August 29** at the JW Marriott Starr Pass. Awards will be presented along with a **keepsake glossy Results Magazine**.

The Results will be formally announced in the **Results Edition** delivered in the Arizona Daily Star and online at Tucson.com on **Sunday, September 16**.

Segments include:

- Entertainment
- Personal Services
- Transportation
- Business Services
- Health
- Dining
- Home Services
- Shopping
- Workplace
- Real Estate

Source: Lee Enterprises Audience Report 2016
Effective: May 14, 2018

