



THE CORONADO
TIMES

— A Publication of eCoronado —

Reach Affluent & Influential Readers of The Coronado Times



Most popular daily newspaper for Coronado



Breaking news, timely events & lifestyle articles



Engaging content that includes video interviews



All content produced by Coronado writers



Timely content vs. ad clutter. 80% editorial, 20% advertising



50,000+ monthly readers
43,000+ social followers
10,000+ email subscribers

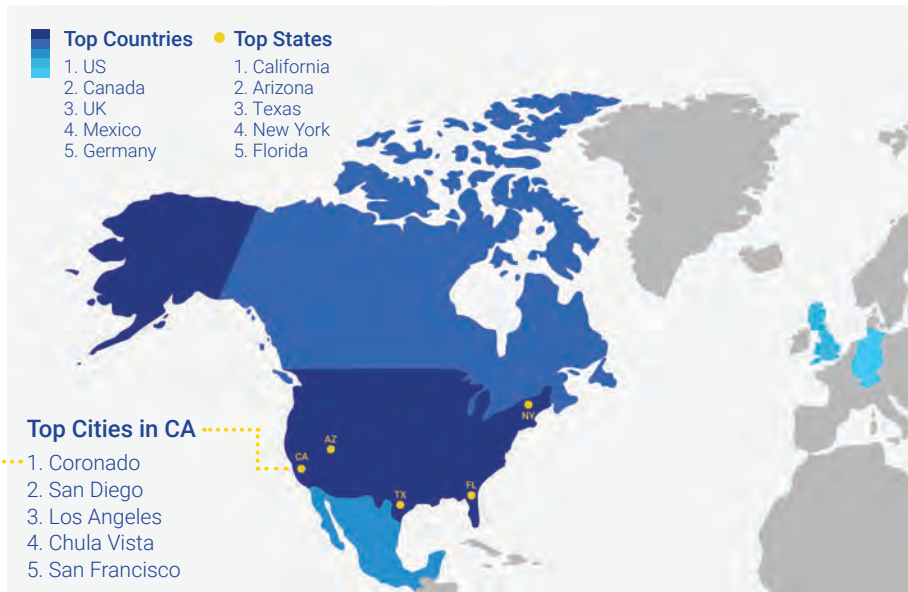
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Reader Profile

Reader Demographics

50,000+ monthly readers of The Coronado Times.



Readership Ages

Top ages are made up of two age groups.



Coronado Residential Statistics

Email Publications to Reach Your Target's Inbox

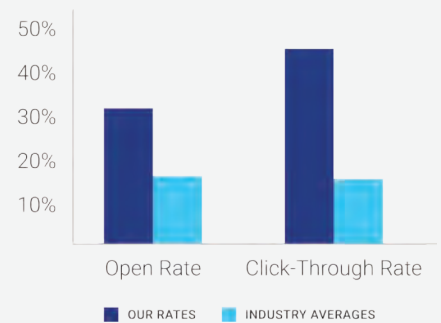


10,000+

Opt-in email subscribers

31% Open Rate | 44% Click-Through Rate

Industry average for "News" is 16% open rate and 15% click-through rate (Source: Constant Contact)



Social Reach for Coronado, CA

Benefit from our social referrals

43,000+ social followers



Brand and Message

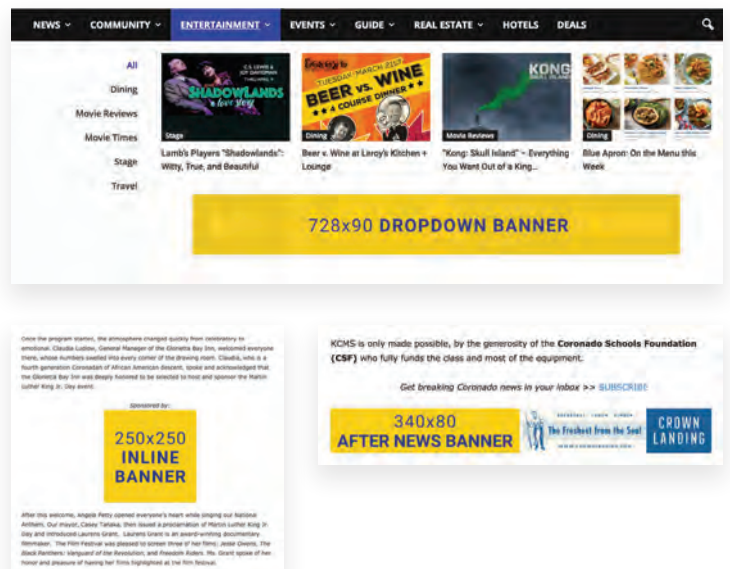
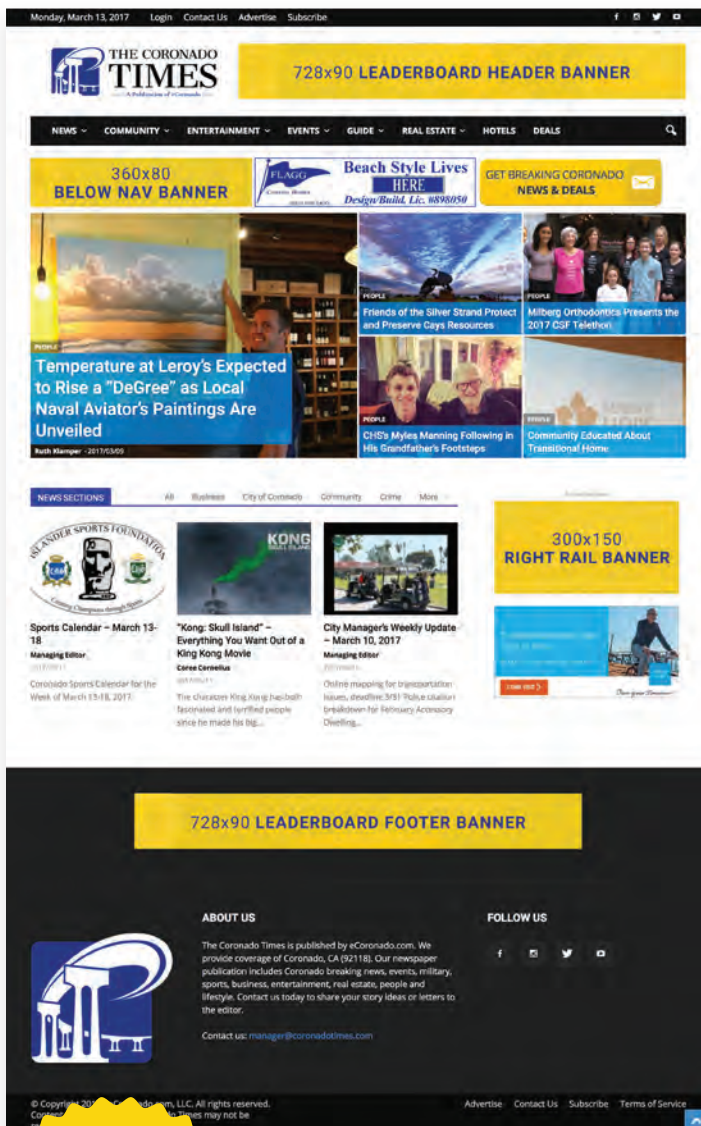
Display Advertising

CoronadoTimes.com - Reaching 50,000+ Readers Each Month

Promote your company and services in multiple locations throughout our website, coronadotimes.com.

An incredibly affluent and connected audience of 50,000+ monthly readers.

Content added daily to website and social channels.



Ad Specs and Pricing

(PNG or JPG files)

728x90 Leaderboard Header Banner (300x90 mobile)
\$2000/month

728x90 Leaderboard Footer Banner (300x90 mobile)
\$1500/month

250x250 Inline Banner (after 2nd paragraph)
\$600/month

360x80 Below Nav Banner (175x90 mobile)
\$500/month

728x90 Drop-Down Banner
\$450/month

340x80 After News Banner (175x90 mobile)
\$400/month or **\$600/month** for both

300x150 Right Rail Banner
\$350/month

Post two events
and two news
posts per month
(native content)
with banner ad
purchase.

Content will appear in email newsletters, website, Google News and sent to over 5,000 Twitter followers per posting.

No additional cost as long as banner ad is current.

Brand and Message

Email Advertising

Weekly Emails Sent to 10,000+ Recipients

Communicate your promotional offers, announcements and discounts to over 10,000+ readers who have opted in to receive email communications from The Coronado Times.

Coronado News Update Every Tuesday

Covers Coronado news skim, top events and crime blotter.



Good morning,

Did you notice the [Olympic athletes with large red circles on their backs](#)? We looked into what caused it, and [you might want to try it too](#). You've probably heard about Coronado's [lack of] [plans for rising sea levels](#). The city is beginning to wade in to [start discussions](#); but in the meantime, the [newsracks will match](#) and [attractive banners will hang over Orange Avenue](#).

Have extra time or money, or just want to do good? Some local philanthropy options – "[adopt-a-camper](#)", [help children in need](#), or rescue a [study buddy](#). Also, a new topic for the ALUCP, don't miss the [Airspace Protection and Overflight Compatibility community meeting](#).

Add to your calendar – The Coronado Times will host a [community Candidate Forum](#) with the mayoral and city council candidates. We invite residents to hear directly from the candidates in preparation for the November election. Have a question to suggest or letter of support? [Email it to us](#).

See more highlighted stories below, as well as upcoming events, and visit The Coronado Times online at [CoronadoTimes.com](#) where we publish stories daily.

- The Coronado Times

If you have a local tip or story idea, please contact our newspaper by emailing manager@eCoronado.com. We also want your [letters to the editor](#) so we can share them with over 55,000 readers! Many thanks to our [business sponsors](#) that make this publication possible.

Sponsored by:

660x150
EMAIL NEWSLETTER BANNER

Top Coronado News Just for You:

» ["Cupping" Demystified](#) You probably noticed the red circles on the skin of many Olympic athletes this summer. The therapy is called "cupping" and it has many

Coronado Goodness Newsletter Every Thursday

Covers Coronado entertainment, "good news" & lifestyle.



CORONADO GOODNESS
WEEKEND EDITION -- Where you live, play and get away



Are you ready for the weekend ? I am!

Craving a lobster roll? Wondering what is a lobster roll? [Watch how one is made](#) and plan to stop by Coronado's new Lobster West restaurant officially open tomorrow. Feeling lazy or sluggish and want to feel better? - whether through [cleansing](#) or [exercise](#), these stories might motivate action. Read about two courageous local 6th graders who [saved a young boy](#) caught in the rip tide and a CHS student who [won distinguished writing awards](#).

[Wounded Warriors Wheelchair Basketball](#) - mark your calendar to watch the Wolfpack team-up and play with local city officials, Rotary, Optimist, and others for a fun BBQ event at the Loews supporting wounded warriors.

You'll find recurring live music, fitness, theatre, and more local events and stories on our [website](#). Content is added daily, so be sure to add us to your home screen. Visit often and stay connected!

Cheers,
Steve Johnson, Publisher

If you know of an event that should be added, please [contact us](#) so we can share it with our 55,000 monthly readers!

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Buzzworthy: Events Happening in Coronado

» **June 9 - Tonight!** - [Chef Throwdown](#) at the Hotel Del (\$150-\$250). Support the Cystic Fibrosis Foundation while sampling gourmet foods and beer/wine/spirit pairings created by 30 of San Diego and Baja's best chefs.

Ad Specs and Pricing

(PNG or JPG files)

660x150 Email Newsletter Banner | **\$350/insertion**

Post two events and two news posts per month (native content) with banner ad purchase.

Content will appear in email newsletters, website, Google News and sent to over 5,000 Twitter followers per posting.

No additional cost as long as banner ad is current.

Additional Information

Additional Locations to Advertise

Native/Sponsored Content

Displayed on Website, Email & Twitter
\$150/post - limit 2x per month

Featured Event Placement

\$100/month

Featured Restaurant Placement

\$300/month

Featured Hotel Placement

\$300/month

Featured Real Estate Firm

Sold Out Until Feb 2018

Email Sponsorships

\$350/insertion

Submission Deadline

Creative for banners, text or other elements must be received within 72 hours of publication deadline. Email to manager@coronadotimes.com.

Graphic files can be **PNG** or **JPG** form.

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