



THE CORONADO  
**TIMES**

THE MOST POWERFUL PUBLICATION TO  
**Reach Coronado  
Residents & Visitors**  
(On & Off the Island)

### **Top 5 Reasons to Advertise**

- 1** Promote your business to our 90,000+ monthly readers
- 2** Share your message with our 45,000+ social media fans
- 3** Publish press and promos to 14,000+ opt-in email subscribers
- 4** Reach Coronado readers and track your campaigns
- 5** Support local journalism and to increase Coronado coverage

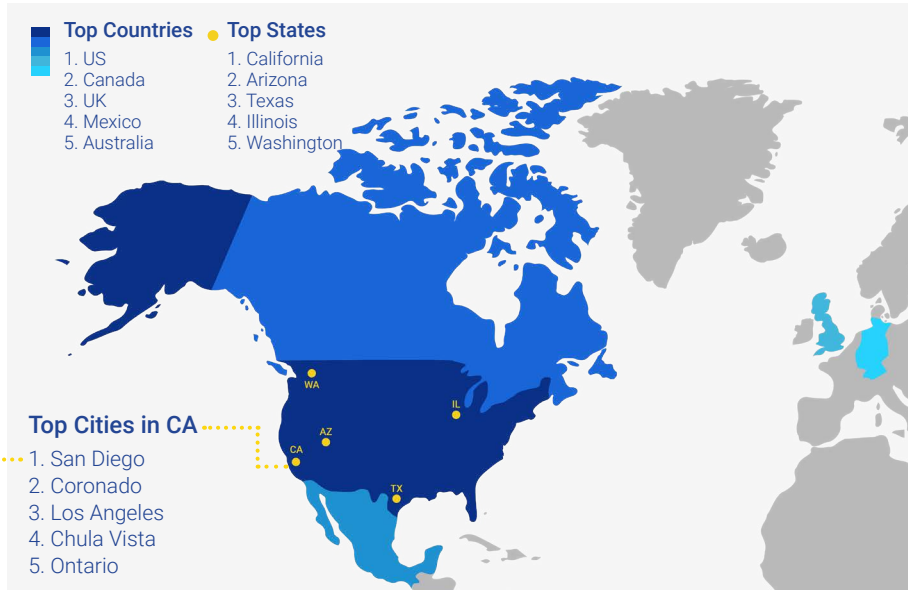
**CONTACT THE CORONADO TIMES**

619.669.8686 | [advertise@coronadotimes.com](mailto:advertise@coronadotimes.com) | [www.coronadotimes.com/advertise](http://www.coronadotimes.com/advertise)

# Demographics & Reach

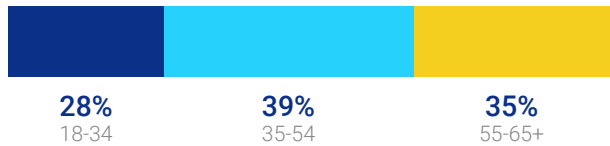
## Readership of The Coronado Times

90,000+ monthly and 14,000+ email subscribers

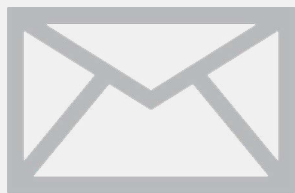


## Coronado Residential Statistics

## Readership Ages



## Email Publications to Reach Your Target's Inbox

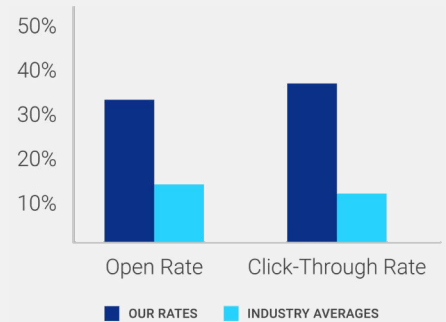


**14,000+**

Opt-in email subscribers

**33% Open Rate | 36% Click-Through Rate**

Industry average for "Publishing" is 13% open rate and 12% click-through rate (Source: Constant Contact)



## Social Reach for Coronado, CA

**45,000+** social followers



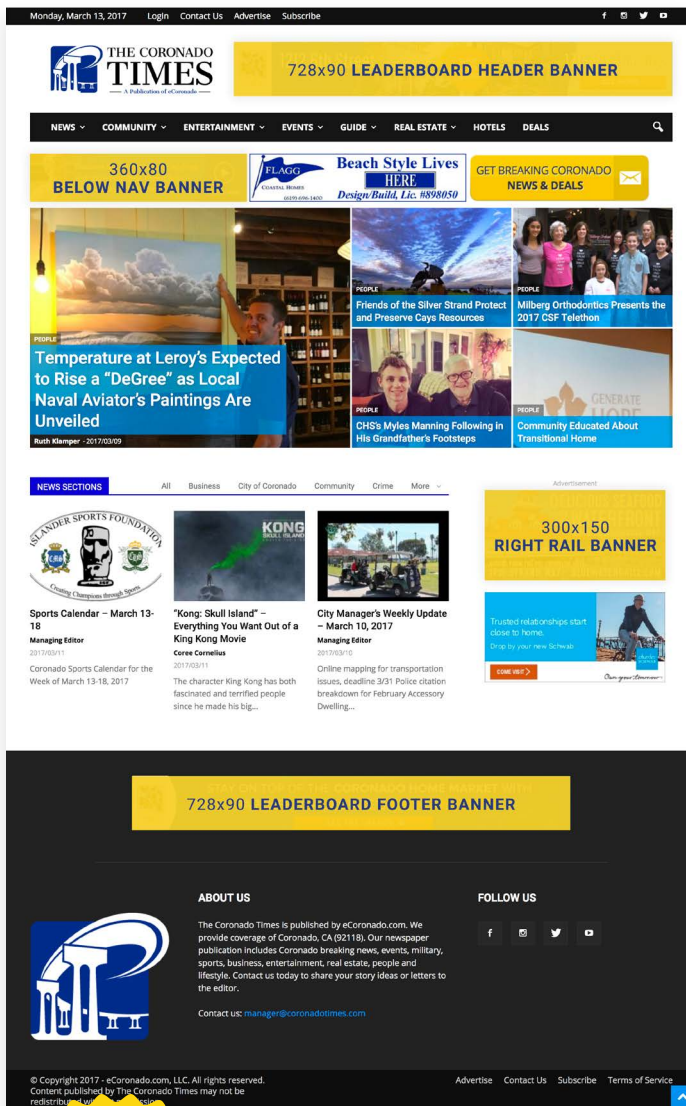
# Advertising on CoronadoTimes.com

## Display Advertising

Reach 90,000+ monthly readers who actively visit CoronadoTimes.com

Monthly banner advertisers can also place two promoted posts each month for guaranteed placement in CoronadoTimes.com and in email newsletters.

No additional cost as long as banner ad runs monthly.



Example of ads within and at bottom of every article:

The Port turned down the development team's plan in June, but the team said they submitted a response to address the Port's concerns; yet the Port responded the plan was still inconsistent with the Port's vision. The team shared that they are working on a second response and meeting with the Port this week.



Janine Zúniga, a senior management analyst for Coronado, reported: "The City has relayed its concerns to the Port and to residents. The City has always opposed development at that site and our concerns remain the same. The City would direct inquiries about the project to the Port."

City Councilmember Marvin Heinze, who's also a Cays resident, reiterated that directing inquiries and feedback to the Board of Port Commissioners is encouraged — and to all the commissioners, not only Coronado resident and commissioner Gary Bonelli. If against the proposal, Heinze advised residents to tell the commissioners: "Thank you for saying no, keep saying no."



## Ad Specs and Pricing (PNG or JPG files)

300x150 Right Rail Banner  
\$350/month

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

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

660x150 Inline Banner (after 2<sup>nd</sup>, 4<sup>th</sup> or 6<sup>th</sup> paragraph)  
\$600/month

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

728x90 Leaderboard Header Banner (300x90 mobile)  
\$3000/month

Publish your content for FREE with banner purchase!

Your contributed content (PR, news, etc.) will be shown as promoted posts each month for guaranteed placement on CoronadoTimes.com and in email newsletters.

No additional cost as long as banner ad runs monthly.

# Email Newsletter Ad Options

## Email Advertising Directly to the Inbox

Weekly Emails Sent to 14,000+ Subscribers

Communicate your promotional offers, announcements and discounts to over 14,000+ readers who have opted in to receive email communications from The Coronado Times.

### Tuesday Email Blast

Covers Coronado news, people, and events.



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](mailto: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 health benefits.

Publish your content for FREE with banner purchase!

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### Thursday Email Blast

Covers Coronado entertainment, lifestyle, and events.



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 [cleaning](#) 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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660x150  
EMAIL NEWSLETTER BANNER

### 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.

## Email Ad Pricing & Specs

(PNG or JPG files)

660x150 Email Newsletter Banner  
\$350/insertion

# 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 Nov. 2021**

### 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](mailto:manager@coronadotimes.com).

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

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### SELECT CLIENTS

