



THE MOST POWERFUL PUBLICATION TO

# Reach Coronado Residents & Visitors

(On & Off the Island)

## Top 5 Reasons to Advertise

- 1 Promote your business to our 75,000+ monthly readers
- 2 Share your message with our 46,000+ social media fans
- 3 Publish your sponsored content to 14,500+ opt-in email subscribers
- 4 Reach engaged Coronado readers and track your campaigns
- 5 Support local journalism while increasing your business

**CONTACT THE CORONADO TIMES**

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

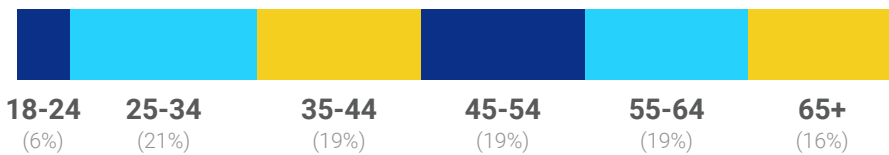
# Demographics & Reach

## Readership of The Coronado Times

75,000+ monthly and 14,500+ email subscribers



## Readership Ages



## Coronado Residential Statistics

## Email Publications to Reach Your Target's Inbox

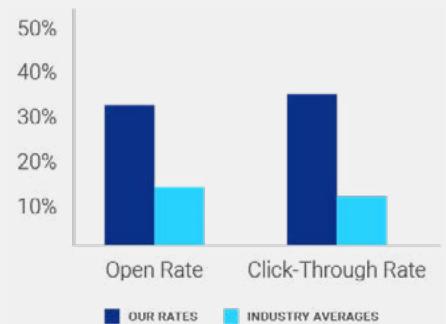


**14,500+**

Opt-in email subscribers

**33% Open Rate | 35% Click-Through Rate**

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



## Social Reach for Coronado, CA

**46,000+** social followers



# Advertising on CoronadoTimes.com

## Display Advertising

Reach 75,000+ monthly readers who actively visit CoronadoTimes.com

### Homepage Banners

The screenshot shows the homepage layout with several banner ad positions highlighted in yellow:

- 1200x375 BILLBOARD BANNER**: Located at the top of the page, above the navigation bar.
- 728x90 HEADER BANNER**: Located below the navigation bar, above the main content area.
- 360x80 BELOW NAV BANNER**: Located below the navigation bar, to the left of the main content area.
- 728x90 HOMEPAGE BANNER**: Located below the main content area, above the sidebar.
- 300x150 RAIL BANNER**: Located in the sidebar, to the right of the main content area.
- 728x90 FOOTER BANNER**: Located at the bottom of the page, above the footer.
- 728x90 SNEAKER BANNER**: Located at the very bottom of the page, below the footer.

### Article Banners

The screenshot shows an article page with several banner ad positions highlighted in yellow:

- 340x80 ABOVE NEWS BANNER**: Located at the top of the article, above the title.
- 660x150 INLINE NEWS BANNER**: Located below the article text, above the author information.
- 600x380 ROADBLOCK BANNER**: Located below the article text, above the footer.
- 340x80 BELOW NEWS BANNER**: Located at the bottom of the article, below the footer.

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

**Header Banner / 728x90**  
\$2400/month

**Billboard Banner / 1200x375**  
\$1200/month (5 spots rotate)

**Sneaker Banner / 728x90**  
\$1200/month

**Below Nav Banner / 360x80**  
(175x90 mobile)  
\$700/month

**Homepage Banner / 728x90**  
\$600/month

**Footer Banner / 728x90**  
\$500/month

**Right Rail Banner / 300x150**  
\$400/month (rotates)

**Above or Below News Banner**  
340x80 (175x90 mobile)  
\$500/month

**Inline News Banner / 660x150**  
\$800/month

**Roadblock Banner / 600x380**  
\$500/week (max 2 weeks/month)

**Sponsored Content** - on site, email newsletter & Twitter  
1x/month (free with campaign)  
\$300/post (a la carte)

# Email Newsletter Ad Options

## Email Advertising Directly to the Inbox


Weekly Emails Sent to 14,500+ Subscribers

Communicate your promotional offers, announcements and discounts to over 14,500+ readers who have opted in to receive email communications from The Coronado Times.

### Tuesday Email Blast

Covers Coronado news, people, and events.

Covering Coronado Since 2002  
(Support our Local Publication)  
[View as Website](#)



**Good morning Steve,**

Happy National Coffee Day (we'll celebrate just about anything these days)! While we're at it, let's celebrate [great Italian food](#) (and spooky decor) from Garage Buona Forchetta and creative fundraising events like ["Who Dunit? A Coronado Mystery"](#) and ["Coronado Bands Together 22"](#).

Read about a new business whose goal is your flexibility and mobility. [Jo Stretch is coming soon](#). In other news, a [task force of volunteers is being formed to assist in bridge suicide prevention](#) hoping to identify people earlier that could use help.

Stay informed about the [election](#), now five weeks away, with council candidate [10-Second Tuesday videos](#) and CUSD board candidate [10-Second Thursday videos](#), as well as this recorded [forum that was hosted by the Shores CAG](#). We'll share additional forum information as we get it.

We welcome your candidate [endorsement letters](#), as well as letters to the editor on [current local topics](#), which can be sent to [letters@coronadotimes.com](mailto:letters@coronadotimes.com).

Please practice kindness and understanding, with diligent hand washing, face masks and social distancing too. Stay safe Coronado. We are all in this together.

- The Coronado Times

p.s. If you value our newspaper, we invite you to become a [\\$5/mo paid supporter](#). Need promotion? [Advertise your business](#) to our 90,000 readers. Local news matters and we appreciate your readership and support!

Sponsored By:

660x150  
EMAIL BANNER


Coronado News Highlights  
([See All Daily Coverage](#))

250x250  
EMAIL BANNER

### Thursday Email Blast

Covers Coronado entertainment, lifestyle, and events.

Covering Coronado Since 2002  
(Support our Local Publication)  
[View as Website](#)



**GOODNESS (WEEKEND EDITION)**

**Ready for the weekend Steve?**

Bibliophiles, [tomorrow is the deadline](#) to submit a nomination for the 2021 Coronado Community Read. [Click here](#) to learn more about the program, kicking off its fifth year. Oenophiles, also happening tomorrow, Coronado Rotary invites the public to their [End Poll: Now Virtual Wine Tasting Event & Auction](#). Virtual wine tasting...how will that work? [Click here](#) to find out.

Are you registered to vote in the [November 3 election](#)? Tuesday was [National Voter Registration Day](#), and it's easy to check if you're registered, to register if you're not, sign up to track your ballot, and learn more about voting. Additionally, if you'd like to hear about the [pros and cons of the many measures on the ballot](#), tune in on Saturday for a Zoom event hosted by Coronado Democratic Club.

Are you curious about the [relinquishment by Callrans to the City of Coronado of parts of State Routes 75 and 282](#)? This video with City Manager Blair King and Chamber of Commerce Executive Director Sue Gillingham will give you the full history of the project as well as the opportunities for the future.

- The Coronado Times

p.s. If you value our newspaper, we invite you to become a [\\$5/mo paid supporter](#). Need promotion? [Advertise your business](#) to our 90,000 readers. Local news matters and we appreciate your readership and support!

Sponsored By:

660x150  
EMAIL BANNER

Coronado News Highlights  
([See All Daily Coverage](#))

250x250  
EMAIL BANNER

## Email Ad Pricing & Specs (PNG or JPG files)

Email Banner / 660x150

\$400/insertion

Email Banner / 250x250

\$350/insertion

# Additional Information

## Additional Locations to Advertise

### Native/Sponsored Content

Displayed on Website, Email & Twitter

\$300/post - limit 4x per month

### Featured Event Placement

\$150/month

### Featured Restaurant Placement

\$400/month

### Featured Hotel Placement

\$400/month

### Featured Real Estate Firm

Sold Out Until Nov. 2023

## 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.

## CONTACT THE CORONADO TIMES

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

### SELECT CLIENTS

