

# THE BRADENTON TIMES ADVERTISING MEDIA KIT



Investing your advertising dollars in local media helps support local news. Local news is democracy in action!



1

BANNER ADS

5

CLASSIFIEDS

2

EMAIL NEWS

6

BUSINESS  
DIRECTORY

3

PODCASTS

7

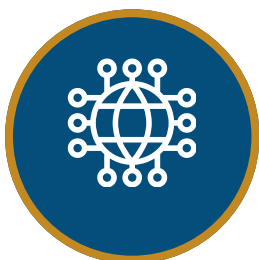
PAID PRESS  
RELEASES

4

EVENTS

8

OBITUARIES



## DIGITAL MARKETING

We have several affordable ways to reach our hyper local readers.



## EMAIL MARKETING

Our Email news is delivered to over 40,000 emails 3 times a week. Over 25,000 opens on average.



## SPECIAL PACKAGES

With the powerful packaging of our advertising products you will reach a unique local marketshare.



941.877.1206



[thebradentontimes.com](http://thebradentontimes.com)



[publisher@thebradentontimes.com](mailto:publisher@thebradentontimes.com)

# Providing Solutions for Your Business or Event



We believe we can help businesses with our advertising products. Investing in any of our advertising products helps publish our local news. No Democracy can exist without local news. So you are not only investing in your business but investing in our Democracy, and that is what we call a win win for all of us.

## Who We Are

We are a local newspaper producing local news. Our primary focus is on local government. We also publish in-depth, thought-provoking opinion pieces along with community news and obituaries. We are an online publication, and we push out our content via emails delivered three times a week to more than 33,000 subscribers, along with social media posts. We offer a news/fact guarantee because we care about delivering a news product people can trust.

## Why Choose Us



### Locally Owned

Our Publisher has lived here since 1969, served 22 years as a Manatee County Commissioner, he is a Marine Corp Veteran and dedicated to preserving our democracy.



### Local Reporters

Our reporters have a pulse on the community. Their reporting will help create a better tomorrow for everyone.



### Value

Our advertising products are a fraction of what print would cost, providing you outstanding value. Your dollars stay in our community!

## The Big Four

### Banner Ad

- Random placement in rotation
- 3 sizes - (300x250)- \$200 (300x600) - \$300( 720x90) - \$400 for a month
- Send us your image file
- Provide an Internet link
- Determine the date to publish

### Email Newspaper

- Image or Text
- Image size 600 x 250
- Only \$100 each email
- Provide an Internet link
- Choose the email news product
- Determine the dates to publish

### Podcast

- 3 Placements - Beginning, middle and end of Podcast
- 15 or 30 second audio
- Record your ad and send us the file
- Or send us the text to read
- Let us know what week for the ad
- \$50- 15 seconds \$100 - 30 seconds

### Events Calendar

- Self posting of Event
- \$10 and \$20 individual posts
- \$100 for 15 monthly events

# Affordable Advertising Options

## AN AD FOR EVERY TYPE OF BUSINESS



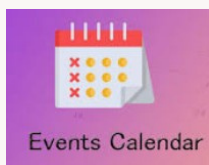
**Banner Ads** - You have heard it before, repetition builds memory and banner ads help existing customers remember your business. New customers will decide to use your business, seeing your ad with 160,000 unique page views monthly.



**Email News** - The newspaper without the paper. We send out 3 Email newspapers each week. Each mailing is sent to over 34,000 subscribers, that's over 100,000 individual emails each week with over 20,000 unique individuals opening our emails. That is a lot of people.



**Podcasts** - Speak about a direct impact. Each week we broadcast a Podcast just like a news station. Catch the wave of this new way with a 15 or 30 second audio ad. We place up to 3 ads within a Podcast. They are easy to create and will be heard by our audience. All we need is the message. We can do the Audio or you can create one.



**Events Calendar** - Great for everything from posting a band to a garage sale. Placing an Event on our site increases the chances people will know about your event. The Event post also allows more information than a simple social media post. Very economical.



**Classifieds** - They are making a comeback, inexpensive ads that allow a simple message. Post a Help Wanted, Garage Sale, or Services you offer. These ads are so inexpensive. It helps with your SEO, that presence on the Internet optimizing searches.



**Video Ads** - We can run Video ads, creating special placements so you get the best exposure. All we need is your video file and you can bring extra value to those video ads you already have or create one.

# Affordable Advertising Options

## AN AD FOR EVERY TYPE OF BUSINESS



**Business Directory** - This is not just any business directory it is your one place to assemble your Facebook postings, Twitter Feeds, showcase your menu with a simple PDF and of course describe your business. Increase you Internet presence. Our basic listing is free, but \$5 a month gets you the enhanced listing. There is no excuse not to post your business.



**Paid Press Releases** - Not your typical ad but a good way to let the public know about something special. It can be used to educate the public or promote your business in a news story format. Use this for times when you need to get a message out that a regular ad can't do. In full disclosure we reserve the right to not publish a press release at our sole discretion.



**Obituaries** - Obituaries are published weekly within our Weekend Edition every Friday, and published within our website. We offer several price options; a one time obituary or multiple postings for Funeral Homes.



**Weekend Sounds** - Every Friday we publish within our Weekend Edition up to 10 places that have live music or performance. If you are the venue or the band this is the place to let people know about your event. Also we include a free event listing for maximum exposure.



**Package Discounts-** Everyone loves a deal. When you package a few of our advertising products we will offer you a discounted price or include something for free. The more you buy(invest) the more you save.



# Business Directory

## [Free Listing](#)

How can you not like free and more features than a Google listing. Our free service will help you promote your business. To support local businesses, we want to have the best comprehensive Shop Local directory in our community.

You can change or update your listing at any time and we encourage you to update your listing often. The listing is uploaded and maintained with an easy way to enter your information. You can use your listing as the main website and share the link .

## [The \\$5 monthly upgrade](#)

Add more features to help your listing drive more business.

- including a downloadable menu or brochure
- a link to your web site
- a phone number to call
- an e-mail contact
- your logo
- a photo
- social media feeds
- preferred placement

Each field is optional. Just use the ones that work for your business. Update or change at any time.

[Ready to get started with your free listing - click here](#)

# Obituaries

**We have the best options for your obituary:**

- Individual Posting - \$50
- Small Funeral Home Package - Post up to 10 Obituaries \$250
- Large Funeral Home Package - Post unlimited Obituaries \$500

[Click here to pick the best option and post an Obituary](#)

# Event Calendar

## [Click to Post an Event](#)

Event Calendar

### **Bonze - \$10**

- Guaranteed publication of your event online
- 250 words to describe your event
- E-mail and web links from your posting
- 1 photo posted online
- Add 5 keywords to boost your SEO
- Include your logo
- Include a map of your event's location

### **Silver - \$20**

- All of the features of our bronze package, PLUS:
- Up to 500 words to describe your event
- Up to 8 photos posted online
- Add 12 keywords to boost your SEO
- Add a video

### **Gold - Just \$100/month**

- Post up to 15 Silver events to our online calendar per month
- All of the features of our bronze package

## Video ads

Do you have a video ad you did for a TV commercial or another place online? Let us create a special ad placement on our site. We can place the ad in one of our sections or do a run on the entire site getting you the best exposure. All we need is your video file you already have or we can have someone create one for you.

The cost for a video placement starts at only \$100 a month.

**Email the Publisher to get started at [publisher@thebradentontimes.com](mailto:publisher@thebradentontimes.com)**

# Paid Press Releases

## [Click to Post a Press Release](#)

**PRESS RELEASES** or business news or branded content.

### [Basic - \\$79](#)

- Up to 500 words to tell your story
- 1 photo
- Up to 5 keywords to boost your SEO
- Your Logo
- Add supporting docs, like Word or Excel files
- Add a PDF brochure
- Add Clickable links directly to your web site
- An email link to allow people to contact you directly
- A map of your location
- Reviewed by our newsroom and considered for additional coverage

### [Premium - \\$129](#)

- Up to 1000 words to tell your story
- Upload a video
- Up to 6 photos
- Up to 10 keywords to boost your SEO
- Your Logo
- Add supporting docs, like Word or Excel files
- Add a PDF brochure
- Add Clickable links directly to your web site
- An email link to allow people to contact you directly
- A map of your location
- Reviewed by our newsroom and considered for additional coverage

### [Platinum - \\$500/month](#)

- All the features of our premium option, but you can publish as much as you like to keep your company's news in front of thousands of our online readers! Limited to one per publication
- Recurring messages help you explain all your products and services and advantages  
Recurring messages build reputation and search engine optimization
- Up to 10 photos
- Up to 16 keywords to boost your SEO

# Classifieds

## [Click Here to Post a Classified](#)

Classifieds are an inexpensive way to advertise your business or sell your stuff on The Bradenton Times!

From "help wanted" to posting about your business services. Your ad stays posted for one week for Garage Sales and all others for 30 days.

### **Bronze \$15**

- 250 words to describe your AD
- E-mail and web links from your posting
- 1 photo posted online
- Add 5 keywords to boost your SEO
- Include your logo
- Include a map of your event's location

### **Silver \$25**

- All of the features of our bronze package, PLUS
- Up to 500 words to describe your AD
- Up to 8 photos posted online
- Add 12 keywords to boost your SEO
- Add a video

### **Gold \$30**

- All of the features of our silver package, PLUS
- Up to 750 words to describe your AD
- Up to 8 photos posted online
- Add 12 keywords to boost your SEO
- Add a video

### **Garage sale Gold! - Only \$15**

- Advertise your garage sale on The Bradenton Times for up to a week,
- Our extended ad format allows you to post up to 9 photos – one on your initial ad and eight more on a popup page
- 500 words to describe what you have to sell
- Provide an address and contact information for mapping





# WEEKEND SOUNDS



Everyone likes to have fun on the weekend. Our Weekend Sounds provide our readers the go to places for live music and theater performances.

Our goal is to include up to 10 venues within our Weekend Sounds article/publication. We also include posting the venue on our Events Calendar. Then we email out the Weekend Sounds within our Weekend Edition, providing a great value.

For only \$200 a month we will include two ads; one in our Weekend Sounds publication - part of the Weekend Edition email, and one in our community calendar.

You will self post your music events within our calendar and we will use that information for our Weekend Sounds article published Friday.

# CREATE A CUSTOM ADVERTISING PACKAGE AND SAVE MONEY

01.

## Decide how long you want to advertise.

We recommend at least one month. Remember advertising is not an instant return but an awareness campaign. The longer you advertise the more people notice your business or event. Our banner ad prices are a monthly minimum.



02.



## Pick several advertising products we offer.

Start with a banner ad or two sizes of banner ads, an event post, and our email news products. Remember to upload your information to our business directory.

03.



## Here is a package example

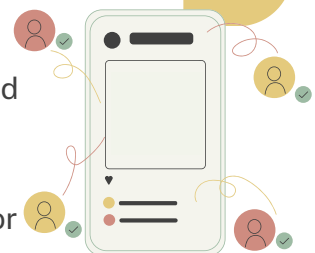
2 banner ads, 1 email news ads a week, post in our events calendar, and a podcast ad each one we do that month. Only \$1,500 for a month if advertising.

## We work with your budget

For example, \$1,000 a month buys a banner ad and 1 ad a week in our email news.

Let us know your budget for a custom package price.

04.



# YOU MADE IT THIS FAR READING WHAT WE HAVE - WHY NOT TRY AN AD

## What we need to get you started.



01.

**Decide on the type of ad or pick several types. Try one of our packages based on your business.**

02.

**Design you banner ad or provide us with some images and we can try to work up an ad. A professional can also design an ad for a reasonable cost.**

03.

**Our ads need a link to send the person to your website or even a form when they click on it.**

04.

**Determine how long you want to run your ad. A monthly ad or package is your best value.**

### 05.a Banner ads

- Minimum Monthly ad cost
- Small(300x250)- \$200
- Medium (300x600) - \$400.
- Large( 720x90) - \$500
- Send us you image file
- Provide an Internet link
- Let us know the dates to run
- Random ad placement in rotation

### 05.b Podcast Ads

- Record your ad and send us the file
- Or send us the text to read
- Let us know what Podcast
- \$50- 15 seconds, \$100 - 30 seconds for each Podcast

06.

**Banner ads are Run of the Station(ROS). A specific page can be requested**

**The Bradenton Times**

Red Tide Status Update:  
1/15/24

Florida Fish and Wildlife Conservation Commission

Founders Cup

Secure Tickets

**YOUR AD HERE FOR  
ONLY \$500** 720 x 90 PIXELS

Medium ad -300 x 600  
\$400

Small ad -300 x 250  
\$200

Large ad -728 x 90  
\$500

# AD PACKAGES MADE SIMPLE

## Restaurants with music

- Post an Enhanced Business Directory Ad **\$5**
- Post your live music events on our calendar **\$100**
- Weekly Sound - We publish every Friday **\$100**
- You post and edit these on your own - it is easy!

**\$250 for a Month of Advertising**

## Service Business

- Post an Enhanced Business Directory Ad **\$5**
  - Medium Banner Ad ROS **\$400**
  - Email Banner Ad - Run in Sunday Edition **\$400**
- (You provide the Banner ad and we upload them)

**\$805 for a Month of Advertising**

## Realtors

- Post an Enhanced Business Directory Ad (self post) **\$5**
  - Post a Classified ad with your listing(self post) **\$30**
  - Email Banner Ad - Run in Sunday Edition **\$400**
- (You provide the Banner ad and we upload them)

**\$435 for a Month of Advertising**

## Not for Profits

- Post an Enhanced Business Directory Ad (self post) **\$Free**
- Post a Classified ad and your Events **\$Free**

*As a community we need to support our Not for Profits. They are truly the backbone of our community contributing endless hours of their time and often their own money. We offer these ads for free and invite their press releases.*

**Contact us for more information.**

**[publisher@thebradentontimes.com](mailto:publisher@thebradentontimes.com)**

Advertising with our publication supports local news and the preservation of our democracy.

We do our best to represent unique views and other data, however these may vary based on variables not within our control, no guarantee can be provided as to an exact number of views an ad may receive.

**All ads are subject to our approval.**

[Advertising Policy](#) [Privacy Policy](#)