

The Bradenton Times

Media Kit 2025

Reach **500,000+ Local Residents** each month

The Bradenton Times reaches 500,000 readers each month, making it one of the most affordable, effective ways to reach local audiences. While local daily newspaper subscriptions have plummeted, we are growing. Businesses can reach thousands of local readers through digital ads, e-newsletters, podcast sponsorships, and promotions on social media.

About us

The Bradenton Times (TBT) was launched in 2008 to cover local news in a time when the corporate media papers were downsizing newsrooms and their coverage. Since that time, TBT has become a government watchdog and trusted community resource. We publish news around the clock and those stories – along with others – are sent directly to readers three times a week as part of our popular newsletter service.

We like to have fun too. Readers flock to our **Weekend Sounds** section to check out live entertainment listings, read interviews with musicians and plan fun outings. Hundreds more tune in to **The Bradenton Times Podcast** each week for in-depth conversations with local leaders about the area's biggest issues.

In short, no one covers local news and the area's biggest issues like the TBT. Best of all, our advertising rates are a fraction of what you'd pay in print. That means far better value for your advertising budget.

By the Numbers



TheBradentontimes.com receives **160,000** unique visitors and **1.2+ million** page views each month.



350 people listen to The Bradenton Times Podcast each week.



Every week TBT's newsletters are sent to **33,000** active, engaged readers throughout Manatee County.



15,000 TBT followers on three social media channels.

The Bradenton Times *E-News*

Deliver your message each week directly to **33,000-plus** engaged readers across Bradenton, Anna Maria Island, Lakewood Ranch and Parrish through The Bradenton Times E-news blasts. Covering everything from politics and breaking news to live music and local events, TBT newsletters are an outstanding bargain for smart advertisers.

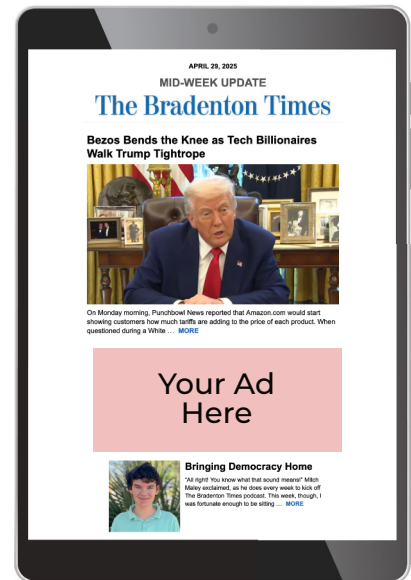
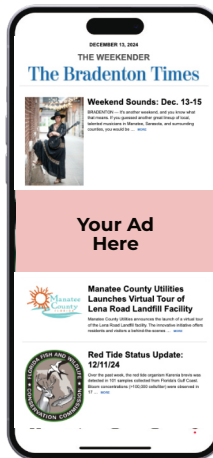
Frequency	Rate (Monthly)	Ad Size (pixels)	Impact
Single Issue (one daily newsletter)	\$300	600 x 250	Est. 10,000 views
One Week (3 issues)	\$675	600 x 250	30,000 views
One Month (12 issues)	\$2,400	600 x 250	120,000 views

Reach
10,000 Locals
Each Week

**FIRST-TIME
ADVERTISER
EXCLUSIVE**

New advertisers receive a

20% discount



Ready to be seen?

Email: Sales@TheBradentonTimes.com

Call or Text: (941) 281-5067

Bradenton's #1 News Source

The Bradenton Times *Extras*

The Podcast

Each week, hundreds of engaged listeners tune in to The Bradenton Times Podcast for exclusive interviews and deeper coverage of the stories shaping Manatee County. Podcast ads will be heard three times during an episode (beginning, middle, end). Sponsor a month or more of the podcast for greater value.

Sponsor the Pod	
Single Episode	4-Episode Pack
15-second spot – \$35	15-second spot – \$120
30-second spot – \$75	30-second spot – \$280

BUNDLE & SAVE

Purchase space in two or more ad categories during a month and receive

20% Off

Your message ...our mic

Don't have your own audio ad? We're happy to help. Just send a few details about your business or promotion. We'll script and record your ad in-house, and you'll get final approval before anything airs.

Social

Reach The Bradenton Times' Facebook, X and Instagram followers – a combined audience of more than **15,000 followers** – with your dedicated message. Sponsored posts can complement website, newsletter or podcast campaigns or stand alone as effective promotions.

Location	Description	Rate per post
Single-Platform Post	One sponsored post on your choice of Facebook, Instagram, or X.	\$75
Multi-Platform Post	One sponsored post published to all three platforms.	\$150
Post Series	Three multi-platform posts over a 7-day period.	\$400

Paid Press Release

Promote your business, event or organization with branded content that reaches thousands of local readers. Choose the package (right) that fits your goals and budget. This is local media that makes an impact—and your business can be part of it.

Local non-profit organizations receive free press release listings.

Basic – \$79

- Up to 500 words
- 1 photo
- Your logo
- 5 SEO keywords

Premium – \$129

- Up to 1,000 words
- 6 photos
- Video
- 10 SEO keywords

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