

THE BRADENTON TIMES

Local Business Partner Program

Simple • Local • Effective.

About The Bradenton Times

The Bradenton Times is an independent, locally owned newsroom serving Manatee County. We provide trusted reporting on local government, courts, environment, and community affairs. Advertising alongside The Bradenton Times places your business in a credible, community-focused environment.

Audience & Site Performance

Average monthly performance (Jan–Nov 2025):

- 73,000+ monthly unique visitors • 164,000+ monthly page views
- 2.4 pages per visit - Device usage: 60% mobile • 37% desktop • 2% tablet

Advertising Philosophy

We focus on consistent visibility rather than short-term promotions. All advertising and sponsorships are clearly labeled. Editorial coverage is independent and not influenced by advertising relationships.

PARTNERSHIP LEVELS

PARTNER LEVEL	MONTHLY INVESTMENT	WHAT YOU GET
BRONZE	\$250 / month	• Standard website ad (300×250) • Enhanced business directory listing • Event calendar postings
SILVER	\$500 / month	• Premium display ad (300×600) • One email placement per month (600×250) • Enhanced business directory listing • Event calendar postings • Priority access to premium options
GOLD	\$1,000 / month	• Maximum website visibility with 2 display ads (Standard 300 × 250 + Premium 300 × 600) • One email sponsorship per week (600×250) • Podcast mention • Enhanced business directory listing • Event calendar postings • First right of refusal on premium emails

PREMIUM SINGLE-CONTENT EMAIL SPONSORSHIPS

These are high-impact, single-focus emails with one sponsor only and no competing advertising. They are sold by the month to ensure consistency and ease of execution.

FEATURED STORY EMAIL (Monthly Price):

- \$750 per month
- One sponsor only
- Weekly cadence (typically 4 sends per month)
- 600×250 placement
- Clear editorial independence

PODCAST EPISODE EMAIL (Monthly Price):

- \$500 per month
- One sponsor only
- Covers all podcast emails published that month
- 600×250 placement
- Clear editorial independence

WEEKEND SOUNDS (Monthly Price): Weekly sponsored live-music and entertainment guide.

- Venue participation is \$300 per month.
- Sent as an email – Posted on the event calendar – Featured on a dedicated Weekend Sounds webpage
- Listing on Weekend Sounds webpage and email \$25 per month

Entry-Level & Self-Serve Options

- Basic Display Ad: \$200 per month: This is our simplest visibility option. It puts your business on the site consistently, but it doesn't include email or premium placement or Enhanced business directory listing or Event calendar postings.
- Paid Press Releases: Starting at \$100 live for 30 days to \$500 live for 5 Years
- Enhanced Business Directory Listing: \$20 per month
- Directory + Display Bundle: \$225 per month
- Classifieds: \$35 per post or \$75 monthly unlimited.

DESIGNED FOR LOCAL BUSINESSES

Ideal for law firms, realtors, developers, healthcare providers, restaurants, venues, financial institutions, and trusted local service businesses.

GET STARTED

Sales@TheBradentonTimes.com | (941) 281-5067

All advertising, email sponsorships, and specialty products are clearly identified as sponsored content. Sponsorship does not influence editorial coverage, story selection, or news judgment. The Bradenton Times retains full editorial independence at all times. Banner Display Ads are random places with other ads and change with new page opens. Advertising subject to [Advertising Policy and Ad Agreement](#) and [Private Policy](#). **Contact information** – Mailing - 405 26 Ave, Bradenton, FL 34205 - Phone: 941-896-7857 - Email - publisher@thebradentontimes.com.