About Us
Connecting our communities

Treasurecoast.com is entering its 12th year and was rejuvenated in mid 2016 when we added Cyndi Lenz as Editor and Nick Wilson as Chief Technology Officer. In 2017 we had 486.8K unique visitors who viewed our pages over 1.8 million times. Let us help you captivate, connect and capture with the Treasure Coast market!

Treasurecoast.com news content is available on all devices including desktop, tablet and mobile.
Why Our Readers Love Us
We live and breath Treasure Coast

THE LOCAL LEADER
Treasurecoast.com readers trust us and turn to us for unbiased Treasure Coast News, Events, Local News, business, services, entertainment and more.

TRUST
We care about our community and the people that live in it. Through great news reporting, we inform, educate and captivate our audience. When our readers hear our voice, they listen.

INTEGRITY
The publishers and editors at Treasurecoast.com who produce our content are held to the highest of standards. We are experts on many different interests, travel information and local event happenings.

ENGAGEMENT
We provide a complete avenue that caters to the needs of our readers. These channels enable our clients to reach out — and be engaged with our digital content. They are Treasurecoast.com loyal and are the backbone to our own brand awareness.
Our Readers Statistics

**Gender**
- 63% Female
- 37% Male

**Age**
- 49% 45 - 64
- 38% 18 - 44
- 13% 65 +

**Loyalty**
- 73% Read for 1-2 years
- 92% Leave Positive
- 23% Shares Our Content

**Spending Power**
- 56% Earn an annual income of over $42,000.00
Our Reach

2017 Key Statistics

<table>
<thead>
<tr>
<th>Website</th>
<th>Facebook</th>
</tr>
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<tbody>
<tr>
<td>Unique Visitors 484,268</td>
<td>Page And Group Fan 46K +</td>
</tr>
<tr>
<td>Average Time Spent On Site 1min 20 sec</td>
<td>Average Monthly Engagements 191K +</td>
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<tr>
<td>Total Pages Viewed 1,826,556</td>
<td>Average Monthly Reach 1 Million +</td>
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Low Bounce Rate

Treasurecoast.com has an industry leading low bounce rate of only 14%. A low bounce rate means high website visitor engagement and more people looking at your advertisement.

Treasurecoast.com Website Advertising Locations

Leaderboard
728 pixels (w) x 90 pixels (h)

Sponsor a news category
520 pixels (w) x 90 pixels (h)

Medium rectangle sidebar ad
270 pixels (w) x 200 pixels (h)

Banner Ads
Sidebar Ads
Footer Ad

Footer Ad Space
728 pixels (w) x 90 pixels (h)

News Catagory Banners Ads
Image banners appear in rotation on the home page 520 pixels (w) x 90 pixels (h)

In-Story Ads
Ads will display on right side of stories. 300 pixels (w) x 200 pixels (h).

Video Ads
Want to grab attention using video? Let us display it on our site via a post or static display on the home page or specific news category.
Social Media Publishing
High-quality, Best content delivered through social media

Have your campaign, business or product be featured and shared through treasurecoast.com’s impressive social media channels. Our experts have an arsenal of knowledge about our audience - let us help jump start your marketing initiatives.

FACEBOOK
Treasurecoast.com will publish and share your marketing campaign to our active 23,000 followers.

Have a custom idea that you would like us to implement? No problem! Tell us what your goals are and let us brainstorm together. We can customize a marketing campaign just for you.

Contact our sales team and start today! sales@treasurecoast.com
Specifications and Rate Card

Website Advertisements

**ARTWORK REQUIREMENTS**
Artwork should only be supplied as an animated .gif, .jpeg or png file, 72 dpi, RGB format, and less than 32k in size. Please supply a valid link.

**LEADERBOARD AD**
728 pixels (w) x 90 pixels (h)

**NEWS CATEGORY AD**
520 pixels (w) x 90 pixels (h)

**MEDIUM RECTANGLE SIDEBAR AD**
270 pixels (w) x 200 pixels (h)

**FOOTER AD**
728 pixels (w) x 90 pixels (h)

**ROTATING IMAGE BANNER ADS**
380 pixels (w) x 150 pixels (h)

**IN-STORY AD**
300 pixels (w) x 250 pixels (h)

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**SOCIAL MEDIA CAMPAIGN**

**Artworks Requirements**
Artwork as animated .gif or .jpeg file, 72 dpi, RGB format, less than 25k in size. Please submit your full resolution art files to sales@treasurecoast.com (jpg, png or .gif). If you submit an animated .gif, we suggest you put all your salient information on the first slide.

**FACEBOOK**
Story: 1080 pixels (w) x 1920 pixels (h)
Ads: 168 pixels (w) x 260 pixels (h)

**INSTAGRAM**
Story: 1080 pixels (w) x 1920 pixels (h)
Ads: 168 pixels (w) x 260 pixels (h)

**TWITTER**
Email leaderboard: 512 pixels (w) x 1024 pixels (h)
Email sidebar: 168 pixels (w) x 260 pixels (h)

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### WEB

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**START YOUR CAMPAIGN TODAY!**

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Send your full resolution art files to sales@treasurecoast.com
Connecting our Communities!