
Local - News - Events
Martin - St. Lucie - Indian River
About Us
Connecting our communities

TreasureCoast.com is entering its 15th year and was rejuvenated in mid 2016 when we added Cyndi Lenz as Editor and Nick Wilson as Chief Technology Officer. Dawn Lonergan Schmidt brings to the table over 40 years of graphic arts and advertising experience, from the I♥New York campaign to the Treasure Coast with many stops in between. In 2019 we had 602.2K unique visitors who viewed our pages over 2.5 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. Our site publishes AMP news content allowing for faster loading on small devices.

TreasureCoast.com is a true community online newspaper - Keeping people informed daily with local information and events that are important in and around the community.
Why Our Readers Love Us
We live and breathe 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 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

**2019 Key Statistics**

**Website**
- Unique Visitors: 602,294
- Average Time Spent On Site: 1min 35 sec
- Total Pages Viewed: 1,996,426

**Facebook**
- Page And Group Fan: 60K +
- Average Monthly Engagements: 191K +
- Average Monthly Reach: 1 Million +

**Low Bounce Rate**
TreasureCoast.com has an industry leading low bounce rate of only 10.2%. 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)

- **Below featured story news carousel**
  - 311 pixels (w) x 148 pixels (h)

- **Medium rectangle sidebar ad (Left or Right)**
  - 250 pixels (w) x 250 pixels (h)

- **Sponsor a news category**
  - 640 pixels (w) x 128 pixels (h)

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

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**News Category Banners Ads**
The ad will appear below the news category in the middle of the website on the home page 640 pixels (w) x 128 pixels (h)

**In-Story Ads**
Ads will display on left side of stories. 260 pixels (w) x 260 pixels (h). **We can do any size as long as the width remains at 260 pixels.**

**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.

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 80k in size. Please supply a valid link.

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

**NEWS CATEGORY AD**
640 pixels (w) x 128 pixels (h)

**MEDIUM RECTANGLE SIDEBAR AD**
250 pixels (w) x 250 pixels (h)

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

**NEWS CAROUSEL BANNER ADS**
311 pixels (w) x 148 pixels (h)

**IN-STORY AD**
260 pixels (w) x 260 pixels (h)

### TABLE - WEBSITE

<table>
<thead>
<tr>
<th>ARTWORK REQUIREMENTS</th>
<th>PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork as animated .gif or .jpeg - RGB format, less than 25k in size. Please submit your full resolution art files to <a href="mailto:sales@TreasureCoast.com">sales@TreasureCoast.com</a> (jpg, png, or gif). If you submit an animated .gif, we suggest you put all your salient information on the first slide.</td>
<td></td>
</tr>
</tbody>
</table>

### TABLE - SOCIAL MEDIA

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<tr>
<td>FACEBOOK</td>
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</tr>
<tr>
<td>INSTAGRAM</td>
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</tr>
<tr>
<td>TWITTER</td>
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</tbody>
</table>

**Bundled savings packages available!**

**START YOUR CAMPAIGN TODAY!**

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