

Support independent, nonprofit journalism in Coconut Grove while reaching an engaged, community-minded audience. The Spotlight serves Coconut Grove (21,000 residents) and nearby neighborhoods (+100,000). We publish a twice-weekly email newsletter and maintain a continuously updated website, delivering exclusive local reporting with a 65% average open rate.

- Average income 1.9-times the national average,
- Average family wealth 1.4-times the national average,
- 71% college-educated,
- 58% home ownership with average value \$1.2M (3-times national average), and
- Residents that remain in the Grove throughout their lives, loyal to the neighborhood.

**Advertising:** This is your vehicle to promote direct offers, sales and specific calls to action. Results-driven advertising will expose your business to our wide readership, and include a link that takes readers straight to your website to drive responses.

**Sponsorships:** Become a proud supporter of the Coconut Grove Spotlight. Place an image of your organization or business in any of the sizes below and enjoy the loyalty and good will of all the Spotlight readers. Your image will link to your website to expand on your brand and deliver your full message.

### Advertising Monthly Rates

Placement	Delivery Method	Resolution (wxh)	1x Rate	3x Rate	12x Rate
Skyline Banner	All webpages	1600 x 200 px	\$1450	\$1070	\$840
Sidebar	All webpages	600 x 500 px	\$570	\$420	\$330
Inside Story/Web	All webpages*	800 x 200 px	\$660	\$540	\$450
Inside Story/Email	Email	800 x 200 px	\$540	\$420	\$330

### Sponsorship Monthly Rates

Sponsorship messages that use neutral, brand-focused wording qualify for a discount off our regular advertising rates.

Placement	Delivery Method	Resolution (wxh)	1x Rate	3x Rate	12x Rate
Skyline Banner	All webpages	1600 x 200	\$1200	\$900	\$700
Sidebar	All webpages*	600 x 500	\$475	\$350	\$275
Inside Story/Web	All webpages*	800 x 200	\$550	\$450	\$375
Inside Story/Email	Email	800 x 200	\$450	\$350	\$275

\*Ads & sponsorships are subject to position rotation in-column & on the sidebar.

### Specifications and Deadlines

- Camera-ready image art JPG/JPEG, PNG or GIF formats
- High Resolution, Max Quality, 300ppi minimum
- Reservations: 4 days prior to publication
- Rates are subject to change.
- Pre-paid. Long-term discounts available.
- Creative graphic production available from \$100

Our sales support team will assist you in selecting the best choice to promote your brand, be it advertising or sponsorship. Please contact us at [support@coconutgrovespotlight.com](mailto:support@coconutgrovespotlight.com)

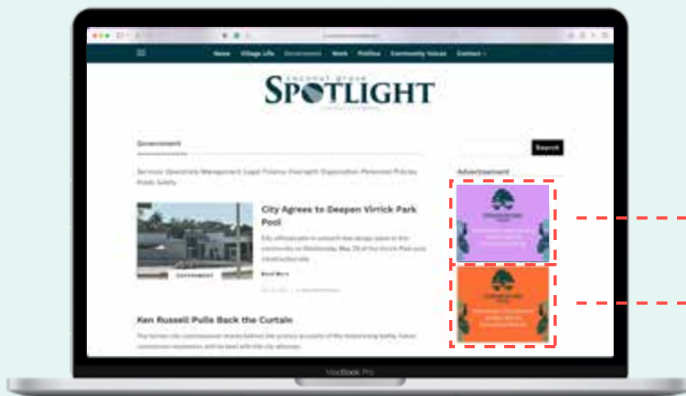
### Website Front Page



Skyline banner on all desktop pages  
1600 x 200 px  
Link to your site

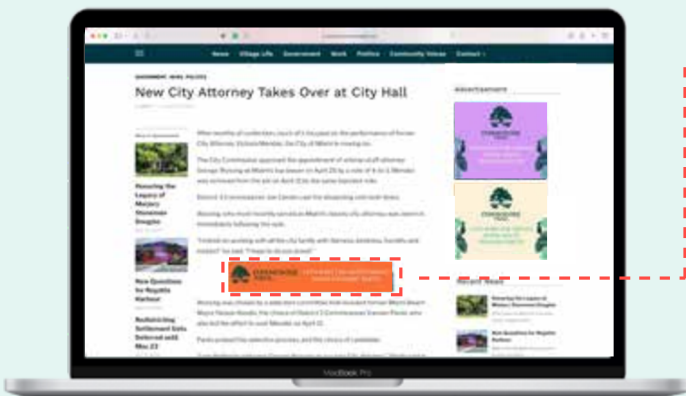
Sidebar on all pages  
600 x 500 px  
Link to your website

### Website Category Pages



Village Life, Government, etc  
Right sidebar on all pages  
600 x 500 px  
Link to your site

### Article Page



In-article banner and  
Website display repeat every  
few paragraphs  
800 x 200 px

## Desktop Newsletter



In-article displays in  
Email newsletter  
800 x 200 px  
Link to your site

## Mobile Device Newsletter



In-article displays in  
Email newsletter  
800 x 200 px  
Link to your site