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# coconut grove SPOTLIGHT


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## Advertising & Sponsorship Guide

### Local Reach. Real Results.

Founded in 2024, Coconut Grove Spotlight is a fast-growing independent, nonprofit newsroom serving Coconut Grove and surrounding neighborhoods with trusted local reporting on the issues that shape the Grove.

 **15,000+**  
Twice weekly  
Newsletter  
Subscribers

 **50%**  
Average Open  
Rate

 **30,000+**  
Monthly Website  
Visitors (Unique)

 **55,000+**  
Monthly Page  
Views

### Rapidly growing audience, doubling year over year.

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Our readers turn to the Spotlight for clear, relevant coverage of community lifestyles, neighborhood concerns, culture, public safety, events and happenings and city government.

**Trusted journalism.**

**Engaged readers.**

**Meaningful visibility.**



# Who We Reach

A highly engaged local audience.

**An affluent, educated, and civically engaged community with significant purchasing power.**

**\$1.2M**

Average Home Value

**71%**

College Educated

**58%**

Homeownership

**21,000**

Coconut Grove Residents

Source: U.S. Census / Miami-Dade County

## Spotlight reach includes:

- Twice-weekly newsletter distribution
- Consistent visibility across newsletter and website
- Additional exposure through social sharing
- An affluent core market with 1.9x national average income and 1.4x national average wealth

**Reach one of Miami's most desirable demographic markets.**

# Advertising & Sponsorship Opportunities

## Ways to Partner

### Advertising

Promote direct offers, sales, events, and specific calls to action. Advertising placements are designed to drive awareness and response, with each ad linking directly to your website or designated URL.

### Sponsorship

Show your support for Coconut Grove Spotlight while building visibility and goodwill with our readers. Sponsorship placements feature your business or organization alongside trusted local journalism and link directly to your website or designated URL.

### Advertising Monthly Rates

Placement	Delivery Method	Resolution (w x h)	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 (w x h)	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

\*All ads and sponsorships are subject to position rotation.

## Specifications

- JPG, PNG or GIF formats
- Web-ready, high resolution files
- Reservations: 4 days prior to publication
- Rates are subject to change.
- Creative production from \$100

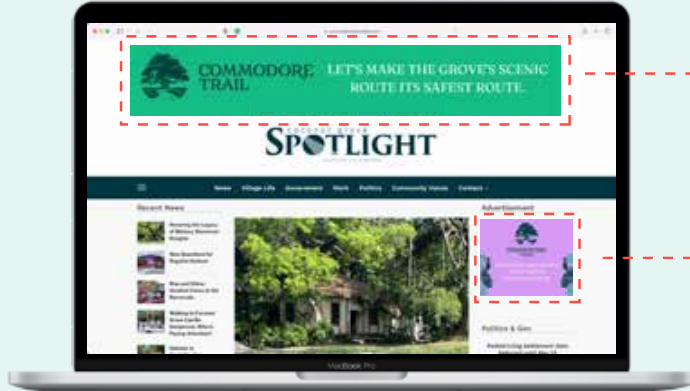
Which placement is right for you?

Contact: [sponsor@coconutgrovespotlight.com](mailto:sponsor@coconutgrovespotlight.com).

# Where Your Brand Appears

Show your brand where Grove readers pay attention.

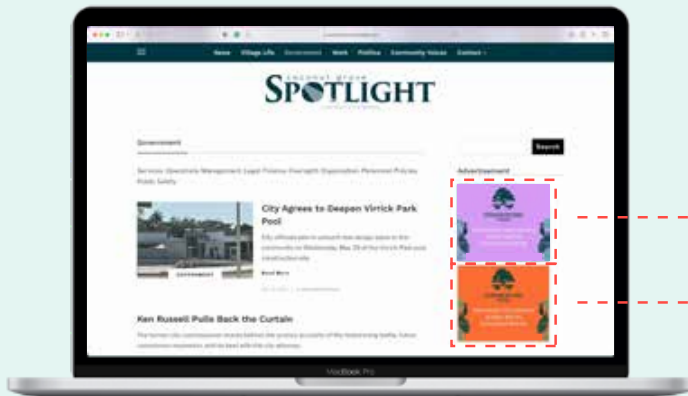
## Website Front Page



Skyline banner on all desktop pages  
1600 x 200 px  
Links to your website

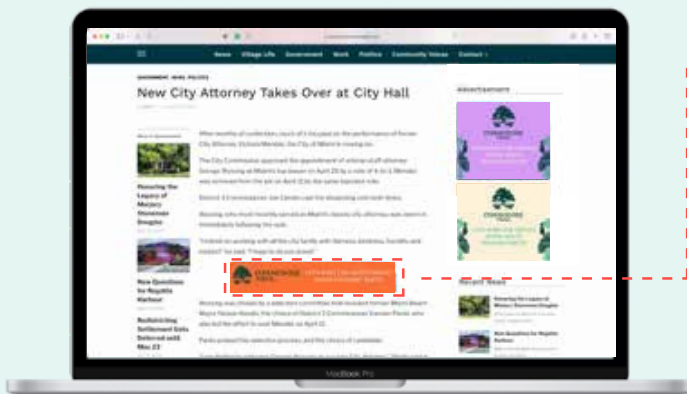
Sidebar on all pages  
Dimensions: 600 x 500 px  
Links to your website

## Website Category Pages



Right sidebar placement across category pages  
Dimensions: 600 x 500 px  
Links to your website

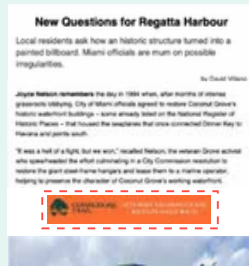
## Article Page



In-article banner and Website display repeat every few paragraphs  
Dimensions: 800 x 200 px  
Links to your website

# Reach Readers Directly

## Desktop Newsletter



In-article displays in  
Email newsletter  
Dimensions: 800 x 200 px  
Links to your website

## Mobile Device Newsletter



In-article displays in  
Email newsletter  
Dimensions: 800 x 200 px  
Links to your website

## Key Industries

### Real Estate & Home Services

Reach buyers, homeowners, and high-value property decision-makers.

### Retail, Dining, Hospitality & Lifestyle

Stay visible with consumers who live, work, visit, shop, and dine locally.

### Professional & Financial Services

Build trust with an affluent, educated, and influential audience.

### Health, Wellness, Medical & Beauty Services

Connect with health-conscious residents seeking trusted local providers.

### Community & Cultural Organizations

Increase awareness and engagement.

## Put the Spotlight On Your Business

Contact: [sponsor@coconutgrovespotlight.com](mailto:sponsor@coconutgrovespotlight.com)