

## AUDIENCE

Share your message with more than 4.5 million unique monthly visitors on **tampabay.com**, Tampa Bay's #1 news and information website. Position your brand alongside local and breaking news, Pulitzer Prize-winning stories, Things To Do and more.

**12** MILLION PAGE VIEWS

**4.5** MILLION UNIQUE MONTHLY VISITORS

Source: Google Analytics 3/19-5/19, 3 mos. avg.

Total DMA Adults **tampabay.com** past 30 days

Median age	53 yrs.	42 yrs.
Median household income	\$55,400	\$79,000
Employed full-time	53%	75%
Professional managerial	21%	42%
Kids (17 & younger)	31%	44%

Source: 2019 Nielsen Scarborough Report (r1)

## MOBILE

**tampabay.com's** mobile responsive site, along with our extended network of both mobile web and apps, allows your message to be targeted to smartphone and tablet users.

### Mobile capabilities:

- Geo-targeting by DMA, state, or ZIP code
- Behavioral targeting
- Geo-retargeting
- Day parting, weather and distance triggers
- Geo-fencing

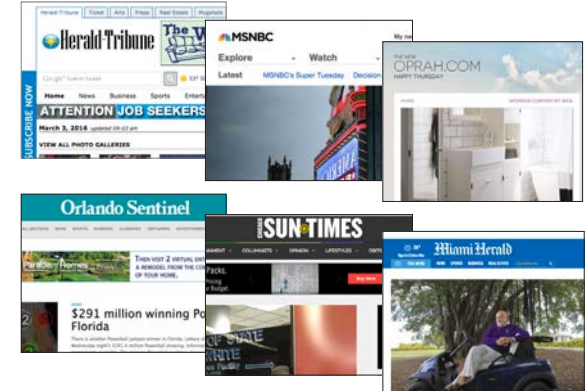


**6.5** MILLION PAGE VIEWS

Source: Google Analytics (June 2019)

## EXTENDED NETWORK

Extend your reach locally or regionally throughout our network of high-quality, brand-safe websites.



## TARGETING

Targeting opportunities available on **tampabay.com** and on our extended reach network.

### Behavioral targeting

With data collected from websites visited, searches made and articles read, the *Times* Digital Solutions team can identify and target your most likely customers.

### Category targeting

Leverage a guaranteed list of specific sites or site sections that match the interests of your target audience.

### Demographic targeting

Reach more of the users that matter to you. Target by age, gender, ethnicity, education level, home-ownership status, income, marital status, household size and more.

### Keyword/Contextual targeting

Using keywords or phrases, your advertising message will follow users searching for your products and services as well as appear alongside related content. This will increase user engagement and brand recognition.

### Retargeting

Using a tracking pixel, your ad will be served to visitors who have already been to your site – keeping your brand top-of-mind and giving your digital marketing efforts a boost.\*

\*Extended Reach Network Only.

### Geofencing

Target an area around your business, competitive businesses, select events and any other area where your potential customers are likely to visit.

### IP targeting

Deliver your message to consumers based on their Internet Protocol (IP) address.

## SPONSORSHIPS

### Targeted channel sponsorships & Sitewide Fixed Position

Take advantage of these fixed, high-visibility opportunities and share your brand message or logo throughout [tampabay.com](http://tampabay.com).

Channel Sponsorships exist on:

- Specific News Channels
- Specific Sports Channels
- Business
- Politics
- Features and more

### Sponsored content

“Own” your piece of the largest news and information website in Tampa Bay by sharing your message via customized advertorial content, videos and more on:

- Things To Do
- Health
- Education



## EMAIL/APPS

### E-newsletters and apps

Deliver your message to a captive audience of interested readers who have requested daily and weekly emails or downloaded apps to their smartphone or tablet.

E-newsletters	recipients	Apps	monthly page views
Daystarter email (Daily)	83,460	Tampa Bay Times e-newspaper (exclusive to Times subscribers)	4,750,516
Centro (Spanish Language)	679	Times News App	6,635,620
PolitiFact (Weekly)	71,617	tbt* e-newspaper	84,571
Arts & Entertainment (Wed.)	36,940		
Breaking News	65,966		
Pro Sports News (Daily)	15,006		
The Buzz (Florida politics) (Weekly)	8,943		
Pasco News (Weekly)	2,742		
Bucs Post-Game Recap (After games)	6,823		
Hernando News (Weekly)	2,011		
Cooking	3,473 (Thursday) 2 ad spaces		
Travel Deals	12,328		
Times Events	17,501		
Ernest Hooper That's All I'm Saying	1,142		

Source: Technavia June 2019

## PRE-ROLL & IN-BANNER VIDEO

[tampabay.com](http://tampabay.com) has more video than all broadcast media sites in Tampa Bay.

### Pre-roll & In-Banner

Repurpose your existing TV spot or use our Times Digital production team's expertise in commercial and video creation. Display your message on [tampabay.com](http://tampabay.com) and throughout top websites on our extended reach network.

## SEM

**Search Engine Marketing** Increase your visibility within the search results pages of the #1 search engine.



## SEO

**Search Engine Optimization** Develop a presence in front of local internet users seeking your services today.

# Times Digital

LOCAL AND NATIONAL REACH.

**tampabay.com**

Tampa Bay's #1 media website

We deliver a quality digital audience to market your business.

**tampabay.com**

**Monthly Total Unique Visitors**

**4,530,825**

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