

## 2020 Paradise Coast: ParadiseCoast.com

### Traffic (Jan 1, 2019 – Dec 31, 2019):

- Users: 1.04 MM +11.65%
- Sessions: 1.27 MM +7.9%
- Page Views: 2.26 MM +10.3%

### Device:

- Mobile 59% / Tablet 14% / Desktop 27%

### Top Metros:

- |                            |                              |
|----------------------------|------------------------------|
| 1. Ft. Myers-Naples        | 6. Orlando-Daytona-Melbourne |
| 2. Tampa-St. Pete-Sarasota | 7. Chicago                   |
| 3. Miami-Ft. Lauderdale    | 8. Boston                    |
| 4. NYC                     | 9. Detroit                   |
| 5. Atlanta                 | 10. Philadelphia             |

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- Ads are in premium positions on landing pages and article pages
- Two native formatted ad units:
  - Native 465x185 – landing pages (approx. 80% of delivery)
  - Native 300x250 – only on article pages (approx. 20% of delivery)
- Priority Channel: System will look to first deliver your ad here first (Places to Stay, Things to Do, Tours, Arts, Culture & History, etc.)
- Campaign timing is your choice (up to a year)
- All campaign will receive REWARDS (free) impressions (when available)
- Monthly performance reports will be sent the first week of the following month
- The number of impressions and the cost are your choice

Impression amounts available in between quantity discount tiers

IMPRESSIONS	CPM	RATE
25,000	\$19	\$475
50,000	\$17	\$850
100,000	\$16	\$1,600
150,000	\$15	\$2,250
200,000+	\$14	\$2,800

(Rates are per campaign, not monthly)

**GET REWARDS!**

Display advertisers may receive an additional display ad campaign for free depending on their level of investment. This campaign will run for the same timeframe as your paid campaign, allowing you to increase your ROI (impressions are not guaranteed; partners can up-to-double your exposure).

