

BOCA CIEGA POINT COMMUNITY

WEBSITE ADVERTISING OPPORTUNITIES

WHY ADVERTISE WITH US?

- In addition to the public areas of our website, there is a very active secure private resident community.
- Residents from our 365 homes login to this area for the latest news, events & community info.
- The 55+ market is an enormous group with incredible buying power!
- The senior generation prefer more personalized relationships with "real people" when they shop for goods & services.
- Retirees have more time for renovations, decorating, new projects and leisure activities.
- Grandparenting represents an immense marketing opportunity.
- Seniors are great gift givers!

WEBSITE TRAFFIC



UNIQUE MONTHLY VISITS
bocaciegaadultcommunity.com

DIGITAL

VS

TRADITIONAL

COST EFFECTIVENESS



Even on a small budget you can reach thousands of people



You need a good advertising budget

TARGET AUDIENCE



Can reach a specific target group



Very difficult to reach a specific set of people

MEASURING RESULTS



Can measure results through analytics

IMPOSSIBLE



Not possible to measure results

BANNER AD RATES

PLATINUM PACKAGE: \$720 annually (\$30 per month)
Highest exposure for your business! Your ad will appear on our Public Home Page & Home Page of our Resident area!

GOLD PACKAGE: \$480 annually (\$20 per month)
Highest visibility to our residents only. Your ad will target the 2 pages in our residents area with the highest traffic!

SILVER PACKAGE: \$180 annually (\$30 per month)
Extremely affordable solution to reach residents only, on 2 pages with a solid amount of visits.

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