



*Breaking News  
As it is happening  
Consumer Driven Content  
2 million+ annual visitors*

## *2025 Media Kit-Our Audience is Your Customers*

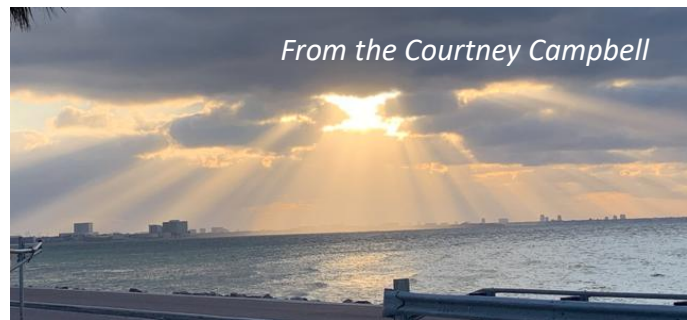
IONTB, the premier breaking news website in the Tampa Bay area, offers unparalleled benefits for businesses looking to connect with a highly engaged local audience. With over 200,000 unique visitors every month, IONTB provides a platform to reach a substantial number of residents and businesses.

By featuring local ads, IONTB ensures that advertisers can effectively target their desired audience.

This approach not only enhances the user experience by maintaining a streamlined browsing environment but also strengthens community ties by promoting local businesses.

For advertisers, this means increased visibility and engagement within one of the region's most trusted news sources.

*(Photos courtesy of Mathew Pearson)*

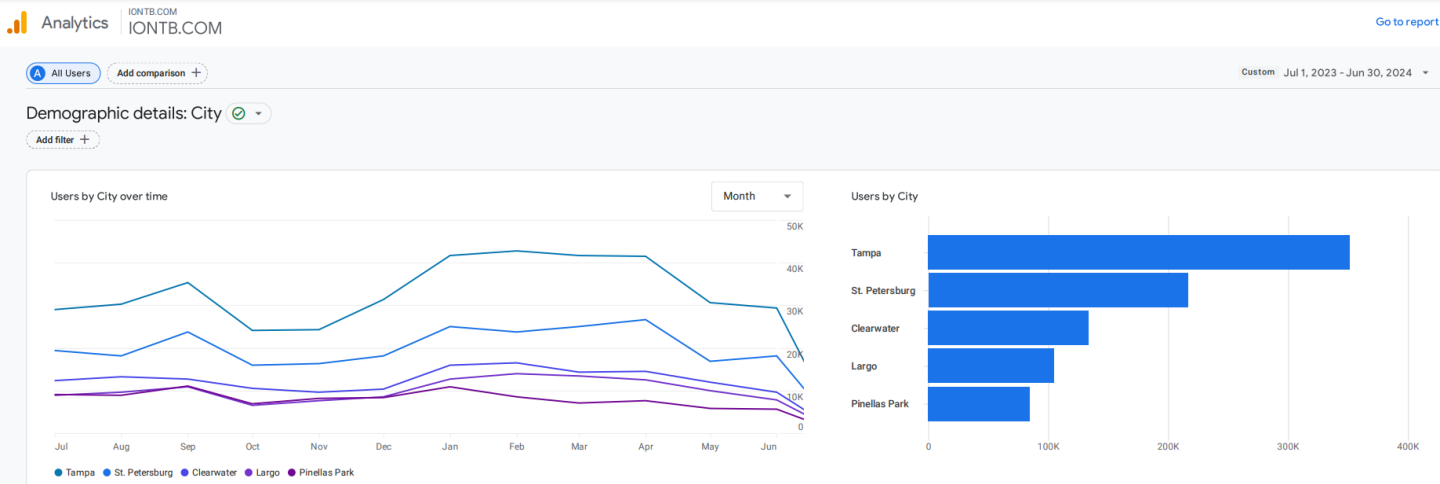




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## Website Traffic. Google Analytics-2023-2024



Search...

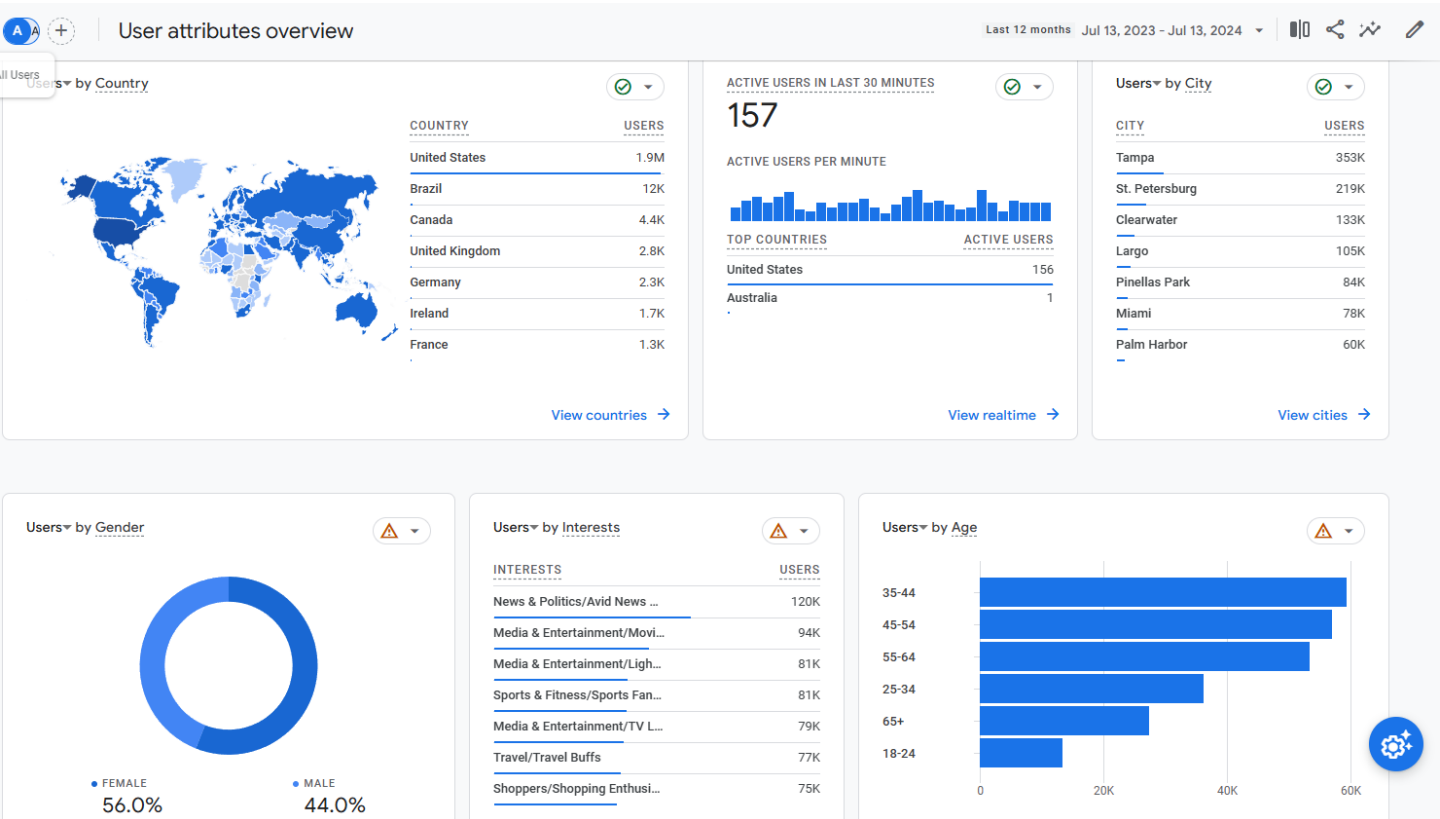
City	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
	1,962,373 100% of total	1,962,598 100% of total	4,038,030 100% of total	83.02% Avg 0%	2.06 Avg 0%
1 Tampa	351,366	309,388	810,356	85.51%	2.31
2 St. Petersburg	216,462	200,649	526,605	88.32%	2.43
3 Clearwater	133,570	121,137	322,962	87.01%	2.42
4 (not set)	114,869	96,591	166,211	78.06%	1.45
5 Largo	104,806	92,322	281,226	89.97%	2.68
6 Pinellas Park	84,711	74,438	226,753	89.75%	2.68
7 Miami	77,457	62,504	95,856	74.65%	1.24
8 Palm Harbor	60,799	55,732	137,530	89.75%	2.26
9 Seminole	56,210	49,660	150,215	88.7%	2.67
10 Atlanta	48,942	38,718	55,230	72.99%	1.13



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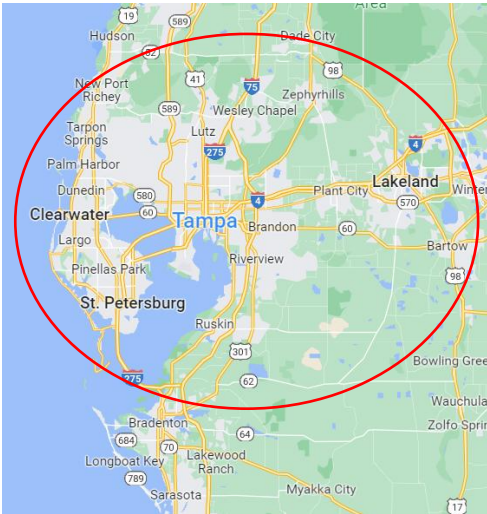


Celebrating  
11 years!



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- *First on-scene information*
- *Huge local audience*
- *News shared with compassion*
- *Your ad adjacent to news*
- *News readers=good consumers*
- *Accurate, Current, Breaking News*
- *Road and bridge closures*
- *Weather Alerts*

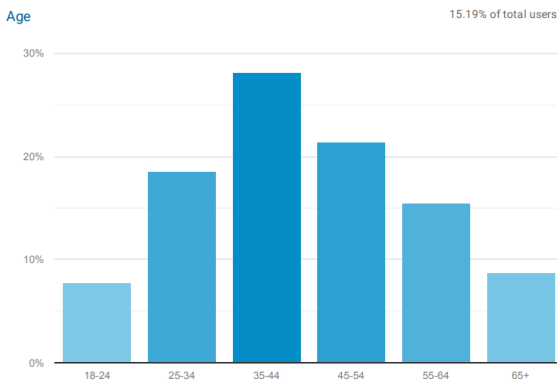
**Google Analytics (4/22/22-3/23/23):**  
**Over 200,000 monthly users**  
**53% male, 47% female**  
**80% of viewers ages 25-64**

**Demographics: Overview**

Mar 18, 2022 - Mar 18, 2023

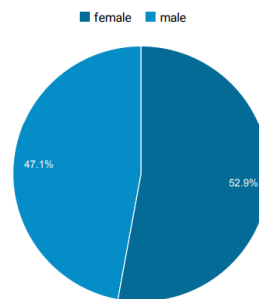
All Users  
100.00% Users

**Key Metric:**



**Gender**

13.76% of total users





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**Advertise your business adjacent to Breaking News  
Tampa Bay's Breaking News Website  
IONTB.com is your "Eye On Tampa Bay"**

**2025 Advertising Rates-Call or email for info**

Home Page Banner Ad Program

Call for rate

Rotating ad in Top and Lower Banner, and In-line Article Ad

*One price, rotating ads, no cpm. Unlimited views.  
Top and Lower Banner 1200 x 200 ad size*

In-line Article Ad (News)

Call for rate

*Your ad rotates equally on all news pages. Unlimited views.  
In-Line Article ad size is 700 x 200*

Business and Lifestyle Directory

Call for rate

*Fixed ad position. Category heading. Unlimited views.  
700 x 200 ad size*

### Advertising Info

Contact Joe Pearson  
727-637-6722  
[Joe@IONTB.com](mailto:Joe@IONTB.com)

