

REGISTRY Tampa Bay.com



LIVE.



LOVE.



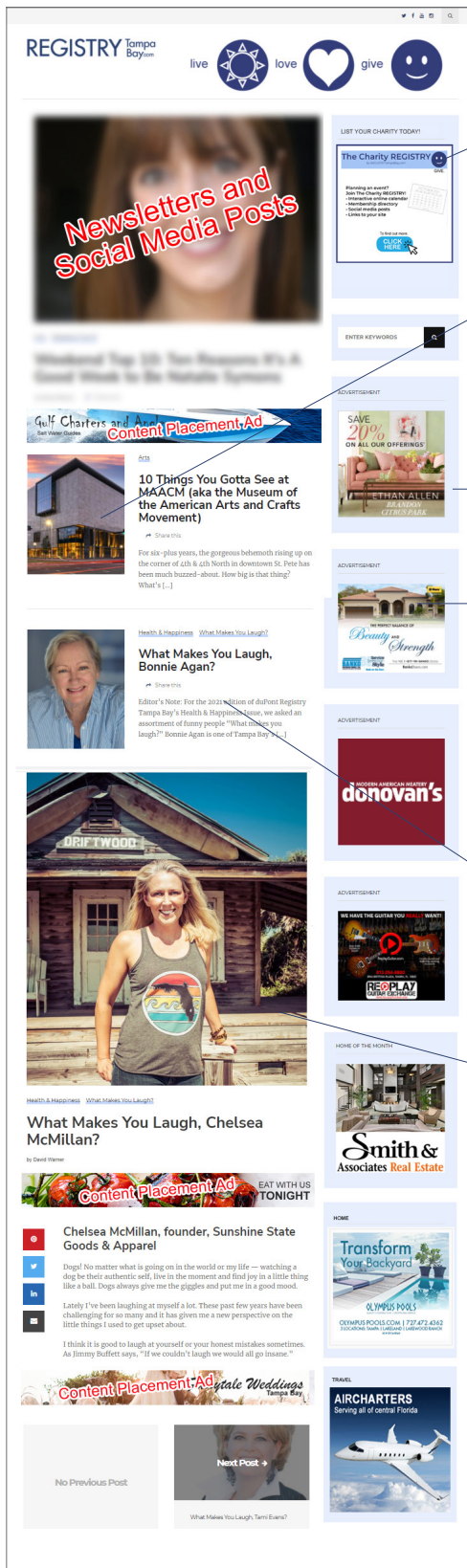
GIVE.

Exploring the Lifestyle & Generosity of Tampa Bay

2022 MEDIA KIT

REGISTRYTAMPABAY.COM

DIGITAL AD SPECIFICATIONS



THE CHARITY REGISTRY
 Tampa Bay's Interactive Community Calendar
 Plan.Sponsor.Attend. Support.
 (see page 4)

728 x 90 Pixels

CONTENT PLACEMENT AD
 \$95/Month
 2 month run
 Social Media Posts

728 x 90 Pixels

1/4 SQUARE AD
 \$195/Month
 2 month run

269 x 269 Pixels

HOME OF THE MONTH AD
 \$195/Month
 2 month run

269 x 269 Pixels

SPONSORSHIPS
 Exclusive sponsorship of RTB editorial posted on our website, and on our social media.
 \$149

STORY (Native Content)
 Build your own branded content to our specs, with permanent archive and posted on our social media.
 (pricing available upon requests)

AD SIZES

SPONSORSHIP AD	228 x 180
1/4 SQUARE.....	269 x 269
HOME OF THE MONTH.....	269 x 269
CONTENT PLACEMENT AD.....	728 x 90

Digital sizes are (w) x (h) in pixels.

All ads camera ready. Graphic design services available (Free with 2 month run).



LIVE.

Newsletters



LOVE.

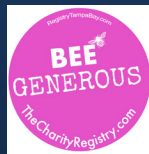
Each newsletter is distributed to our expanded Legacy and Leadership List that includes 12,000+ active leaders, influencers, athletes and professionals in the Tampa Bay Area. All newsletters will be posted on www.registrytampabay.com and shared on our social media platforms.



Mansion Monday

Every week we feature a multi-million dollar property with a uniquely interesting story to tell. Whether you are looking to sell, buy or just get a peek into an extraordinary property, our Mansion Monday newsletter is a must.

*Featured Property \$395/week
Banner Ad \$395/week, 2-week minimum run*



BEE Generous

In celebration of the spirit of generosity in Tampa Bay, our Tuesday newsletter highlights a different charitable organization or event each week.

Banner Ad \$395/week, 2-week minimum run



BEE Mail

A weekly collection of advertisers and content curated by Molly B. duPont. This Wednesday newsletter includes products and services as well as charity events in our community.

*Advertisement \$95/2 weeks
Banner Ad \$395/week, 2-week minimum run*



Weekend Top 10

Whether we're recommending 10 must-sees at a new museum, 10 acts to watch at a music festival, or 10 weekend happenings you can't miss. Our Thursday newsletter is full of the arts and entertainment info you need.

Banner Ad \$395/week, 2-week minimum run



Friday Food Fight

It's donut vs. donut! Cheeseburger vs. cheeseburger! Every Friday, read who scores highest in our Tampa Bay tastebud battles.

Banner Ad \$395/week, 2-week minimum run



Weekend Wheels

Enjoy Howard Walker's witty "Weekend Wheels," featuring the latest classic, luxury, and exotic vehicles.

Banner Ad \$395/week, 2-week minimum run



BEE GENEROUS

Tampa Bay's Interactive Community Calendar

Plan. Sponsor. Attend. Support.

OPTION A

- Single event listing on our calendar
- Your organization listed in our exclusive Directory
- Event featured in two (2) of our e-newsletters that are each sent to over 12,000 subscribers
- Event will be shared on both Registry Tampa Bay and The Charity Registry social media.
- Investment \$95

OPTION B

- Unlimited event listings on our calendar
- Your organization listed in our exclusive Directory
- Events featured in two (2) of our e-newsletters that are sent to over 12,000 subscribers
- Event will be shared on both Registry Tampa Bay and Charity Registry social media.
- Article written by RTB Content Editor David Warner that will be the feature for at least one week's Giving Tuesdays column as well as available for you to use at your discretion.
- Investment \$495 (Value \$1,000)

LET US HELP YOU PLAN AND PROMOTE YOUR EVENT!

TheCharityRegistry.com

Questions? Contact Molly duPont mdupont@registrytampaby.com



Social Solutions

With a growing following, our social platforms are the ideal way to connect with our readers when they're on the go. We offer advertising space on Facebook, Instagram, and YouTube.

Growing Following



FACEBOOK:
4.4K+ FOLLOWERS



INSTAGRAM:
2.2K+ FOLLOWERS

LIVE



Tampa Bay Talks

On occasion, we sit down with notable Tampa Bay residents to ask some of the questions our listeners have always wondered about. From non-profits to CEOs, our 20-minute podcast features them all. \$2,500 per episode.

AGE: **35-65**

AVERAGE HHI: **\$250,000**

AVERAGE NET WORTH: **\$5M**

LEGACY AND LEADERSHIP
REACHED: **12,000+**

MONTHLY WEB TRAFFIC
EXCEEDS: **6,000+**

TOTAL NEWSLETTERS
OPENED: **65,000 PER MONTH**



Meet the Team!



Tom duPont — *The Skipper*, Publisher/CEO

The Skipper steers the boat, or in this case, the business. Tom ensures Registry Tampa Bay is headed in the right direction. He has navigated a long and highly successful career in publishing, mostly as the founder and leader of a magazine that bore his family's name. Tom comes by his role as captain naturally, in part because he's been racing sailboats for more than 40 years. Contact at: tomdupont@registrytampabay.com

Molly duPont — *Head Beekeeper*, Bee Generous, BeeMail and The Charity Registry

This is a woman with her finger firmly on the community pulse. If you need to know what's going on in Tampa Bay, this is your go-to gal. Molly leads our give-back initiatives and is the driving force behind TheCharityRegistry.com. She also heads our online/pop-up retail business, Mrs. Schaffer and Sons, providing perfect gifts that enhance both your practical and luxurious lifestyle. Contact at: mdupont@registrytampabay.com



Eric Kennedy — *Spock*, Chief Technologist

Eric stays ahead of the rapidly changing world of digital newsletters, social media networking and other tech needs. He quickly advances our digital profile in many different ways that provide better information for our Legacy and Leadership subscriber list, as well as our commercial clients. Eric and his family love dogs; his daughter is an expert trainer. Contact at: ericvkennedy@gmail.com

Bruce Bicknell — *The Minister of Arts*, Graphic Designer

When Registry Tampa Bay needs something to look great — whether it's a newsletter, website, email blast, press kit, mailer, what have you — he's the man. Bruce has decades of design experience in virtually any medium you can imagine. He makes our ideas come to visual life. Bruce has an impressive guitar collection, and he and his wife love to foster cats. Contact at: bbicknell1017@gmail.com



Audrey Campbell — *Radar*, Office Manager

Just like the beloved character on M*A*S*H, Audrey keeps track of everything that's coming and going at Registry Tampa Bay. She anticipates our needs and deftly handles all the details. Audrey's always caring and thoughtful in delivering her opinion as we navigate these waters. Family and church are her love and foundation. Contact at: acampbell@registrytampabay.com

Amanda Tyler — *Guide*, Mansion Monday

Care to take a peek inside some of the most opulent and unique homes in the greater Tampa Bay Area? Amanda knows her way around town and features properties that you want to see ... or even buy. In town, uptown, out-of-town, hi-rise or waterfront, golf course or gated — there's something breathtaking every week. Have a look, even if it's just for fun! Contact at: atylor082@yahoo.com



Cindy Stovall — *Guide*, Weekend Top 10

Cindy is a leading chronicler of the vibrant Tampa Bay Area events scene. A relentless searcher of things to do, she pens a column about goings-on that'll get you off the couch and out into the community. Her discoveries include concerts, plays, festivals and lots of things that you may never have heard about. A cure for FOMO, if you will. Consider Weekend Top 10 your indispensable guide to weekend fun. Contact at: cstovall5@gmail.com

Eric Snider — *The Ref*, Friday Food Fight

Eric's weekly column is not your typical restaurant review. Each week, he takes a particular dish — from ribs to fries to brownies — from two different eateries, and compares how they look, feel and taste. Then he picks a winner. Friday Food Fight is a fun, irreverent read and will give you some terrific ideas about places to eat (that you may not have known about). Over his long and accomplished career, Eric has written for a wide variety of publications, including *Creative Loafing/Tampa Bay* and the *St. Petersburg Times*. He can't cook a lick, but he loves to eat. Contact at: esnider@registrytampabay.com



Howard Walker — *Test Pilot*, Weekend Wheels

Our auto critic's fast-paced review column covers everything from dream SUVs to luxury sedans to supercars. In his lengthy career, Howard has edited leading auto magazines in his native U.K. and been the auto writer for both the *St. Petersburg Times* and the *Tampa Tribune*. He currently reviews new cars for multiple publications, including *Palm Beach Illustrated*, *E.Q. Magazine* and *Robb Report*. Howard's dream machine? His '76 Cadillac Eldorado Convertible, a true Yank Tank. Contact at: howardwalker10@gmail.com

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