



COMMUNITY MARKETING PLATFORM

Connecting Local Businesses with Local Families

For more than 24 years, Spectator has helped businesses build visibility, credibility, and meaningful relationships with local consumers throughout Parkland and Coral Springs.

Serving Our Community Since 2002

WHY WE EVOLVED

Built for How Consumers Discover Businesses Today

Today's consumers find local businesses on Facebook, Instagram, Nextdoor, Google, and through community recommendations — not a once-a-month printed page. Spectator evolved to meet them there.

- More Frequent Visibility Throughout the Month
- Greater Community Reach via Shared Content
- Measurable, Trackable Results
- Enhanced Brand Awareness Across Platforms
- Ongoing Customer Engagement
- Long-Term Community Trust & Relationship Building

WHO WE REACH

A Hyper-Local Audience of Engaged Residents

Homeowners

Families

Professionals

Community Leaders

Local Consumers

OUR DIGITAL NETWORK

Four Platforms, One Cohesive Presence



Spectator
Website



Facebook



Instagram



Nextdoor

Real Numbers. Real Reach. Real Results.

13,500 Content Views	5,634 Individual Viewers	448 Content Interactions	378 Facebook Page Visits
339% VIEWS GROWTH	407% VIEWERS GROWTH	474% INTERACTIONS GROWTH	195% PAGE VISITS GROWTH

WHY THIS MATTERS

81.2%
of content views came from non-followers

Our content consistently reaches **new residents** — not just our existing audience. Your business gets introduced to people who haven't discovered you yet, every single month.

WHY BUSINESSES CHOOSE SPECTATOR

- Website, Facebook, Instagram & Nextdoor Presence
- Community Storytelling & Business Spotlight Features
- Direct Publisher Access — No Middleman
- Multi-Platform Exposure in Every Package
- Long-Term Brand Building & Measurable Results

SPECTATOR VS. TYPICAL LOCAL MEDIA

What sets us apart

FEATURE	TYPICAL LOCAL	SPECTATOR DIGITAL
Website & Social Exposure	✓	✓
Business Spotlight Articles	Limited	✓
Direct Publisher Access	Rare	✓
Nextdoor Visibility	Rare	✓
Community Recognition Programs	Rare	✓
Hyper-Local Focus	Limited	✓
24 Years of Community Trust	x	✓

Choose the Plan That Fits Your Business

STARTER

Community Presence

\$295/mo

- Website Business Listing
- One Social Media Feature Per Month
- Story Mention
- Website Link
- Directory Placement

MOST POPULAR

Community Spotlight

\$595/mo

- Everything in Community Presence, plus:
- Two Social Media Features Monthly
- Dedicated Business Spotlight Article
- Priority Website Placement
- Featured Business Designation
- Monthly Performance Summary

PREMIUM

Community Influence

\$895/mo

- Everything in Community Spotlight, plus:
- Four Social Media Features Monthly
- Professionally Written Feature Article
- Homepage Placement
- Business Video or Reel Feature
- Detailed Analytics Report
- Priority Content Scheduling

★ LIMITED — 10 SPOTS

Founding Partner

\$1,100/mo

- Everything in Community Influence, plus:
- Premium & Preferred Category Placement
- Custom Promotional Campaigns
- Official Founding Partner Recognition
- Highest Visibility Across All Platforms
- Direct Collaboration Opportunities
- Priority Scheduling & Additional Features

Once all 10 positions are filled, additional businesses will be placed on a waiting list.

Ready to grow your local presence?

Contact us today to reserve your spot or learn more about partnership options.

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Parkland & Coral Springs, FL

SpectatorDigital.com

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