

Introducing Wilton Edge

A Digital Destination for Local Discovery

Wilton Edge is where local businesses, stories, and community content come together in one place to be discovered, read, and shared by an engaged local audience. Many advertising channels place ads around content. Wilton Edge crafts content around your business or organization so your business becomes part of real stories people choose to engage with. By being featured as editorial content, businesses see stronger brand image, increased brand recognition, and improved response rates.

What is a Digital?

A Digital is a local media format that combines editorial storytelling with a 3-touchpoint distribution system.

- Newsletter placement
- Thirty (30) Days Featured on our website
- One (1) social media post

This structure ensures your business is seen consistently across the channels where local audiences are already active.

Extended Visibility

- Your business is featured through our 3-touchpoint system: newsletter placement, website exposure, and a social media post
- Multiple exposures throughout the month increase local awareness and recognition
- Premium website placement for 30 days
- Content remains live on our website for up to one (1) year for continued discovery



Your Advertising Edge

- You're not an ad next to content, you're integrated into it. Your business becomes part of the story.
- Engaged local audience. Our readers have subscribed, followed, and actively choose to consume our content.
- True local reach. Content created specifically for Wilton Manors and surrounding communities.
- Interactive experience. Structured sections designed to drive discovery, engagement, and community participation.

Featured Article Opportunities

The Scoop – Events / new offers

The Main Street – Business feature

Fork & Cork – Restaurant and bar features

Now Open – New business spotlight

Thrive – Health and wellness

Fix It – Home services

On The Market – Real estate

Underground Boutique – Local creators

Multi-Platform Pricing

Newsletter + Social Post + Website

30 Days Featured + 1 Year Online Visibility



Featured Content Packages

Section	Investment	Availability	What's Included
The Scoop (Any Industry)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
Main Street (Any Industry)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
Fork & Cork (Restaurants / Bar)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
Thrive (Health & Wellness)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
On The Market (Real Estate Industry)	\$250	1 article per month	Up to 100-word editorial + 2 featured properties + banner ad creation
Now Open (New Businesses)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
Fix It (Home Services)	\$250	1 article per month	Up to 300-word editorial + banner ad creation
Underground Boutique (Local Creators)	\$250	1 article per month	Up to 300-word editorial + banner ad creation

Deals & Coupons (Banner Ad Placement Only)

Section	Investment	Availability	What's Included
Deals (Newsletter + Website)	\$100	3 per month	Banner ad promoting coupon or special + ad creation
Deals (Website Only)	\$50	6 per month	Banner ad promoting coupon or special + ad creation

Dedicated Email Blast

Product	Investment	Availability	What's Included
Dedicated Email Blast	\$100	1 per week	Up to 200-word editorial + one image + clickable link

Listing Services

Product	Investment	What's Included
Basic Directory Listing	Free	Business Name and Address
Enhanced Directory Listing	\$25 per year	Basic + Website Link and Google / Apple Maps Links, Premium Placement, Icon
WOW Listing (Landscaping, Handyperson, Pet Sitter, House Cleaner, other)	\$50 per year (Max 3 per category)	Business Name, Logo or Image, Contact Name, Phone Number, Email, Website Link

★ Make Your Business a Wilton Manors Star!

Get featured as part of an editorial story in an upcoming issue and turn local attention into measurable results.

⚙️ How It Works

Limited slots each issue.
Placements must be confirmed by the 15th of each month for the following month's issue.

👤 Contact

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