

2023 OFFICIAL SARASOTA COUNTY VISITORS GUIDE



DEADLINES
SPACE RESERVATION:
SEPTEMBER 30, 2022
AD MATERIALS DUE:
OCTOBER 21, 2022

CIRCULATION
80,000

The Official Visitors Guide of Sarasota County

THE publication visitors turn to when planning their visits to Sarasota County, helping them decide where to dine, shop, play and stay while here. Maximize your advertising dollars within proven, targeted markets and purchase your placement today!

The highly qualified audience you want. The only guide you need.

- › Distribution of the Official Visitors Guide is 100% qualified
- › 80,000 guides are circulated globally each year
- › Digital version of the Visitors Guide is available on the **VisitSarasota.com** website to view or download
- › More than 2.3 million people visit Sarasota County annually, and the Official Visitors Guide is the #1 resource for their trip planning
- › This guide is Visit Sarasota County's primary response piece for inquiries to our fulfillment house and online for where to stay, play, dine and shop
- › **VisitSarasota.com**—the #1 organic search on Google for Sarasota—is the perfect web companion, serving as an interactive visit-planning tool

Vacation Inspiration 365 Days a Year

DISTRIBUTION CHANNELS

- › Visit Sarasota County Visitor Information Center -Downtown Sarasota
- › University Town Center Visitor Information
- › VIV (Visitor Information Vehicle)
- › Sarasota Bradenton International Airport
- › Sporting events
- › Meeting planner requests
- › AAA offices
- › Trade shows
- › Wedding, reunion, relocation and meeting attendee packages
- › Available by request at 1-800-348-7250
- › Digital download at **VisitSarasota.com**



CONTACT ANDY ROBERTS: SALES@VISITSARASOTA.ORG

ADVERTISING RATES & SPECS



SPECS

AFFORDABLE PARTNER PRICING*

Full Page	\$6,650
1/2 Page	\$3,974
1/4 Page	\$1,996
Enhanced Partner Listings	\$625

(Limited Availability)

PREMIUM POSITIONS

Inside Front Cover	\$8,475
Inside Back Cover	\$8,075
Back Cover	\$8,625
Belly Band	\$2,000

(to be wrapped around guides and mailed out)

*Rates differ for non-partners

<p>1/4 PAGE</p> <p>2.875" x 4.3125"</p>	<p>1/2 PAGE</p> <p>6" x 4.3125"</p>	<p>FULL PAGE</p> <p>TRIM 7" x 10"</p> <p>LIVE AREA 6" x 9"</p>
<p>ENHANCED PARTNER LISTING AD</p> <p>2.875" x 1"</p>	<p>ARTS CO-OP / ORIGINALS CO-OP</p> <p>1/4 PAGE</p> <p>2.875" x 4"</p>	<p>1/2 PAGE</p> <p>6" x 4"</p>

BLEED 7.25" x 10.25"

TO ADVERTISE IN THE 2023 SARASOTA VISITORS GUIDE CONTACT:



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Jessica works with Sarasota partners to organize and implement print media placements.

