

2025 Southwest Florida VISITOR GUIDE ADVERTISING RATES

PROMOTE YOUR BUSINESS TO VISITORS, SEASONAL RESIDENTS & MORE!

ADVERTISING OPTIONS

TWO-PAGE SPREAD DISPLAY AD

8.5" wide x 5.5" tall
\$3,250



FULL-PAGE DISPLAY AD

4" wide x 5.5" tall*
\$1,750



HORIZONTAL HALF-PAGE DISPLAY AD

4" wide x 2.75" tall
\$950



LOGO LISTING \$300



SWFL INC.
20041 South Tamiami Trail,
Unit #3 Estero, FL 33928
(239) 992-2943
WWW.SWFLINC.COM

BUSINESS LISTING \$200

YOUR BUSINESS NAME
1234 STREET ADDRESS
CITY, FL 33000
PHONE NUMBER

DESIGN SERVICES OPTIONS

Two-Page Spread Display Ad	\$200
Full Page Display Ad	\$150
Half Page Display Ad	\$100

Each design includes 1 draft + 2 revisions. Additional revisions will cost \$50.

DEADLINES



DISPLAY SUBMISSION DUE

September 15, 2024 to
Jessica@SWFLinc.com

PUBLISH DATE:
December 2024

**PLEASE DO NOT INCLUDE
CROP OR BLEED MARKS ON
DISPLAY AD SUBMISSIONS**



PHOTO SUBMISSION REQUIREMENTS:

Your high resolution photos must be
300 DPI and at least 4" wide x 3"
tall. Submit your photos by August
31 for consideration to
Alexa.Scoby@SWFLinc.com.

All display ads receive a complimentary listing in the 2025 Visitor Guide.

2025



VISITOR GUIDE



OVER
20,000
Copies Printed

DISTRIBUTED IN 100+
HIGH-TRAFFIC BUSINESSES

Across Lee, Collier & Charlotte Counties

JOIN OUR VISITOR GUIDE, CONTACT:

Jessica Hoover - Client Relationship Specialist at
Jessica@SWFLinc.com or (239)992-2943.

*Visitor Guide cover is subject to change