

2026



VISITOR GUIDE

OVER
25,000
Copies Printed

**DISTRIBUTED IN 100+
HIGH-TRAFFIC BUSINESSES**

Across Lee, Collier & Charlotte
Counties

**EARLY BIRD
SPECIAL**

\$100 off Full &
2 Page Ad

\$55 off Half
Page Ad



Promo Codes:
Full & 2 Page: EBVGFP
Half Page: EBVGHP

PROMO RUNS THROUGH MAY 7TH

**WANT TO BE FEATURED IN
THE 2026 VISITOR GUIDE?**

Contact: Ella Oliver at ella@swflinc.com
or (239)992-2943 by August 6th.

2026 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 & REQUIREMENTS



DISPLAY SUBMISSION DUE

August 29, 2025 to
Sierra@SWFLinc.com



PHOTO SUBMISSION REQUIREMENTS:

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

DO NOT INCLUDE

CROP OR BLEED
MARKS ON DISPLAY
AD SUBMISSIONS

*ALL DISPLAY ADS
RECEIVE A
COMPLIMENTARY
LISTING IN THE 2026
VISITOR GUIDE.*