2026



# VISITOR GUIDE

OVER

25,000

**Copies Printed** 

### DISTRIBUTED IN 100+ HIGH-TRAFFIC BUSINESSES

Across Lee, Collier & Charlotte
Counties





## **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

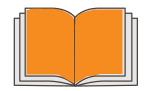
PROMOTE YOUR BUSINESS TO VISITORS, SEASONAL RESIDENTS & MORE!

#### **ADVERTISING OPTIONS**

#### TWO-PAGE SPREAD DISPLAY AD

8.5" wide x 5.5" tall

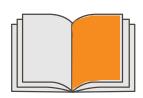
\$3,250



FULL-PAGE DISPLAY AD

4" wide x 5.5" tall\*

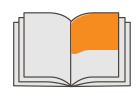
\$1,750



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 ······	
Half Page Display Ad ·······	

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.