

# 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  
Ella@SWFLinc.com

**PUBLISH DATE:**  
December 2025

**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 29 for consideration to Sierra@SWFLinc.com.

All display ads receive a complimentary listing in the 2026 Visitor Guide.

2026



# VISITOR GUIDE



OVER  
**20,000**  
Copies Printed

DISTRIBUTED IN 100+  
HIGH-TRAFFIC BUSINESSES  
Across Lee, Collier & Charlotte Counties

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

Contact: Ella Oliver at [ella@swflinc.com](mailto:ella@swflinc.com)  
or (239)992-2943.

\*Visitor Guide cover is subject to change