

2026



VISITOR GUIDE



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

Across Lee, Collier &
Charlotte Counties

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25,000
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WANT TO BE FEATURED IN THE 2026 VISITOR GUIDE?

Contact: Sierra at Sierra@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.*