

2026



# VISITOR GUIDE

OVER  
**20,000**  
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 1st

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

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

\*Visitor Guide cover is subject to change

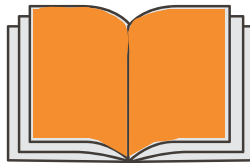
# 2026 Southwest Florida VISITOR GUIDE ADVERTISING RATES

PROMOTE YOUR BUSINESS TO VISITORS, SEASONAL RESIDENTS & MORE!

## ADVERTISING OPTIONS

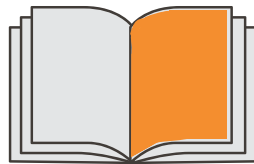
### TWO-PAGE SPREAD DISPLAY AD

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.

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

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