

SPRING 2020

Florida's #1 Visitors Guide™

DESTINATION FLORIDA



**Craft Beer
Festivals**
+ 57 Other
Fun Happenings

**A Slice of
Paradise**

*Fox Hollow Golf Course
Takes the Cake*

Who's Hungry?

*Restaurants, Recipes,
Sample Menus & More*

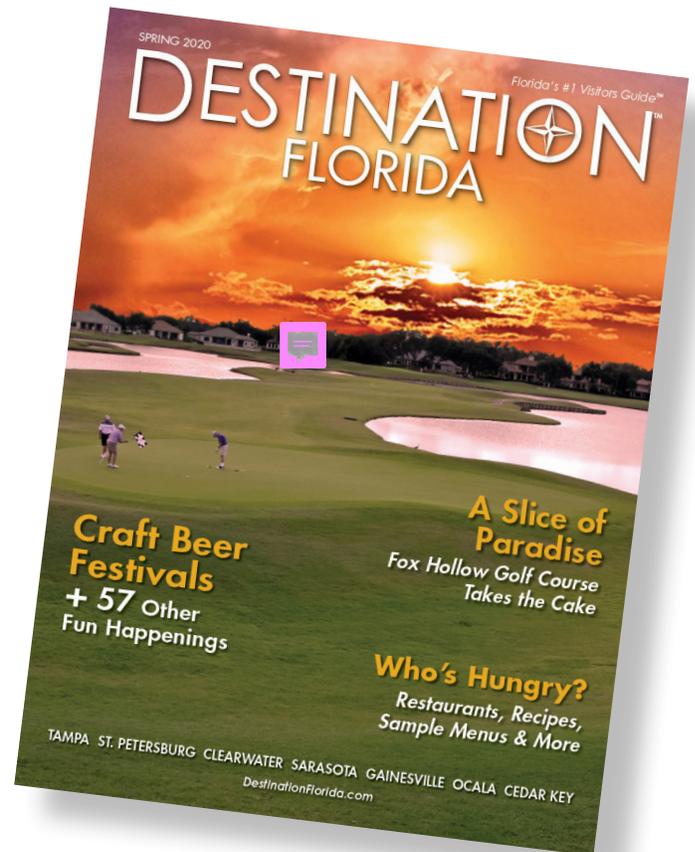
TAMPA ST. PETERSBURG CLEARWATER SARASOTA  GAINESVILLE OCALA CEDAR KEY

DestinationFlorida.com 

DESTINATION FLORIDA

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GAINESVILLE • OCALA • CEDAR KEY
SARASOTA

*Strategically designed
to aggressively promote
and cross-promote your
business to the
lucrative visitors market*



Did you Know that the Visitors Market
is 30x greater than our local market?

If Florida visitors are your customers, then the new *DESTINATION FLORIDA GULF COAST, Tampa, St. Pete., Clearwater, Gainesville, Ocala, Cedar Key, Sarasota* is where your business belongs. Specifically designed for the lucrative Visitors Market, *DESTINATION Florida Gulf Coast, Tampa, St. Pete., Clearwater, Sarasota, Gainesville* connects you with travelers from around the world who have massive buying power and who spend OVER \$10 BILLION every year! Everything in this new strategic Visitors Guide is designed to promote and cross promote your business.

- + Portable, reader-friendly guide that visitors take with them and KEEP with them
- + Short, snappy copy engages readers and quickly delivers informative, useful information
- + Strategically placed in hotel rooms in the DESTINATION FLORIDA GULF COAST area
- + Distributed at high traffic areas throughout DESTINATION FLORIDA GULF COAST market
- + On average over 11 different people per guest room will see your ad in DESTINATION FLORIDA GULF COAST, and will refer to it an average of 3x during their stay
- + Read by approximately 300,000 individuals per month

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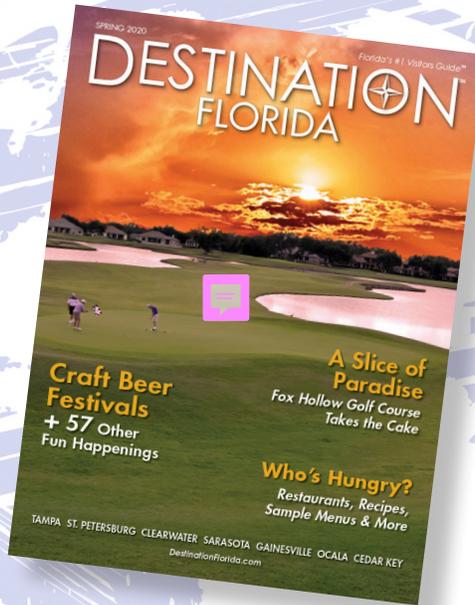
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Everywhere you need to be

Local Marketing

DESTINATION FLORIDA GULF COAST Visitors get the 41

- Special Events & Local Happenings
- Popular Attractions
- Top Restaurants including Mini-Reviews, Sample Menus and Chef/Recipe features
- Cool Places To Shop
- Local Real Estate Listings
- Recommended Lodging Properties



DESTINATION FLORIDA GULF COAST

reaches thousands of additional followers utilizing popular social media networks like Facebook and Twitter, to keep you in the limelight and promote your special events & happenings on demand.



The global online edition of **DESTINATION FLORIDA GULF COAST** includes active links to your site. Our mobile-reactive website is rich with search engine-friendly content that puts you front and center to a world of new prospective customers and provides quick, easy access to travelers on the fly. Check it out at Destinationfloridagulfcoast.com.



Don't wait to turn our hundreds of thousands of well-heeled followers into your new customers.

Reserve today at mm@destinationfloridagulfcoast.com

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DESTINATION FLORIDA GULF COAST, is proudly distributed to over 130+ hotels reaching over 1.2 million travelers per issue and over 3.6 million travelers annually!



CLEARWATER

Candlewood Suites
Clarion Inn & Suites
Comfort Inn
Courtyard by Marriott
Day's Inn at Clearwater Central
Extended Stay America on Executive Dr.
Extended Stay America on Ulmerton Rd.
Fairfield Inn Marriott on Gulf to Bay Blvd.
Fairfield Inn Marriott on Executive Dr.
Hampton Inn & Suites
Hampton Inn Clearwater
Hilton Clearwater Beach
Holiday Inn
Holiday Inn Express
Holiday Inn Clearwater Beach
Homewood Suites by Hilton
Hyatt Regency
La Quinta Inn and Suites on Ulmerton Rd.
Magnuson Hotel
Marriott



Opal Sands
Quality Inn on S. Gulfview Blvd.
Quality Inn on Hospitality Ln.
Ramada Inn
Residence Inn By Marriott on Ulmerton Rd.
Residence Inn By Marriott on Court St.
Sandpearl Resort
Shepherds
Sheraton Sand Key
Sleep Inn
Springhill Suites
Towne Place Suites By Marriott
Wyndham

NORTH REDDINGTON BEACH

Doubletree By Hilton

OLDSMAR

Courtyard By Marriott
Hampton Inn
Hilton Garden Inn
Holiday Inn Express
Marriott Residence Inn

ST. PETERSBURG

Alden Suites Beachfront Resort
Beach House Suites Don Cesar
Beachcomber
Comfort Inn Suites
Courtyard By Marriott
Don Cesar Beach Resort
Extended Stay America
Grand Plaza Hotel
Hampton Inn & Suites
Hilton
Hilton Towers Bayfront
Hotel Indigo
Howard Johnson
Magnuson Hotel
Marriott
Ponce De Leon
Post Card Inn St. Pete Beach
Renaissance Vinoy Resort
Sirata Beach Resort
Staybridge Suites St. Petersburg
The Cordova Was The Pier
The Hollander Hotel
The Inn On Third

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~~Magazines are contracted to be in-room, lobby, or with Concierge by agreement and are replenished daily by the hotel's housekeeping staff.~~

TAMPA

Embassy Suites on Westshore Blvd.
Embassy Suites on Palm River Rd.
Embassy Suites on Spectrum Blvd.
Embassy Suites - Convention
Epicurian
Extended Stay Deluxe
Fairfield Inn & Suites Marriott
on Lakeview Center Dr.
Fairfield Inn & Suites Marriott on
N. Lois Ave.
Fairfield Marriott
Grand Hyatt
Hampton Inn on E. 7th Ave.
Hampton Inn on W. Waters Ave.
Hampton Inn on Hidden River Pkwy.
Hampton Inn Rocky Point
Hampton Inn Suite Westshore
Hilton Garden Inn on Avion Park Dr.
Hilton Garden Inn on E. 19th Ave.
Holiday Inn on N. 30th St.
Holiday Inn N. Westshore Blvd.
Holiday Inn Express on Corporate
Lake Dr.
Holiday Inn Express on Elm Fair Blvd.

Holiday Inn Express on
N. Dale Mabry Hwy.
Holiday Inn Express on
N. Rocky Point Dr.
Homewood Suites - Westshore
Hyatt Place on W. Main St.
Hyatt Place on N. 30th St.
Hilton on N. Tampa St.
Intercontinental Hotel
La Quinta on U.S. Highway 301 N.
La Quinta on Waters
La Quinta Inn & Suites on E. Fowler
Ave.
La Quinta Inn & Suites on Dona
Michelle Dr.
La Quinta Inn & Suites on
W. Spruce St.
Le Meridien
Marriott Courtyard
Marriott Hotel – Tampa Airport
Marriott Hotel – Westshore
Quality Inn
Quorum Hotel
Ramada at Westshore
Ramada Inn
Renaissance Tampa Hotel
Residence Inn Marriott on Princess
Palm Ave.

Residence Inn Marriott on E. Tyler St.
Residence Inn Marriott on
West Boy Scout Blvd.
Sailport Resort
Seminole Hard Rock Hotel
Sheraton Riverwalk Hotel
Sheraton Suites
Sheraton Tampa East
Sleep Inn
Springhill Suites
Springhill Suites Marriott
Staybridge Suites
Tahitian Inn: Hotel Spa Resort
Tampa Hilton Airport
Tampa Marriott Waterside
Towneplace Suites Marriott
Westin Resort Harbour Island
Wingate
Wingate By Wyndham

WESLEY CHAPEL

Best Western
Comfort Inn
Hampton Inn & Suites
Sleep Inn

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AD SIZE

MONTHLY RATE

BILLING POLICIES

	Per Issue	Annual
Full Page	\$1,500	\$1,250
2/3 Page	\$1,250	\$1,000
1/2 Page	\$1,000	\$750
1/3 Page	\$750	\$500
1/6 Page	\$500	\$300
1/8 Page	\$300	\$200
1/12 Page	\$200	\$175
Inside Front	\$1,800	\$1,600
Outside Back	\$2,000	\$1,800
Front Cover	\$2,200	\$2,000

DESTINATION Florida Gulf Coast Publishes Triannually, Bills Per Issue and Distributes Continually.

PAYMENT TERMS

PAYMENT TERMS are net 15 days from invoice date. Checks are payable to Destination Florida, LLC. Advertisers agree to pay all legal fees, court and/or collections costs on accounts delinquent over 60 days.

AGENCIES

Recognized advertising agencies are entitled to a 15% commission on ads placed at full rate card for a term of 6 months or longer and this must be added to the rates listed above.

PRODUCTION

Advertisers shall provide Destination with appropriate digital-ready material within the stated guidelines. Late material will incur a charge of \$100 per day. If advertiser is unable to provide a digital-ready ad then Destination will provide the ad for a fee, to be determined upon receipt of material. All ads subject to publisher approval.

ALL RATES ARE NET

<p>Full Page Non-bleed: 7.0625" x 10"</p> <p>Trim size: 8" x 10.75"</p> <p>Bleed: 8.5" x 11.25"</p> <p>Keep all live matter at least .5" within trim.</p>	<p>2/3 Page Vertical</p> <p>4.67" x 10"</p>	<p>1/2 Page Horizontal</p> <p>7.125" x 4.92"</p>
<p>1/3 Page Square</p> <p>4.67" x 4.92"</p>	<p>1/3 Page Vertical</p> <p>2.25" x 10"</p>	<p>1/6 Page Vertical 2.25" x 4.92"</p> <p>1/6 Page Horizontal 4.67" x 2.25"</p>

Reserve today! 

Don't wait to turn our hundreds of thousands of followers into your new customers.

mm@destinationfloridagulfcoast.com

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AD GUIDELINES

ACCEPTABLE FILE TYPES FOR FINAL SUPPLIED ART:

High Resolution PDF file with embedded fonts preferred. 300 dpi at 100%.

High Resolution JPEG or Tiff also accepted. 300 dpi at 100%.

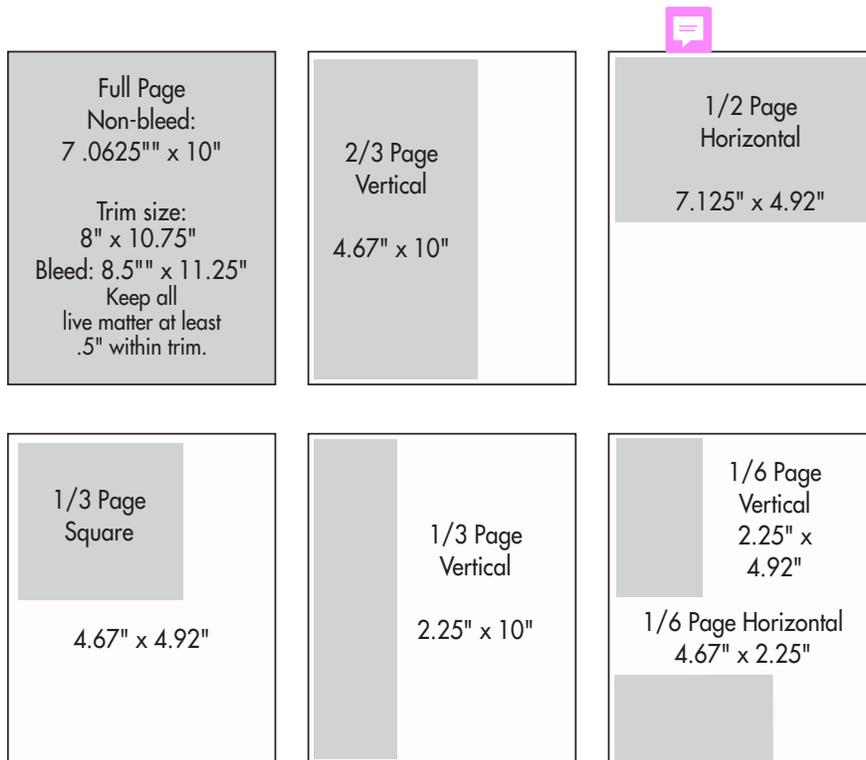
Please convert type to outlines if applicable.

Microsoft Publisher, MSWord or PageMaker Files will not be accepted.

E-mail file(s) to mm@destinationfloridagulfcoast.com

The DESTINATION FLORIDA GULF COAST Magazine is produced in Adobe InDesignCC.
ALL pages in the document should be built to the same size as the final trim size.

Allow Full Page bleed ads to bleed off the page 0.25" with at least a 0.5" margin between the live image area and the trim.



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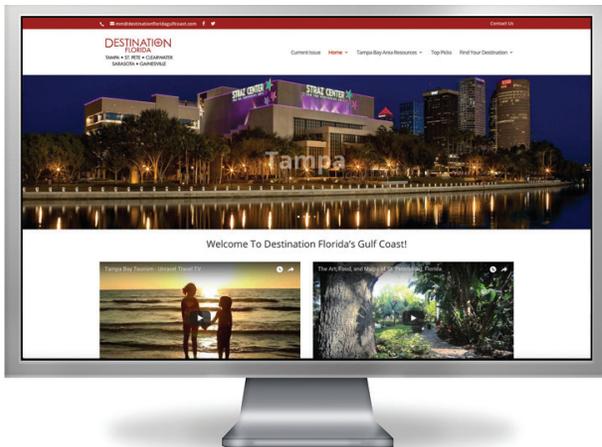
LISTING FEATURES

Images: 300dpi @100% jpg or png
Address
Phone
E-mail
URL
Summary Description (350-500 characters)
Location
Facebook page
Features
Deals
Hours of work

EVENT FEATURES

Images: 300dpi @100% jpg or png
Address
Phone
Event Time
E-mail
URL
Summary Description (150-250 characters)
Description
Contact Name

WEBSITE ADVERTISING



All full, half and third page ads included on website with listing and URL.
All advertiser's listing and URL also included on the website.

Images 96 dpi at 100%, jpg or png
Videos (YouTube, Vimeo, etc)
E-mail
URL
Summary Description (150-250 characters)
Description
Contact Name

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*Reach more than 3,000,000 readers a year
with DESTINATION FLORIDA GULF COAST
for less than a penny a day!*



The Journey is the
Destination

M. "Bridget" Stone
Sales and Marketing Director

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