OFFICIAL VISITORS & CONVENTION BUREAU 2024 TRAVEL PLANNER

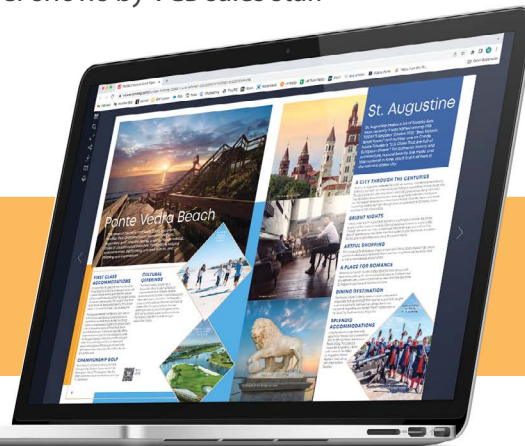## ADVERTISING OPPORTUNITIES

The Official Travel Planner delivers the best of Florida's Historic Coast to interested travelers. The guide is the best source for travelers selecting where to stay, where to go, and what to do while planning and visiting.

FEATURES

- Clean, sophisticated look of a lifestyle magazine
- Higher editorial to advertising ratio to engage readers
- 100,000 copies in print
- Digital edition with direct advertiser links on FloridasHistoricCoast.com
- Distribution to direct visitor requests, as well as at VISIT FLORIDA® Official Welcome Centers, the Jacksonville International Airport, and distributed at trade and consumer shows by VCB sales staff

100,000
ANNUAL COPIES
IN PRINT

DIGITAL EDITION
WITH A POTENTIAL
OF MORE THAN

1.5 MILLION
UNIQUE VISITORS

VIEW THE 2023 DIGITAL EDITION HERE:
bit.ly/2023TravelPlanner

DON'T MISS THIS OPPORTUNITY!
Ad Close is September 15th, 2023

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MADDEN

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

AD SIZES & RATES

OFFICIAL VISITORS & CONVENTION BUREAU 2024 TRAVEL PLANNER

SIGN UP BY: SEPTEMBER 15TH, 2023
MATERIALS DUE: SEPTEMBER 22ND, 2023
DISTRIBUTION DATE: DECEMBER 2023

ADVERTISING RATES

OPEN FORMAT ADS	NET RATE	PREPAID NET RATE
Full Page Premium		
Inside Front Cover	$6,127	$5,208
Inside - Facing Front Cover	$6,127	$5,208
Inside Back Cover	$5,444	$4,620
Inside - Facing Back Cover	$5,444	$4,620
Opposite Welcome	$5,444	$4,620
Opposite TOC	$5,444	$4,620
Center Spread - 2 pages	$7,875	N/A
Back Cover 2/3	$5,250	$4,410
Full Page Non-Premium	$5,103	$4,337
1/2 Page Display	$3,402	$2,888

FORMATTED ADS (NATIVE CONTENT)		
1/2 Page Formatted by MM	$3,402	$2,888
1/3 Page Formatted by MM	$2,384	$2,027
1/6 Page Formatted by MM	$1,360	$1,150

Full Page

1/2 Page

1/3 Page

1/6 Page

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TO RESERVE YOUR SPACE IN THE TRAVEL PLANNER, CONTACT DANAH.

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