



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES

OFFICIAL VISITORS & CONVENTION BUREAU 2026 TRAVEL PLANNER

ADVERTISING OPPORTUNITIES

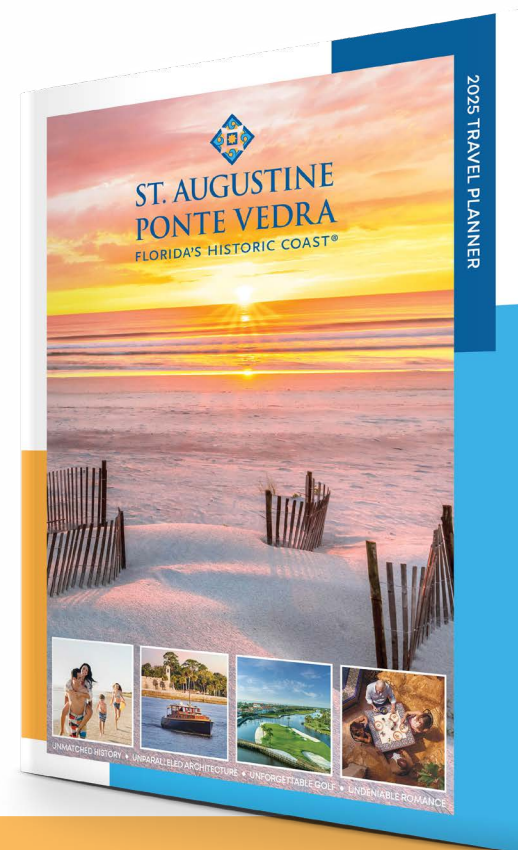
The Official Travel Planner delivers the best of Florida's Historic Coast to interested travelers. The guide is the best source for travelers selecting where to stay, where to go, and what to do while planning and visiting.

FEATURES

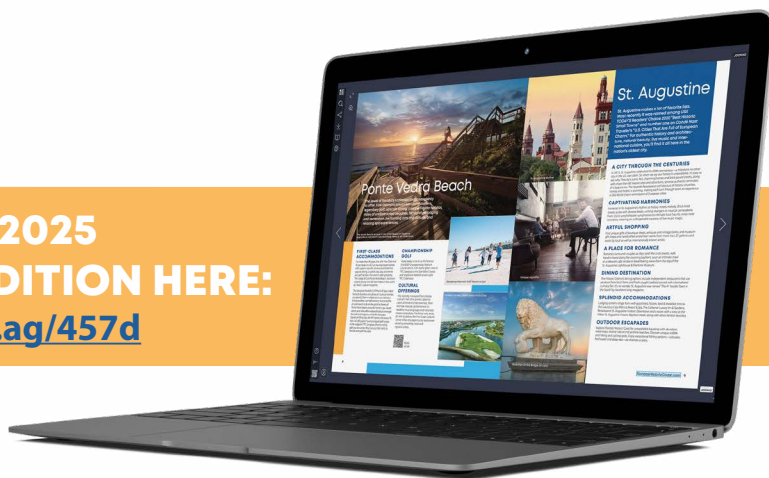
- Clean, sophisticated look of a lifestyle magazine
- Higher editorial to advertising ratio to engage readers
- 100,000 copies in print
- Digital edition with direct advertiser links on FloridasHistoricCoast.com
- Distribution to direct visitor requests, as well as at VISIT FLORIDA® Official Welcome 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 2025
DIGITAL EDITION HERE:
<https://joom.ag/457d>



DON'T MISS THIS OPPORTUNITY!
Ad Close is September 5th, 2025

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AD SIZES & RATES

OFFICIAL VISITORS & CONVENTION BUREAU 2026 TRAVEL PLANNER

ADVERTISING RATES

OPEN FORMAT ADS	NET RATE	PREPAID NET RATE
Full Page Premium		
Inside Front Cover	\$6,620	\$5,625
Inside - Facing Front Cover	\$6,620	\$5,625
Inside Back Cover	\$5,880	\$4,990
Inside - Facing Back Cover	\$5,880	\$4,990
Opposite Welcome	\$5,880	\$4,990
Opposite TOC	\$5,880	\$4,990
Center Spread - 2 pages	\$8,505	N/A
Back Cover 2/3	\$5,670	\$4,765
Full Page Non-Premium	\$5,515	\$4,685
1/2 Page Display	\$3,675	\$3,120

FORMATTED ADS (NATIVE CONTENT)		
1/2 Page Formatted by MM	\$3,675	\$3,120
1/3 Page Formatted by MM	\$2,595	\$2,190
1/6 Page Formatted by MM	\$1,470	\$1,245

SIGN UP BY: SEPTEMBER 5TH, 2025
MATERIALS DUE: SEPTEMBER 12TH, 2025
DISTRIBUTION DATE: DECEMBER 2025



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Please note that Pre-Paid orders will be billed upon signature and in advance of printing the Travel Planner. Please note that if payment is not received before the printing of this guide, you will receive an additional invoice billed for the difference between the Pre-Paid Net Rate and the Post-Pay Net Rate.

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

