



# OFFICIAL VISITORS & CONVENTION BUREAU 2025 TRAVEL PLANNER

## ADVERTISING OPPORTUNITIES

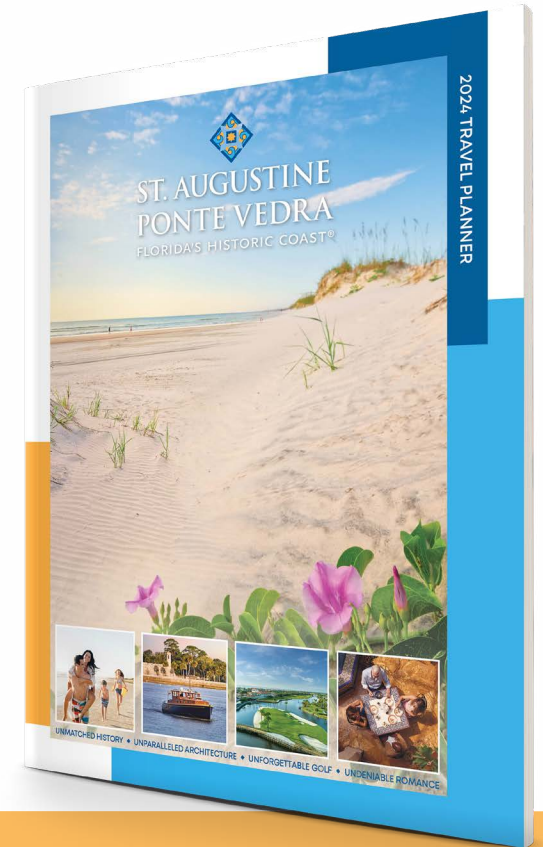
The Official Travel Planner delivers the best of Florida's Historic Coast to interested travelers. The guide is the best source for travelers selecting where to stay, where to go, and what to do while planning and visiting.

## 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 2024  
DIGITAL EDITION HERE:  
<https://joom.ag/ltnD>



**DON'T MISS THIS OPPORTUNITY!**  
Ad Close is September 6<sup>th</sup>, 2024



# AD SIZES & RATES

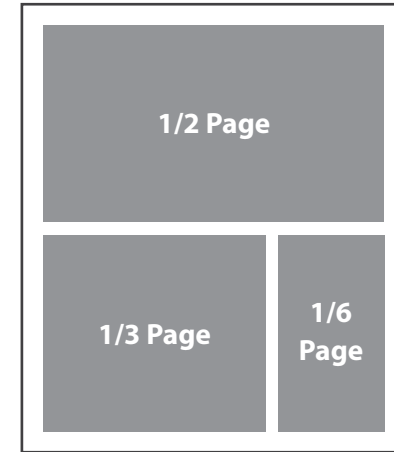
## OFFICIAL VISITORS & CONVENTION BUREAU 2024 TRAVEL PLANNER

### ADVERTISING RATES

**SIGN UP BY: SEPTEMBER 6<sup>TH</sup>, 2024**  
**MATERIALS DUE: SEPTEMBER 13<sup>TH</sup>, 2024**  
**DISTRIBUTION DATE: DECEMBER 2024**

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



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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.**

