





# St. Petersburg's Visitors Guide

**St. Petersburg, FL / Pinellas County • Publishes Sept 2018**

Get your message in front of thousands of St. Petersburg Area visitors!

This user-friendly guide covers:

- Arts & Entertainment
- Shopping & Wedding Destinations
- Pet Friendly Options
- Sports & Recreation
- Hotels, Restaurants & Craft Breweries

Our unique distribution gets your ad in front of potential customers via 80,000 printed publications and online at [stpete.com/VisitorsGuide](http://stpete.com/VisitorsGuide) to an unlimited number of visitors.

Online viewers can click live URLs throughout the publication, including right from your advertisement!

As an advertiser, you'll receive a lead list that contains the name, address and email of each inquiry, prior to their arrival.

## >Distribution

- 5 State Welcome Centers
- National AAA Auto Clubs
- The Official St. Petersburg Visitors Center
- Hotel Concierges
- Bay Area Hotels including the Loews Don CeSar, Hollander Hotel, Avalon, Hotel Indigo, Hotel Zamora
- Convention/reunion/destination wedding requests
- Industry partners

## >Greater Pinellas County Area Visitor Stats\*



Total visitors: 6,197,500  
Average Length of stay: 5.6 days  
Total dollars spent: \$4.6 billion

\* Stats compiled by Research Data Services, Inc and obtained via Visit St.Pete/Clearwater in 2015

**> Reserve Your Space Today!**

Contact  
Morgan Brochetti  
[mbrochetti@stpete.com](mailto:mbrochetti@stpete.com)  
(727) 388-2908

## >Advertising Rates

Chamber Members save 15%!

\*Chamber Members are eligible for a quarterly payment plan and can save 10%

| Ad Placement<br>(best available*) | Member Rates | Non-Member Rates |
|-----------------------------------|--------------|------------------|
| Full Page                         | \$3,803.75   | \$4,475          |
| Half Page                         | \$2,146.25   | \$2,525          |
| One-quarter Page                  | \$892.50     | \$1,050          |
| Business Card                     | \$595.00     | \$700            |

| Premium Positions  | Member Rates | Non-Member Rates |
|--------------------|--------------|------------------|
| Inside Front Cover | \$5,057.50   | \$5,950          |
| Page One           | \$5,312.50   | \$6,250          |
| Inside Back Cover  | \$4,313.75   | \$5,075          |
| Back Cover         | \$5,440.00   | \$6,400          |

\*Guaranteed placement is subject to a 15% surcharge

## >Deadlines

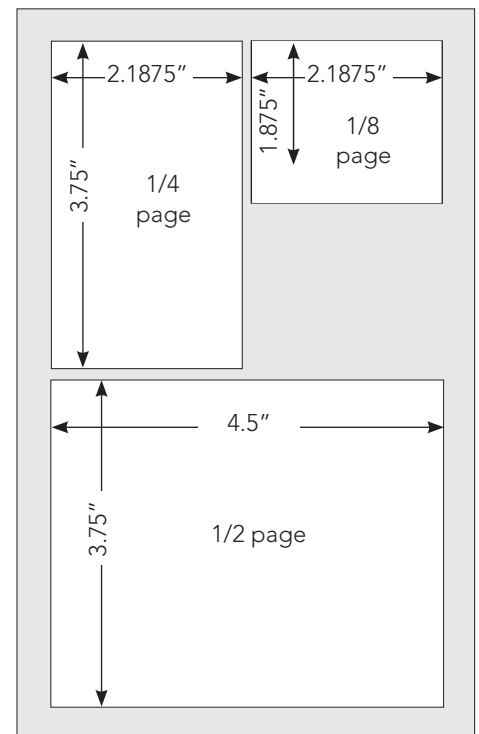
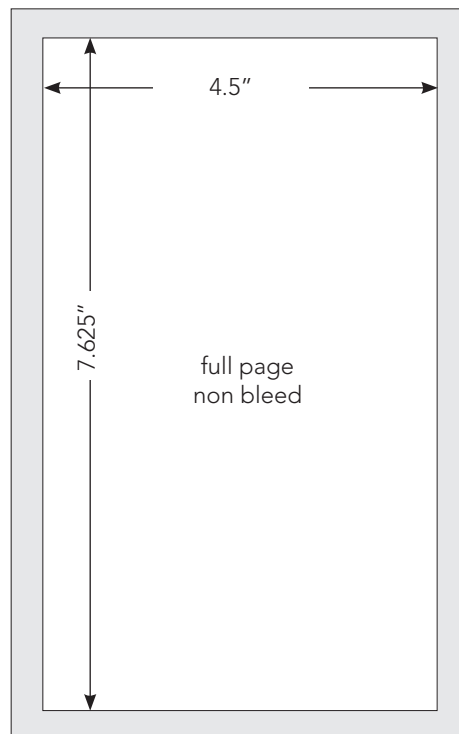
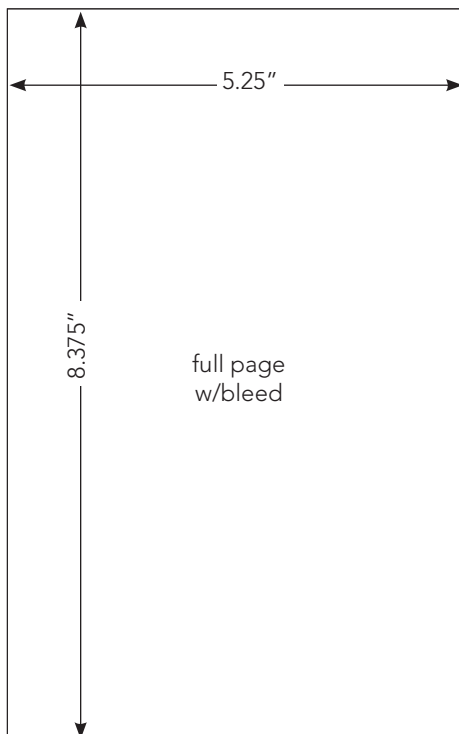
Space Reservations: July 6, 2018  
 Press-Ready Ads: July 18, 2018

## >Visitors Guide Mechanical Dimensions

|                                   |                  |
|-----------------------------------|------------------|
| Full Page (non-bleed)             | 4.5" x 7.625"    |
| Full Page (bleed)                 |                  |
| Bleed size                        | 5.5" x 8.625"    |
| Trim size                         | 5.25" x 8.375"   |
| Maximum live area                 | 4.5" x 7.625"    |
| Half-page (horizontal, non-bleed) | 4.5" x 3.75"     |
| One-quarter (vertical, non-bleed) | 2.1875" x 3.75"  |
| One-eighth (non-bleed)            | 2.1875" x 1.875" |

## >Production Charges

Advertising rates are for space reservation only and are based upon receipt of press-ready ad files.



### >File Requirements

File types accepted (in order of preference):

#### PDF (PDF/x-1a strongly recommended)

NOTE – PDF files may be produced from Photoshop, Illustrator, InDesign or QuarkXPress with these conditions met:

Fonts and images must be embedded.

Files containing photographs must be originally created and saved at a resolution of 300 dpi.

#### tif or jpeg

Minimum 300 dpi at full size. Files containing only text or vector artwork should be saved at 600 dpi at full size.

#### File Names

To ensure proper placement, all file names must include the name of the company placing the ad.

**Example:** SmithToursVisitors.pdf, GetawayHotel.pdf, etc.

#### All ad files

Must be 100% of final size.

Must be CMYK or grayscale.

Must be less than 8mb in size.

Full-page ads that bleed must include crop marks.

Fractional page and full-page non-bleed ads should have no crop marks or other printer's marks.

Do not reduce or enlarge art or picture size in ad file more than 25% - resize in original file.

**No native file formats will be accepted.** We CANNOT ACCEPT ads created in Microsoft Publisher, PowerPoint, Excel, Word, or webpage programs.

Files downloaded from a Web site probably do not have the necessary resolution of 300 dpi.

### >Additional Fees

Should your submitted file require modification to meet ad specifications, it may be subject to production charges. Any additional production time (ad not sized to specifications, improperly formatted or corrupt files) will be billed at \$60.00 per hour in 15 minute increments. You will be contacted before any additional charges are incurred. Preflight production (checking files, ad placement) is included in the cost of your ad.

### >Submit Files

Files may be emailed to Morgan Brochetti at [mbrochetti@stpete.com](mailto:mbrochetti@stpete.com).