

THE ULTIMATE GUIDE TO FLORIDA'S BEST PLACE TO LIVE, WORK & VISIT

NAPLES

2020 | NAPLESCHAMBER.ORG

On the Gulf



2020 ADVERTISING OPPORTUNITIES

NAPLES

On the Gulf

Naples on the Gulf, the ultimate guide to the Naples community and its sophisticated lifestyle, is now published by the award-winning team at Naples Illustrated. The reimagined *Naples on the Gulf* will feature a wealth of information and resources so visitors and newcomers can make the most of their Naples experience.

This indispensable guide offers advertisers access to a market of more than 1.823 million* area visitors who spent more than \$2.142 billion*. *Naples on the Gulf's* comprehensive distribution plan of 65,000 copies reaches visitors, residents, businesses and community leaders.

*Source: 2018 Research Data Services Inc.

NAPLES ON THE GULF

Distribution

CHAMBER VISITORS CENTER AND MAILINGS

- Distributed as the official guide to all visitors available at The Greater Naples Chamber of Commerce Visitor Center at 2390 Tamiami Trail N., Suite 210.
- Included in Chamber visitor and relocation packages, mailed free to phone and web inquiries and wedding and conference attendees in their welcome bags.

TOURISTS AND SEASONAL RESIDENTS

- Displayed in hotel rooms and lobbies, travel agencies, luxury rental locations and by private aviation and limousine services.
- Distributed in bulk to select, high-traffic, locations including banks, hotels, retail stores, restaurants, golf courses, clubhouses, art galleries, schools, shopping centers and popular tourist destinations.

Naples on the Gulf's targeted distribution plan reaches all segments of the area and your business' best prospects

NEW HOMEOWNERS/RELOCATORS

- Naples on the Gulf is included in the Chamber relocation packets.
- Distributed to local high-volume REALTORS® who provide the magazine to clients and new-home purchasers.
- Used by major employers and local businesses in corporate relocation packages to introduce Naples to new and prospective employees.

LOCAL BUSINESS COMMUNITY

- Distributed at Chamber events.
- Distributed to the offices and lobbies of professionals including insurance agencies, law practices, doctor's offices and financial institutions.

BONUS DISTRIBUTION: Polybagged with January 2020 issue of *Naples Illustrated*.

COVER PHOTO BY VANESSA ROGERS



MEMBER, COMMUNITY AND BUSINESS PROFILES

A unique opportunity to show the faces behind successful businesses in Collier County. This section provides an eye-catching, editorialized, photo-driven platform for you to share your message.

Full page advertorial includes a photo, 150 words, contact information, and company logo. Materials are advertiser-supplied.

\$3,300 net

Includes advertorial production.

BUILDER AND DEVELOPER SHOWCASE

The formatted showcase features a full-page advertorial opposite your full-page display ad. Advertorial includes up to 350 words and a photo.

Additional photos allowed. Advertorial text size will be reduced to accommodate photos.

\$5,500 net

Includes advertorial production.





DISPLAY ADVERTISING RATES

PAGE SIZE	RATES
Back Cover	\$6,075
Two-Page Spread	\$8,775
Full Page	\$5,105
1/2 Page Spread	\$5,365
1/2 Page	\$3,065
1/3 Page	\$1,690

Rates are net.

ADDED VALUE: Advertisers receive a free listing on naplesillustrated.com

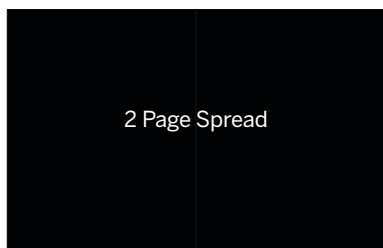
SPACE CLOSE: November 7, 2019

CAMERA-READY AD DUE: November 15, 2019

PUBLICATION DATE: January 2020

NAPLES ON THE GULF *Ad Specs*

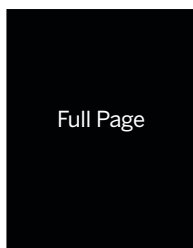
Material Format: PDF/X1-A. No color proofs are required. **Safety:** .25" away from trim edges (.375" from bleed). **Gutter Safety:** .5" on each side (1" in total). **Images:** Should be 300 DPI and converted to CMYK. **No RGB images.** We can convert client-supplied images, however, conversion may result in color variation. **Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.



2 Page Spread

TRIM SIZE:
18" x 10.875"

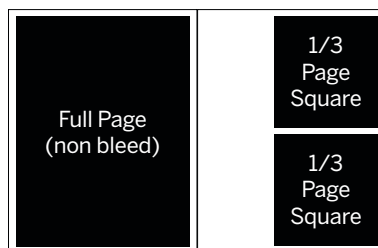
BLEED SIZE:
18.25" x 11.125"



Full Page

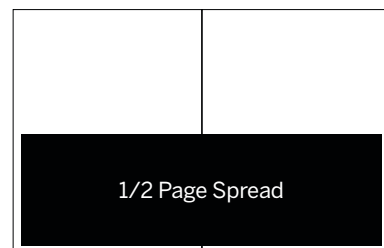
TRIM SIZE:
9" x 10.875"

BLEED SIZE:
9.25" x 11.125"



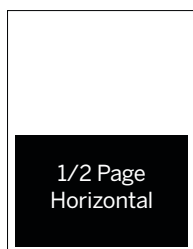
8.5" x 10.375"

4.75" x 4.75"



1/2 Page Spread

17" x 4.75"



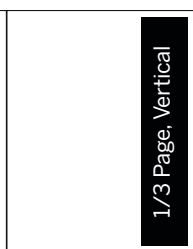
1/2 Page
Horizontal

7.75" x 4.75"



1/2 Page, Vertical

3.75" x 9.75"



1/3 Page, Vertical

2.125" x 9.75"

FOR ADVERTISING INFORMATION CONTACT

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From the publisher of *Naples Illustrated*

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