

## DISTRIBUTION OUTLETS

### 80,000 GUIDES

ARE POSITIONED TO REACH VISITORS WHERE THEY SEEK INFORMATION THE MOST

- Every hotel on Clearwater Beach and many other local hotels
- Mailed across the U.S. upon request
- Florida State Highway Welcome Centers
- St. Pete-Clearwater International Airport Information Booth
- All Chamber of Commerce Information Centers
- Trade Shows, Sales Missions, Meetings and Conventions
- Outback Bowl direct mail-in planning kits and media
- Area special events
- Travel Journalist Press Kits
- And More...



## CLEARWATER VACATION GUIDE

Tourists interested in Clearwater use the *Clearwater Vacation Guide* to plan their visit and decide where to eat, stay, and tour once they arrive.

### COMPREHENSIVE PLANNING TOOL

Share Information About Your Business with Visitors

We know Clearwater is an awesome destination, but the guide puts all of the fun into one place for those who don't. The best things to do and places to go are highlighted in the Visitor Guide. From restaurants and outdoor activities to seasonal events, visitors turn to the guide to plan their trip to Clearwater.

### ENGAGING EDITORIAL

Stories that inspire visitors to wander about Clearwater

The editorial content is geared toward all there is to do. We have done the research and know what people find useful in a guide. Attention-grabbing photographs highlight the guide with photos showing off the beautiful white, sandy beaches and colorful character of Clearwater.

### FOLD OUT MAP

For those times when you unplug

Sometimes, your iPhone dies, you're without a charger and you need to use a trusty map to find where to go. Last year, the five-page fold out map was useful for visitors to visually see what to do in Clearwater. This year, the map will include specific details of locations with mileage markers.

### SALES CONTACTS

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**PROforma**

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## DIGITAL DISTRIBUTION

OUR ELECTRONIC BOOK IS MADE AVAILABLE THROUGH THE FOLLOWING SITES:

- VISITCLEARWATERFLORIDA.COM
- AMPLIFYCLEARWATER.COM
- Various other partner sites

## DEADLINES

**SPACE RESERVATION**  
November 15, 2019

**ART DEADLINE**  
November 30, 2019

# Full Color Ad Rates

## PREMIUM PLACEMENTS

Inside Front	\$5500
Page One	\$5500
Opposite Table of Contents	\$5300
Half Premium	\$3500
Map Back Full Page (5 Available)	\$4800
Inside Back	\$5500
Back Cover	\$6100
Special Section	Ask for details

## STANDARD SIZE PLACEMENTS

Full Page	\$3800
Half Page	\$2500
Fourth Page	\$1800
Eighth Page	\$1300

1/4 Page Vertical  
(actual size)

1/8 Page Vertical  
(actual size)

1/4 Page Horizontal  
(actual size)

### Size

Full Page

Half Page V

Half Page H

Fourth Page V

Fourth Page H

Eighth Page

### Live Area

5 x 8

*(Trim 5.5 x 8.5, Bleed 5.75 x 8.75)*

2.4375 x 8

5 x 3.9375

2.4375 x 3.9375

5 x 1.85

2.4375 x 1.85

## AD REQUIREMENTS

- PDF files are best
- 300 dpi in CMYK mode
- Full page ads must have .125" bleed on each side

# Bandwagon

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# Amplify Clearwater