

CHAMBER OF COMMERCE VISITORS GUIDE

LONGBOATKEY

Discover the BEST of Longboat, Lido & St. Armands





January 2026

Dear LBK Chamber Members,

The Longboat Key Chamber of Commerce is excited to offer you an exclusive opportunity to be featured in the LBK Chamber's **Visitor's Guide and Map**. These are two of our most visible and trusted marketing tools. Created for Chamber members only, these publications are designed to **showcase your business** and connect you with locals, visitors, and seasonal residents throughout the year.

This project is handled by the Chamber to ensure consistent, **high-quality design** and maximum visibility for our members. The Visitor's Guide and Map provide **exciting and purposeful advertising opportunities** through print distribution and digital editions hosted on the Chamber's website, with clickable links to connect audiences directly to your business. Together, these publications are a go-to resource for where to **shop, dine, stay, and do business in the Sarasota and Manatee County regions and beyond**.

We are currently in production, and space is limited. To secure your ad placement, **payment is required to move into layout and design**, and camera ready artwork is requested promptly upon payment. Ad placements are confirmed once both are received.

Enclosed, you will find details on the available advertising options. If you have questions, would like guidance on selecting the best option, or would like to participate, please contact:

Trish Ivey at 941-914-6671 or trish@freshprsarasota.com.

We are here to make it easy for you to get the most from this opportunity.

We look forward to helping you **highlight your business and gain meaningful exposure** as a valued Chamber member.

Sincerely,

Kim Verreault
President and CEO
Longboat Key Chamber of Commerce

VISITORS GUIDE BENEFITS OF ADVERTISING

- **Extensive Distribution:** Gain maximum exposure with extensive distribution strategically designed to ensure your business stands out – our carefully researched distribution points include SRQ Airport, visitor centers, high-traffic local businesses, and a high-impact on line presence, delivering unparalleled visibility to visitors, residents, newcomers, and decision-makers.
- **Targeted Audience:** Your business reaches visitors who are actively looking for shopping, dining, accommodations, attractions, activities, and local services, leading to high engagement with potential customers .
- **Credibility & Trust:** Advertising in an official Chamber publication boosts your business’s reputation and aligns it with a trusted community organization.
- **Year-Round Exposure:** Both print and digital formats ensure ongoing visibility for your business throughout the entire year.

CHAMBER GUIDE ADVERTISING OPTIONS+ SPECIFICATIONS

Select the ad size you would like to invest in by checking the box next to the ad size description below. Premium Placement: Ad positions are secured on a first-come, first-served basis. Payments must be received in order to confirm your premium placement.

Premium Ad Placements	Size	Cost
<input type="checkbox"/> Premium Full-Page ads <small>*Only 5 spots beginning with the inside front cover</small>	All full page ads bleed Provide art 6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25". No text or logos within 1/4" of trim, please.)	\$3,000
<input type="checkbox"/> Back Cover (Full Page)	6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25")	\$3,600
<input type="checkbox"/> Inside Back Cover (Full Page)	6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25")	\$3,200
<input type="checkbox"/> Two-Page Center Spread	12.25" x 9.5" (which includes bleed)	\$5,500
Standard Ad Placements		
<input type="checkbox"/> Full-Page Ads	All full page ad sbleed. Provide art 6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25". No text or logos within 1/4" of trim, please.)	\$2,650
<input type="checkbox"/> Half-Page Ads	Vertical Half Page: 2.62" x 8.63" /Horizontal Half Page: 5.38" x 4.25"	\$2,050
<input type="checkbox"/> Quarter-Page Ads	Vertical Qtr. Page: 2.62" x 4.25" /Horizontal Qtr. Page: 5.38" x 2.05"	\$1,250

Premium (Limited) Advertorial Option

Only 3 spots available

\$2,850

The advertorial option is a comprehensive written advertisement designed to convey detailed information. This one-page ad will include:

- ✓ **One image and logo**
- ✓ **One compelling headline and call to action**
- ✓ **A concise message with a 150-word limit**
- ✓ **Contact information at the bottom**

To reserve or for more info, contact Trish Ivey at trish@freshprsarasota.com or 941-914-6671.

CHAMBER MAP – BENEFITS OF ADVERTISING

- **Wide Distribution** ensuring strong visibility.
- **Direct Tourist Engagement:** This popular tool reaches visitors actively exploring Longboat Key, directing them to nearby services, dining, and attractions.
- **Geographically Targeted:** Helps customers easily locate your business, driving foot traffic from tourists and locals.
- **Long-Lasting Exposure:** The map is referenced year-round, providing ongoing visibility.
- **Credibility:** Being included in a trusted Chamber map boosts your business’s reputation.
- **Limited Competition:** Fewer ads mean your business stands out more prominently.
- **Chamber Support:** Supports Chamber initiatives that promote area businesses, the local economy, and the community.

CHAMBER MAP – ADVERTISING OPTIONS

Select the ad size you would like to invest in by checking the box next to the ad size description below.

Premium Placement Ad Positions are secured on a first-come, first-served basis. Payments must be received in order to confirm your premium placement.

Ad Placement Types	Size	Cost
<input type="checkbox"/> Full Back Panel <i>(Premium Placement)</i>	3.79" x 8.49"	\$1,950
<input type="checkbox"/> Full Panel	3.79" x 8.49"	\$1,500
<input type="checkbox"/> Half Panel	3.79" x 4.12"	\$900
<input type="checkbox"/> Quarter Panel (business card size)	3.79" x 1.94"	\$500

Business Name: _____

Contact Person’s Name: _____

Contact Email: _____

Business Address: _____

Signature: _____

The advertiser agrees to abide by the terms set forth in the advertising information printed above.

Please send payment to: Longboat Key Chamber of Commerce, 5390 Gulf of Mexico Drive - Suite 102, Longboat Key, FL 34228 or call the Longboat Key Chamber at 941-383-2466.

Payment must be received before we go to press.

To reserve or for more info, contact Trish Ivey at trish@freshprsarasota.com or 941-914-6671.

IMPORTANT NOTES FOR ADVERTISERS

Are you considering freshening up or redesigning your Visitors Guide Ad or Map Ad? Doing so increases the overall value of your presence and improves the look of the Visitors Guide and Map. We can create, recreate, or make changes to your ad at **NO COST** to you!

Premium Placement

Ad positions are secured on a first-come, first-served basis. Payments must be received in order to confirm your premium placement.

Visitors Guide Accommodations Information

Information for the accommodations grid will be provided via an online survey. Updates that are submitted will be reflected in the next Visitors Guide.

Submit Your Photos! Share your season's best photos to potentially be featured in the next Visitors Guide.

GUIDE DESIGN SPECIFICATIONS

Ad type: (check one)

Yes! Let's use my previous ad. **I will provide a new ad for 2026.**

Contact me about designing a new ad.

Our advertising sizes have been updated to ensure optimal spacing between content and ads throughout the guide.

DEADLINES

ACTION REQUIRED – LBK CHAMBER'S VISITOR'S GUIDE AND MAP PRODUCTION IN PROGRESS

As we move forward with the 2026 Visitor's Guide & Map, payment is required in order for ads to proceed into production. Camera-ready artwork is requested as soon as payment is received.

Ad placements are confirmed upon receipt of payment and completed materials.

To ensure inclusion, we encourage members to submit payment and artwork promptly as production advances.

Do you have questions or are you ready to submit payment and artwork? Please contact Trish Ivey at 941-914-6671

To reserve or for more info, contact Trish Ivey at trish@freshprsarasota.com or 941-914-6671.