

CHAMBER OF COMMERCE VISITORS GUIDE

LONGBOATKEY

Discover the BEST of Longboat, Lido & St. Armands



LONGBOATKEYCHAMBER.COM



November 2025

Dear LBK Chamber Members,

We are excited to announce that The Longboat Key Chamber of Commerce has taken the design, production, and ad sales of the Visitors Guide and Map in-house. This change allows us to create dynamic marketing materials that provide exceptional visibility for your businesses and reflect the strength and diversity of our entire membership.

This campaign comes after a delay in launching the ad sales process, as we shifted our focus this past year to supporting our members and community through the challenges caused by the hurricanes. We felt it was vital to prioritize recovery efforts and we are proud of how our members came together during such a difficult time.

We are now moving forward with these important projects. Both materials are powerful tools that benefit all members, from those directly involved in tourism to the businesses that support them. With broad distribution across the region and beyond, these marketing pieces offer unparalleled ways to showcase your businesses and services. The digital versions, hosted on the Chamber's website, will also include hyperlinked advertisements to further connect potential customers to your businesses.

If you have questions or would like to secure your spot in the next edition of the Map and/or Visitor's Guide, contact Trish Ivey at 941-914-6671 or trish@freshprsarasota.com.

We look forward to making your businesses shine!

Sincerely,

Kim Verreault, President/CEO
and Your LBK Chamber Team

LONGBOAT KEY CHAMBER OF COMMERCE

5390 GULF OF MEXICO DRIVE, SUITE 102 | LONGBOAT KEY, FL 34228 | LONGBOATKEYCHAMBER.COM

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
☐ Premium Full-Page ads <i>*Only 5 spots beginning with the inside front cover</i>	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
☐ Back Cover (Full Page)	6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25")		\$3,600
☐ Inside Back Cover (Full Page)	6.25" x 9.5" (which includes bleed) (Trim size is 6" x 9.25")		\$3,200
☐ Two-Page Center Spread	12.25" x 9.5" (which includes bleed)		\$5,500
Standard Ad Placements			
☐ Full-Page Ads	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.)		\$2,650
☐ Half-Page Ads	Vertical Half Page: 2.62" x 8.63" / Horizontal Half Page: 5.38" x 4.25"		\$2,050
☐ 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
☐ Full Back Panel <i>(Premium Placement)</i>	3.79" x 8.49"	\$1,950
☐ Full Panel	3.79" x 8.49"	\$1,500
☐ Half Panel	3.79" x 4.12"	\$900
☐ Quarter Panel (business card size)	3.79" x 1.94"	\$500

ADVERTISER BUSINESS INFORMATION

Please fill out the following information completely:

Business Name: _____

Contact Person's Name: _____

Contact Email: _____

Contact Phone Number: _____

Business Address: _____

Website URL: _____

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 ad from 2024.** ☐ **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

Display ad space deadline..... **12/15/25**

Camera-ready ad deadline..... **12/29/25**

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