

FortPierceTours.com Advertising

2016 Official Florida Visitor Guide

The *Official Florida Visitor Guide* boasts a total reach of **1.2 million people**, which includes pass-along readers who are looking to plan their next trip to Florida. This *Guide* is distributed:

- By direct consumer request, both domestic and international
- At trade shows and events attended by VISIT FLORIDA representatives
- In our 5 Official Florida Welcome Centers, which received 2.5 million visitors annually
- **Digital:** Free link to your website in the digital version of the *Guide*, receiving nearly 400k user page views and 6,000 referrals sent directly to advertisers last year.
- **Leads:** Our Reader Response Card program generated 54,000 leads last year. These are your leads to keep and use to grow your database.
- **Discounts:** Marketing Partners receive a 5% discount on advertising in the *Guide*. You can earn an additional 5% discount by purchasing a Featured Photo Listing and a display ad together.
- **Highlighted Partner Listing:** Receive a highlighted Partner listing with directional "ad on Page #" text in the *Guide's* planning section.