

# 2024 Sarasota County Official Visitors Guide



Important Dates

Reservations Close  
September 29, 2023

Ad Materials Due  
October 13, 2023

IN-MARKET  
January  
2024

**THE publication travelers turn to when planning their visits to Sarasota County, helping them decide where to dine, shop, play and stay while here. Maximize your advertising dollars within proven, targeted markets and purchase your placement today!**

**The highly qualified audience you want.  
The only guide you need.**

- Distribution of the Official Visitors Guide is 100% qualified
- 80,000 guides are circulated globally each year
- Digital version of the Visitors Guide is available on VisitSarasota.com to view or download
- Nearly 1.5 million people visited Sarasota County in FY22, spending more than \$1.7 billion
- VisitSarasota.com, the #1 search term for "Sarasota visitors guide," is the perfect digital companion.

Ask about  
package  
placements!

Vacation Inspiration  
365 Days a Year

## Distribution Channels

- Visit Sarasota County Visitor Information Center
- Visitor Information Vehicle
- Sarasota Bradenton International Airport
- Sporting events
- Meeting planner requests
- AAA offices
- Trade shows
- Wedding, reunion, relocation and meeting attendee packages
- Available by request at 1-800-348-7250
- Digitally at VisitSarasota.com



CONTACT ANDY ROBERTS: [SALES@VISITSARASOTA.ORG](mailto:SALES@VISITSARASOTA.ORG)

# Advertising Rates and Specs

## SPECS

**FULL PAGE**

**TRIM**  
7"x10"

**LIVE AREA**  
6"x9"

**BLEED**  
7.25"x10.25"

**1/2 PAGE**

6"x 4.3125"

**1/4 PAGE**

2.875"  
x  
4.3125"

## AFFORDABLE PARTNER PRICING\*

### Rates

1/2 Page .....	\$4,095
1/4 Page .....	\$2,075
Highlighted Photo Listing (Limited Availability) .....	\$650

### Premium Positions

Full Page .....	\$6,850
Inside Front Cover .....	Sold
Inside Back Cover .....	Sold
Back Cover .....	Sold

\*Rates differ for non-partners

**SHOPPING**

**DutchCrafters**  
DutchCrafters offers Amish furniture in the latest styles, wood types and finishes, and provides the expertise to create custom furniture for any occasion and needs. Mon-Sat 10am-5pm, Sun 10am-5pm. 3009 Woodloch Ridge Rd, Sarasota, FL 34234, 941-894-4347

**The Exchange**  
An upscale consignment store like no other. The Exchange consists of 1,600 square feet of affordable treasures, \$5 million, awarded in grants and scholarships. Mon-Fri 10am-Sat 10am-April, 539 S Orange Ave, Sarasota, FL 34236, 941-955-7859

**Healy Gallery**  
Healy Gallery offers an eclectic assortment of one-of-a-kind and limited-edition works for sale by Healy Gallery of Art + Design. Galleries and auctions. Mon-Fri 10am-Sat 10am-Sun 11am. 2705 N Tamiami Trl, Sarasota, FL 34236, 941-822-0942

**The Mall at University Town Center**  
Located at 175 and University Parkway, The Mall at UTC is a world-class fashion and dining destination featuring over 150 stores and restaurants unique to the area. Mon-Sat 10am-8pm, Sun 11am-6pm. 140 University Town Center Dr, Sarasota, FL 34243, 941-552-7000

**North Star Fine Jewelry & Gift Boutique**  
NorthStarFineJewelry.com offers an exquisite new destination for the luxury gift buying journey located in beautiful downtown Sarasota. Mon-Thu 10am-6pm, Fri-Sat 10am-6pm, Sun 11am-5pm. 107 S Pineapple Ave, Sarasota, FL 34235, 941-555-9922

**Priva Dental**  
PrivaDental.com  
Member of the dental offering family's gifts, crystals, greeting cards, candles, books, infinite readings, message therapy, energy healing and more. Mon-Fri 10am-Sat 10am-Sun 11am-Sun 1pm. 1472 Main St, Sarasota, FL 34235, 941-368-8225

**River Street Sweats**  
Sarasota's Candy Kitchen  
RiverStreetSweats.com  
Candy Kitchen with handmade sweets including our World Famous Pullman's, hand-dipped chocolates and homemade ice cream. Sun-Thurs 10am-5pm, Fri-Sat 10am-6pm, Closed Christmas Day. 2705 North Ringling Blvd, Sarasota, FL 34236, 941-217-8832

**Rockman Shop**  
rockmanshop.com  
Rockman Shops are old school head shops. We offer pain and relief help, as well as hemp THC CBD (delta 8/10) Mon-Sat 10am-5pm, Sun 10am-5pm. 2035 Mall Dr, Sarasota, FL 34231, 941-922-8296

**Rogers Market**  
rogersmarket.com  
Rogers Market is a family-owned local business. Our vision is to change the convenience of a grocery and gas station with the food quality of a restaurant. Mon-Thurs 5am-7pm, Fri-Sat 5am-7pm, Sun 10am-5pm. 1135 S Beverly Rd, Sarasota, FL 34235, 941-555-5191

**The Shoppes at Sarasota Row**  
shoppesatrow.com  
An extraordinary destination in Downtown Sarasota. Featuring an eclectic range of retail, experiential, boutique, local and restaurant. Free parking. 1401 - 1451 First St, Sarasota, FL 34236, 941-955-8506

**Southside Village Business Association**  
southsidevillage.org  
Southside Village is located in the Osprey Ave and Hillview St area. A popular gourmet market, trendy boutiques, jewelry stores, salons and casual and fine dining. Osprey Ave & Hillview St, Sarasota, FL 34236, 941-516-6811

**SPARC Treasures Chest**  
sparctreasures.com  
SPARC is Sarasota's premier resale and designer clothing, jewelry, furniture, home accessories, antiques and collectibles of all eras. Open Mon-Sat 10am-5pm, Closed Sundays. 1426 Fruitville Rd, Sarasota, FL 34236, 941-953-7800

**Swin City**  
swincity.com  
Swin City offers the best selection of designer swimwear, resort wear and beach accessories in Florida. Our 80 employees help find the perfect suit for every body. Mon-Sat 10am-5pm, Sun 11am-5pm. 3075 Tamiami Trl, Sarasota, FL 34236, 941-954-8800

**Towles Court Art Association**  
towlescourt.com  
Artist studios, galleries and restaurants in a beautiful historic downtown district. Enjoy art, food and drinks. Our Members Gallery is open during sunset. 11am-4pm, Tue-Sat 11am-4pm, 1978 Adams Ln, Sarasota, FL 34236, 941-574-2008

**UNIVERSITY TOWN CENTER**  
utccenter.com  
With over 300 popular shops and restaurants, University Town Center (UTC) is Sarasota-Bradenton's premier destination for shopping, dining and entertainment. Check your favorite stores for hours. 2978 Cooper Creek Blvd, University Park, FL 34203, 941-556-8933

**SURROUNDING AREAS**

**Red Barn Market**  
redbarnmarket.com  
One of Florida's most popular markets - and an air-conditioned store that's open year-round and the most popular monthly. Enjoy Family Fun, Bagels and much more. Fri-Sun 10am-6pm, Sun 10am-6pm, Wed-Fri 10am-6pm. 1707 1st St E, Bradenton, FL 34208, 941-743-3794

**VENICE**

**Capitan's Landing - Fine Men's Apparel**  
capitans.com  
Capitan's Landing, a store of relaxed elegance permeates through our collection of only the best selection and variety of men's sport apparel found anywhere. Mon-Sat 10am-6pm, Sun 11am-6pm. 521 W Venice Ave, Venice, FL 34285, 941-426-2229

**Clyde Butler Fine Art Black & White Photography**  
clydebutler.com  
Clyde Butler's gallery features a large selection of his award-winning, limited edition, hand-printed B&W photographs. Books and gifts also available for purchase. Tue-Sun 10am-4pm, 4250 S. Cooper Highway, 217 West End Ave, Venice, FL 34285, 941-488-8722

**Rockman Shop**  
rockmanshop.com  
Rockman Shops are old school head shops. We offer pain and relief help, as well as hemp THC CBD (delta 8/10) Mon-Sat 10am-5pm, Sun 10am-5pm. 1211 US 41 Bypass S, Venice, FL 34285, 941-484-9204

**Venice Main Street**  
venicemainstreet.com  
Main Street is open in home for hundreds of unique, independent shops and cafes and a short walk to the beach where you can find everything from fresh shopping and dining hours vary. 101 W Venice Ave #23, Venice, FL 34285, 941-488-8722

**THINGS TO DO**

**CASEY KEY/NOOKS/OSPREY**  
CaseyKey.com  
Our headquarters, Bay Preserve, is a water-front oasis on Little Casey Key. Open for the public daily. A great place for a picnic lunch or a walk destination. Mon-Sun 800 Palmwater Ave, Osprey, FL 34259, 941-918-2100

**ENGLEWOOD/MANASOTA NORTH PORT**

**Atlanta Braves at Coftoday Park**  
coftodaypark.com  
The Atlanta Braves Spring Training Complex opened in 2009. A premier facility for professional baseball training and an attraction with full-service restaurants. Tue-Sun 11am-5pm. 1880 S W Village Pkwy, Venice, FL 34293, 941-413-5000

VisitSarasota.com 65

## HIGHLIGHTED PHOTO LISTING

**IMAGE SIZE**  
1"x0.65"

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**BUSINESS NAME**  
urlgoeshere.com

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Partner to supply the following for highlighted listing:

- name
- URL
- 25 word description
- address, city, zip
- phone number
- image - 1 inch x 0.65 inches

## TO ADVERTISE IN THE 2024 SARASOTA VISITORS GUIDE, CONTACT:



**Andy Roberts**  
Travel Media Sales & Marketing Executive  
941-342-2429  
[Sales@VisitSarasota.org](mailto:Sales@VisitSarasota.org)

Andy works directly with Sarasota partners to architect a tailored and diversified campaign strategy.

**Jessica Olson**  
Advertising & Data Manager  
954-270-3744  
[Jessica.Olson@MilesPartnership.com](mailto:Jessica.Olson@MilesPartnership.com)

Jessica works with Sarasota partners to organize and implement print and digital media placements.

