VISIT Sarasota COUNTY

LONGBOAT KEY | ST. ARMANDS | LIDO KEY
SIESTA KEY | CASEY KEY | VENICE | OSPREY
MANASOTA KEY | ENGLEWOOD | NORTH PORT
LAKEWOOD RANCH | WELLEN PARK | NOKOMIS

2026 Partner Advertising & Co-op Opportunities







SARASOTA COUNTY

Visitor Insights

Reach Travelers Who Are Interested in Visiting Sarasota County

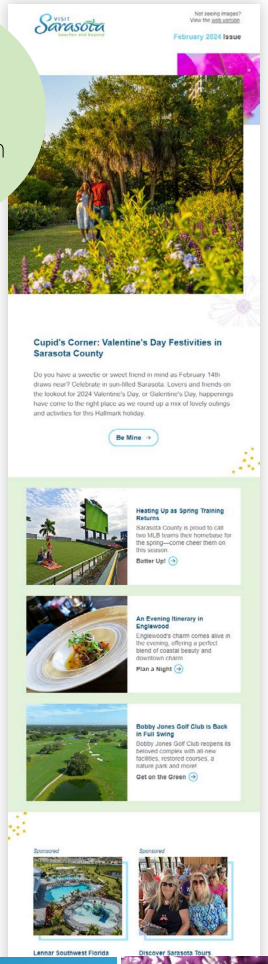
We welcomed
2.7 MILLION
visitors in 2025

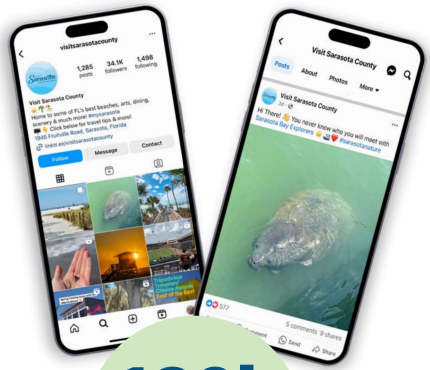
Visitors spent
$3.6 BILLION
in 2024



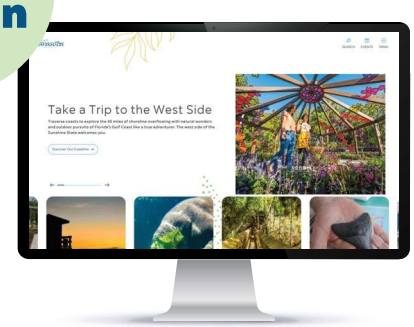
80k
print & digital reach

73k
email reach





2.5 million
users



138k
social reach
93k followers
45k followers





Opportunities
AT A GLANCE

Program	Rate	Page
Featured Listing	**$1,025**	4
Programmatic Media Package	**$2,500**	5
Native Advertising	**$525 - $7,250** (depending on impressions)	6
Custom Content	**$3,100**	7
Enewsletter Spotlight	**$775**	8
Custom Enewsletter	**$4,095**	9
Social Media Takeover	**$525**	10
Savor Sarasota Package	**$525**	11
Visitors Guide	**$650 - $13,015**	12
Relocation Services Brochure	**$3,100**	13
VISIT FLORIDA Display Ad	**$5,000** (per 2-month campaign)	14
Targeted Emails	**$1,000 - $5,000**	15
Northstar Co-op	**$2,500**	16

To participate, contact:

Andy Roberts
Travel Media Sales & Marketing Executive
941-342-2429
Sales@VisitSarasota.org

miles PARTNERSHIP

Visit Sarasota County internal contact:

Kelly Harb
Vice President of Marketing & Communications
941-702-0124
KHarb@VisitSarasota.org

VISIT Sarasota COUNTY

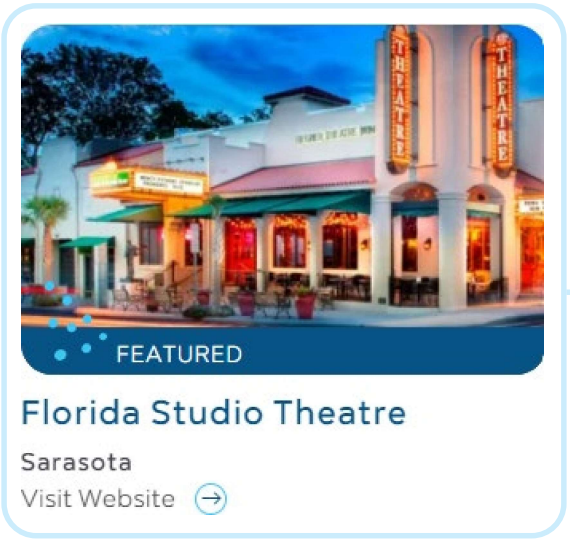


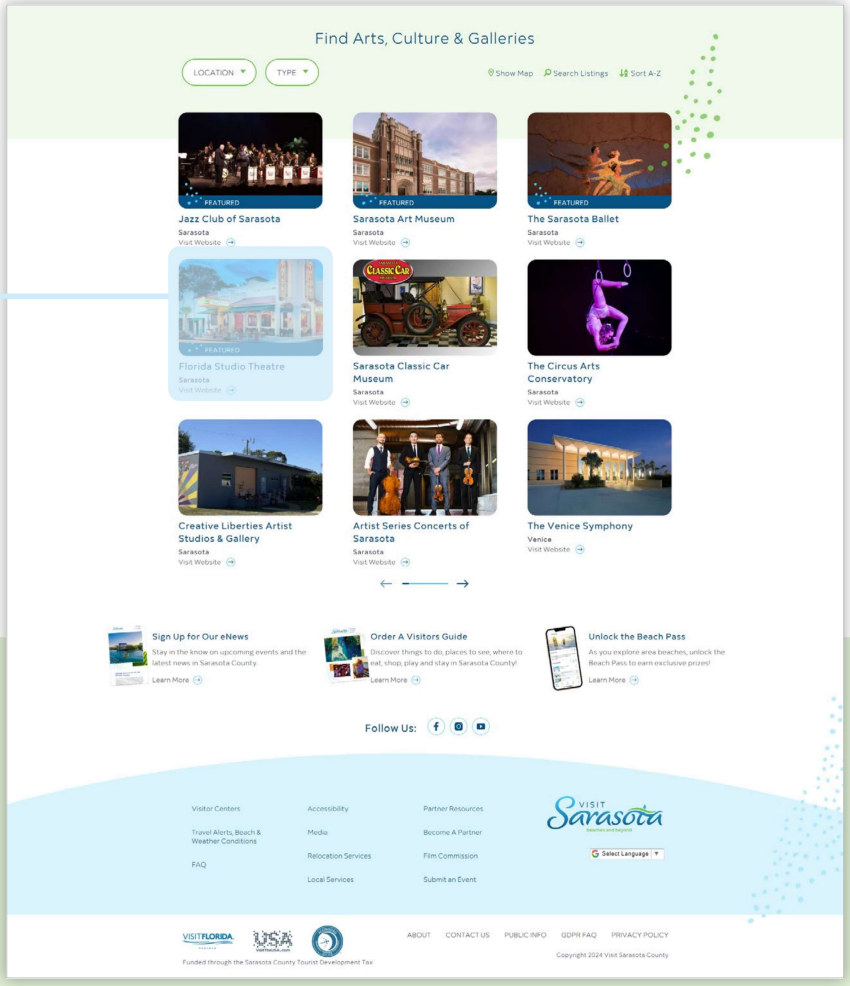




FEATURED LISTING ON
VisitSarasota.com

This program places your business listing at the top of its category page on VisitSarasota.com for an entire year, ensuring visitors see you first when planning and booking trips. Featured listings are differentiated from free listings with a highlight and label, increasing their visibility and engagement.





FEATURED LISTING INCLUDES:

- Premium placement at top of listings grid
- "Featured" label

Rate	
Featured Listing on VisitSarasota.com (12 months)	$1,025

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*







PROGRAMMATIC

Media Package

Leverage Visit Sarasota County's exclusive first-party data to reach high-intent travelers through a sophisticated, data-driven advertising strategy.

AUDIENCE TARGETING STRATEGY

Gain a competitive edge by utilizing VSC's proprietary audience segments, which are unavailable through any other platform. Our two-pronged approach ensures your message reaches the most relevant travelers::

• **Website Retargeting:** Stay top-of-mind by serving ads directly to users who have recently engaged with the Visit Sarasota website.

• **Custom AI Lookalike Audiences:** Reach "new-to-brand" travelers who mirror the behaviors and characteristics of VSC's site visitors via advanced Dstillery AI modeling.

TACTICS

• **Native Advertising:** Seamlessly integrate your brand into the user's browsing experience with ads that match the look and feel of the surrounding content.

• **Display Banners:** High-visibility placements across the web to build brand awareness and drive traffic.

• **Video Retargeting (Optional):** For partners with video assets, we offer the ability to re-engage interested travelers with compelling video content.

INVESTMENT & FLIGHTING

To ensure campaign success and provide sufficient data for optimization, we recommend a multi-month flight.

• **Entry Level:** Starting at $2,500 per month.

• **Recommended Flight:** 3-month flight is highly recommended to achieve maximum impact and performance stability.

• **In-State vs. Out-of-State:** Our team can help customize your targeting based on geographic needs, including specific opportunities for out-of-state reach through our coordinated co-op efforts.

***Include rate card to keep consistency with other pages and ensure we note "*Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners"*

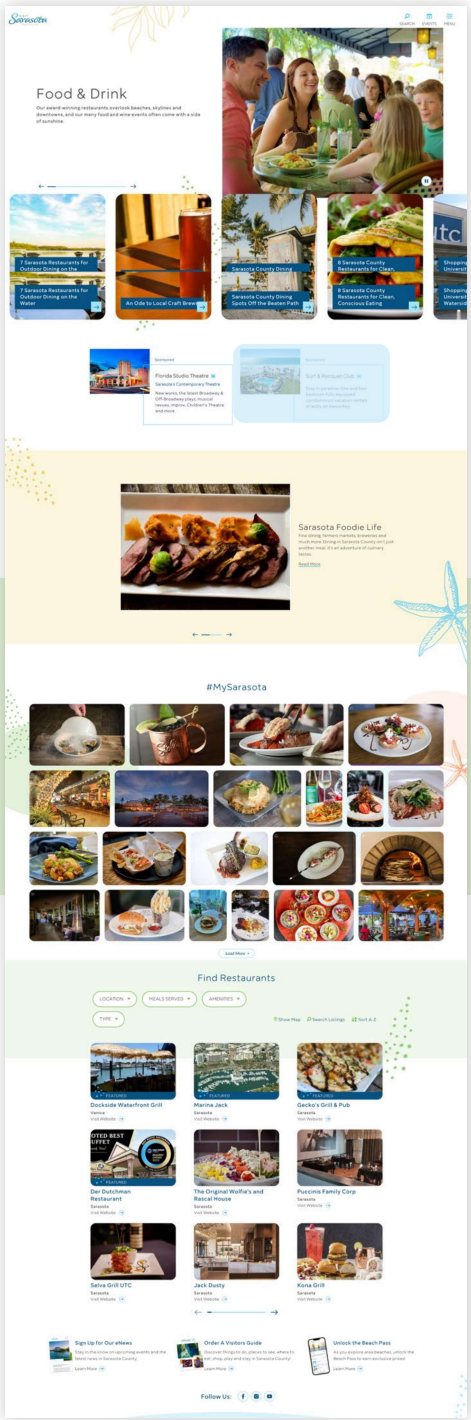


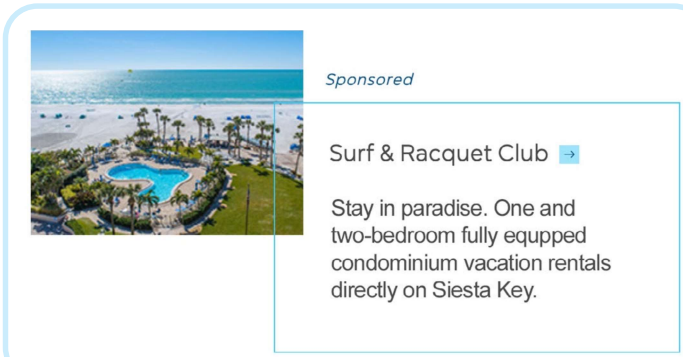




NATIVE ADVERSITING ON
VisitSarasota.com

Styling advertising like the content on VisitSarasota.com drives high click-through rates, resulting in more users visiting your website. You supply a photo and the desired copy, and we target your content to an audience of travelers showing interest in visiting Sarasota County.





NATIVE ADVERTISING INCLUDES:

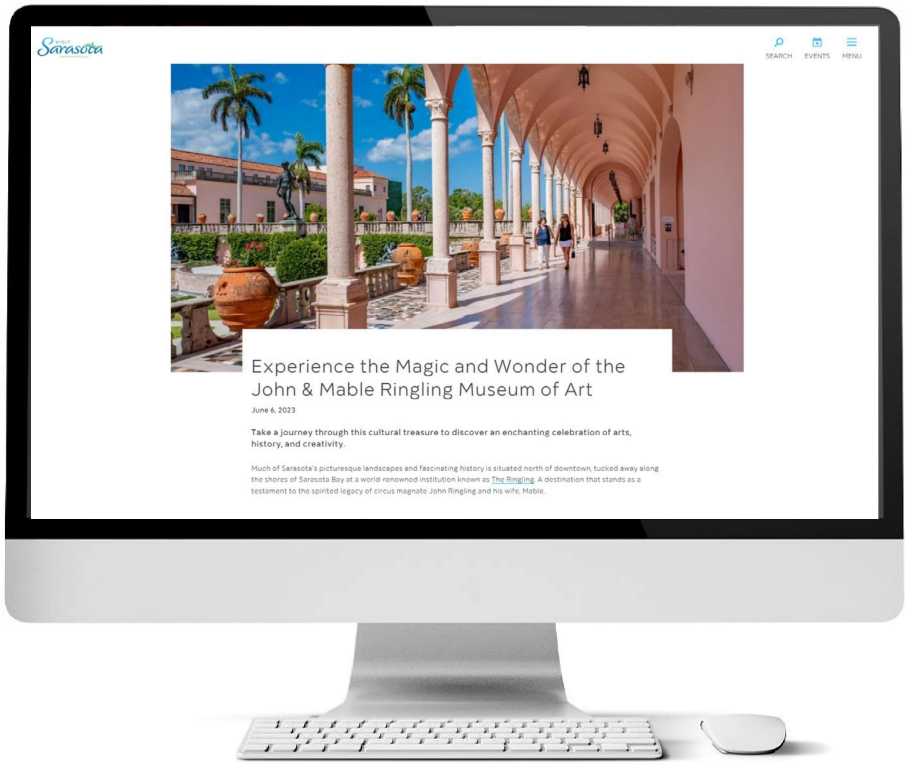
- Targeted, impression-based buys
- Monthly reports available upon request
- One click takes user directly to advertiser's website

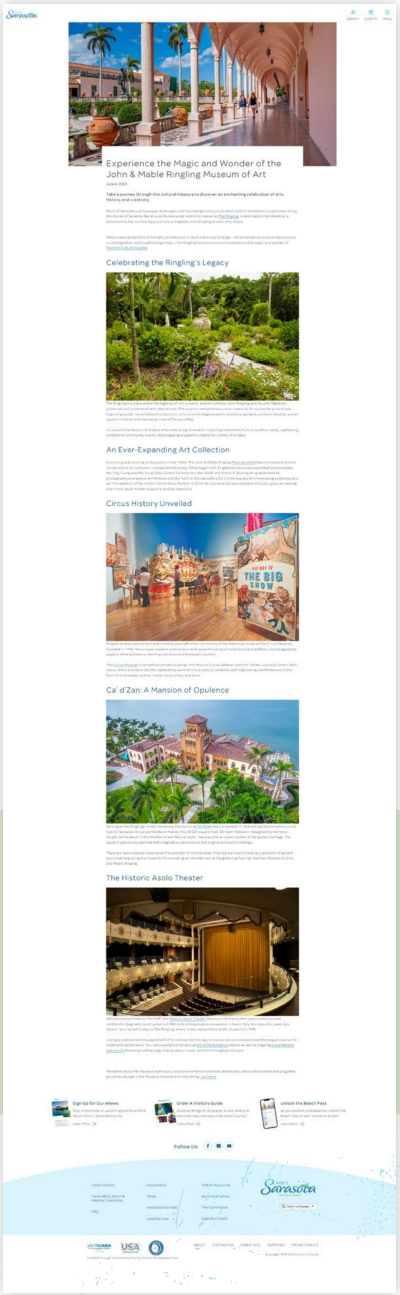
Total Impressions	Rate
25,000	$525
100,000	$1,850
300,000	$4,950
500,000	$7,250

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*

CUSTOM CONTENT ON
VisitSarasota.com

Leverage the expertise of our editorial team, who will write an article featuring your business. Your custom content will be featured on VisitSarasota.com for at least one year, and you can use it as you choose indefinitely.





CUSTOM CONTENT INCLUDES:

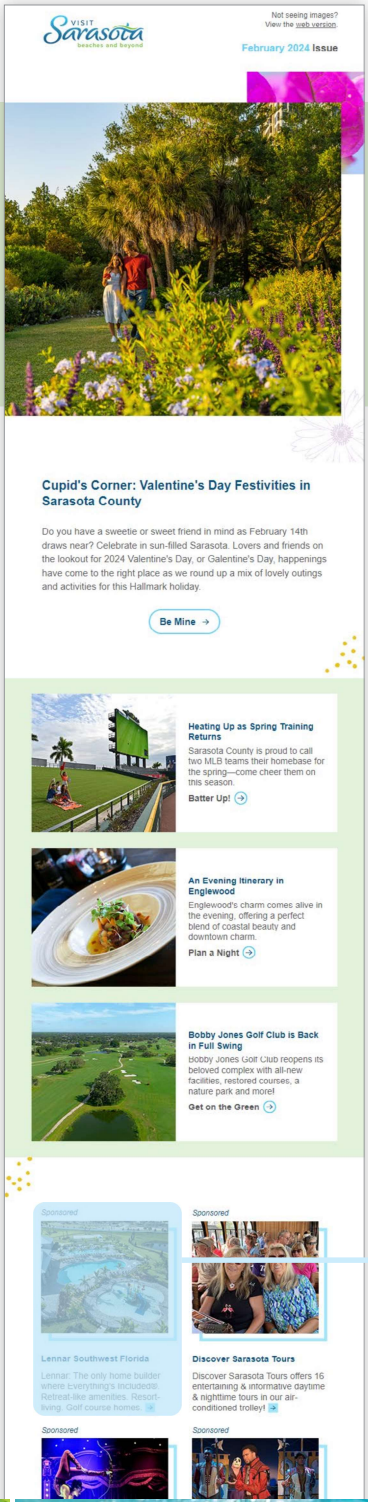
- House ad promoting your article on VisitSarasota.com
- Social post promoting your article on Visit Sarasota's Meta page
- Quality organic traffic through Visit Sarasota's SEO efforts

Rate	
Custom Content	$3,100

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*

Monthly Enewsletter Spotlight

Visit Sarasota's enewsletter is sent to more than 73,000 consumers monthly who have opted in to stay up-to-date on the happenings of their favorite destination. Reach this audience in the midst of planning with a message that links right to your website.



ENEWSLETTER SPOTLIGHT INCLUDES:

- Your photo and message designed to look like editorial content
- Clicks directly to your website
- Reporting available upon request

Rate	
Monthly Enewsletter Spotlight	$775

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*



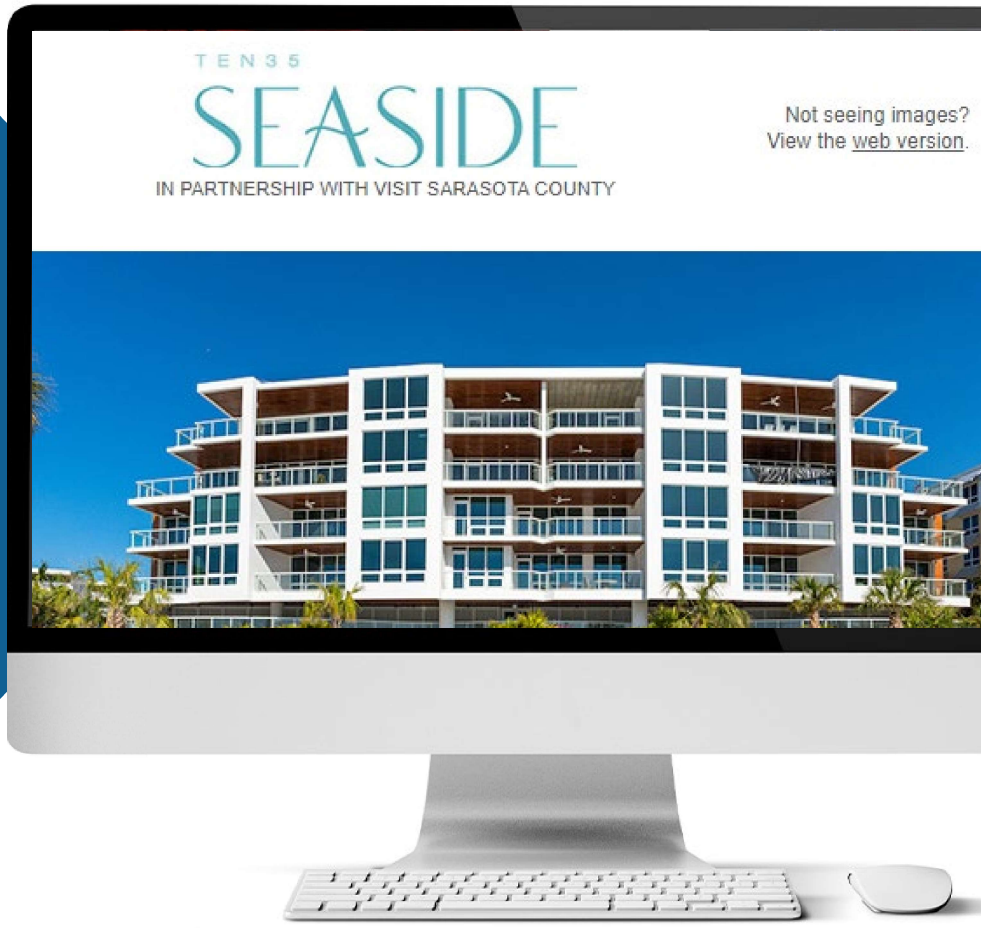
Custom Enewsletter

This option dedicates an entire enewsletter to your business or event, driving all enewsletter clicks to your website. The enewsletter is sent to Visit Sarasota's subscribers in a branded template featuring a single message that's all about you.

Visit Sarasota's custom newsletters average

49%
open rate
vs. industry avg of 20.44%

3.02%
click rate
vs. industry avg of 2.25%



CUSTOM ENEWSLETTER INCLUDES:

- 100% share of voice
- Deployment date of your choosing (depending on availability)
- Thorough reporting

Rate	
Custom Enewsletter	$4,095

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*









Social Media Takeover

Reach Visit Sarasota's Meta and Instagram followers – a combined audience of more than 135,000 travelers interested in the destination–with your dedicated message.



SOCIAL MEDIA TAKEOVER INCLUDES:

- Your photo and content
- Ability to be more casual and conversational with social media users
- Ideal audience for outdoors outfitters and local arts groups

Rate	
Social Media Takeover	$525

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*

Savor Sarasota Package

During the first two weeks of June, Sarasota celebrates diverse culinary landscape with deals on multi-course meals. To be a part of the celebration, receive an enhanced listing on SavorSarasota.com and a one-day takeover of Visit Sarasota County's Facebook and Instagram channels.







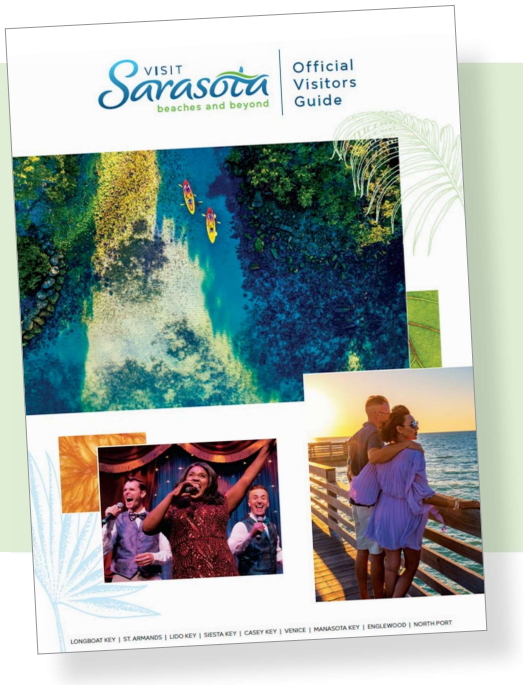


Rate	
Savor Sarasota Package	$525

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*

Visit Sarasota County Official Visitors Guide

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!



DISTRIBUTION CHANNELS:

- Visitor Information Centers
- 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 941-706-1253
- Digitally at VisitSarasota.com

Rates

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

Premium Positions

2-Page Spread	$13,015
Full Page	$6,850
Inside Front Cover	$8,735
Inside Back Cover	$8,320
Back Cover	$8,885

for partners outside of Sarasota County or add 20% for non-partners.



Relocation

SERVICES BROCHURE

It isn't unusual for visitors to the Sarasota area to turn into short- and even long-term residents, and this brochure puts you in front of those consumers seeking Relocation Services.



RELOCATION SERVICES BROCHURE FEATURES:

- 100% share-of-voice advertising
- Full back-cover advertisement
- Distribution to a highly qualified audience of consumers opting into Relocation Services information from Visit Sarasota

Rate	
Back Cover	$3,100

**Visit Sarasota County Partner rate shown; add 10% for partners outside of Sarasota County or add 20% for non-partners.*


RE/MAX Alliance Group
2000 Webber St, Sarasota, FL 34239
717-813-1700 • brenda@brendaleemiller.com
brendaleemiller.com

Sarasota Paradise Group • Brenda & Craig Wilson
5220 Paylor Ln, Sarasota, FL 34240
941-321-8686 • brenda@sarasotaparadise.com
sarasotaparadise.com

Shana L. Hamel PLLC/Compass
1575 Main St, Sarasota, FL 34236
941-724-6400 • shana@shanasellsflorida.com
shanasellsflorida.com

Suncoast Cooperative
4152 Lakewood Ranch Blvd, Lakewood Ranch, FL 34211
941-493-3020 • info@suncoastleasingandmanagement.com
suncoastleasingandmanagement.com

Susan Phelps • Berkshire Hathaway HomeServices Florida Realty
7231 S Tamiami Trl, Sarasota, FL 34231
941-726-2227 • sarasotasuze@gmail.com
sarasotahomesandlifestyle.com

Team Allard @ Sunburst Real Estate Group
Serving Sarasota County
941-266-2850 • patrick.sieg@outlook.com • teamallard.com

The Buetergerds Group at Keller Williams Realty Select
8210 Lakewood Ranch Blvd, Lakewood Ranch, FL 34202
941-366-5026 • info@thebuetergerdsgroup.com
buetergerdsgroup.com

The Cashi's Global Real Estate Luxury Specialists
8334 Market St, Lakewood Ranch, FL 34202
941-527-9088 • tami@teamcashi.com • teamcashi.com

Tony Almengual with Bright Realty
521 Station Way, Sarasota, FL 34233
941-807-5626 • tonysellssrq@gmail.com
sarasotanewhome.com

ONLINE TRIP PLANNER

FloridaRentals.com
Serving Sarasota County
floridarentals.com

TRANSPORTATION SERVICES

All Around Charters & Tours
410 E Colonie Ln, Nokomis, FL 34275
941-488-9392 • tours@allaroundbus.com • allaroundbus.com

Avis Budget • Downtown SRQ
435 N Washington Blvd, Sarasota, FL 34236
941-806-6093 • kris.skinner86@gmail.com • avis.com

Blue Ribbon Transportation
Serving Sarasota County
941-404-9458 • info@limosrq.com • limosrq.com

Cruise Connection by Escot Bus Lines
Serving Sarasota County
941-256-8762 • cleer@escotbuslines.com
cruiseconnection.travel

Dolphin Transportation SRQ
1431 Myrtle, Sarasota, FL 34236
941-925-7733 • reservations@dolphintransportation.com
dolphinflorida.com

Gulf Coast Destinations, Transportation & DMC
Serving Sarasota County
941-923-3737 • cj@gcdmc.com • gcdmc.com

Luxury Transport Tampa
Serving Sarasota County
813-543-9669 • booking@luxurytransporttampa.com
limotpa.biz

National Charter Bus Tampa
2313 W Violet St, Tampa, FL 33603
813-328-8085 • info@nationalbuscharter.com
nationalbuscharter.com/tampa-charter-bus

Price 4 Limo Sarasota
Serving Sarasota County
866-265-6479 • information@price4limo.com
price4limo.com/locations/florida/charter-bus-sarasota

Sarasota Bradenton Intl. Airport
6000 Airport Cir, Sarasota, FL 34243
941-359-2770 • community.relations@srq-airport.com
flysrq.com

Sarasota County Area Transit (SCAT)
5303 Pinkney Ave, Sarasota, FL 34233
941-861-5000 • vwheeler@scgov.net
scgov.net/breeze

Sarasota Trolley & Transportation, INC
Serving Sarasota County
941-915-3232 • cj@sarasotatrolley.com • siestatrolley.com

WELLNESS & SPA

Conquer Your Fear of Water
Serving Sarasota County
941-921-6420 • melon@miracleswimming.com
miracleswimming.com

CORESRQ
1075 S Euclid Ave, Sarasota, FL 34237
941-955-6194 • contact@coresrq.org • coresrq.org

Mandala MedSpa & Yoga Shala
1715 Stickney Point Rd, Sarasota, FL 34231
941-921-2278 • spa@mandalamedspa.com
mandalamedspa.com

Parkinson Place Center
5969 Cattleridge Blvd, #100, Sarasota, FL 34232
941-893-4188 • mail@parkinsonplace.org
parkinsonplace.org

Shining Massage & Facial Clinic
3920 Clark Rd, #C2, Sarasota, FL 34233
941-877-6688 • info@shiningmassage.com
shiningmassage.com

The Retreat Sarasota
13010 Fruitville Rd, Sarasota, FL 34240
941-343-0339 • info@resilientretreat.org • resilientretreat.org

Visitor Information Centers

Stop by one of our OFFICIAL VISITOR INFORMATION CENTERS or call/text us at **941-706-1253** to learn about all there is to see and do in the area.

› **Downtown Sarasota**
1945 Fruitville Rd, Sarasota, FL 34236

› **Sarasota Bradenton International Airport (Baggage Claim area)**
6000 Airport Cir, Sarasota, FL 34243

› **Venice**
597 S. Tamiami Trl, Venice, FL 34285

Find us on:

Download the Visit Sarasota App available on iTunes and Google Play

Download on the App Store | GET IT ON Google Play

Printing paid for by Sarasota County Tourist Development Tax Revenue.

Co-op Marketing Program:

VISIT FLORIDA DISPLAY AD PROGRAM

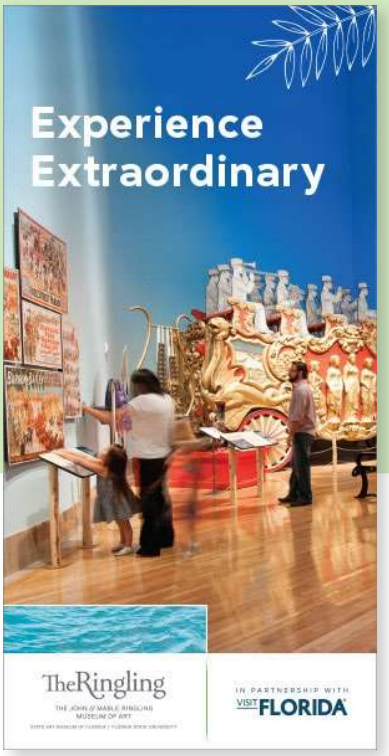
Participate in Visit Sarasota's cooperative marketing program and receive premium space in digital advertising targeted to highly qualified audiences of travelers interested in exploring Florida.



VISIT FLORIDA PROGRAMMATIC OPTIONS:

- VISIT FLORIDA's always-on programmatic package includes a 25% buy-down on your expenditure. Plus, Visit Sarasota offers and additional 25% buy-down, providing a 50% total discount.
- Co-branded ads are served to users who have already expressed interest in visiting Florida.
- Features your photography and brand alongside VISIT FLORIDA's and links to your webpage.







Rate	
VF Programmatic Co-op	$5,000

**Must be a Visit Sarasota County Partner to participate.*

Co-op Marketing Program:

TARGETED EMAILS BY AUDIENCE

Targeted emails have been so successful in past years that this year we've expanded the program to offer even more audiences. This year's partnership offers custom email lists for Leisure, Meetings & Groups, Sports, and Relocation consumers.

AUDIENCE BREAKDOWNS:

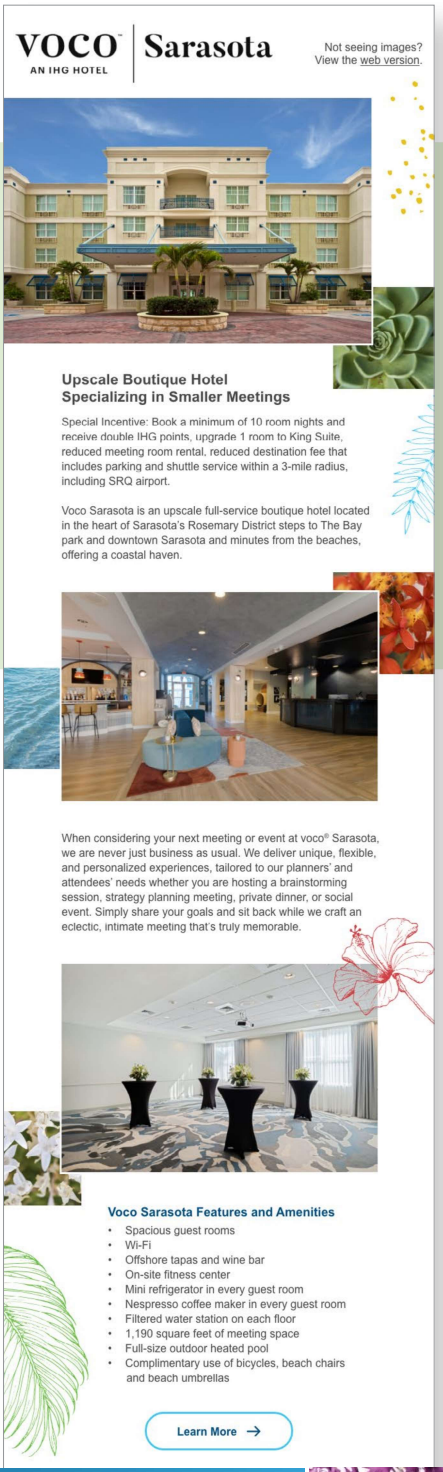
Leisure: prioritizing Travel Intenders
Behavioral Attributes: Outdoors/Nature, Beaches, Foodies, Arts/Culture, Family Travel, Weekend Getaway, Empty Nesters, Luxury

Meetings: C-Level Executives, Business Owners, Business Decision-Makers, Meeting/Event Planners

Sports: C-Level Executives, Business Owners, Business Decision-Makers, Sports Planners/Coaches

Relocation: Remote Workers, Previous Visitors, Retirees, Military/College Grads

Package Levels	
500,000 Email Sends	$10,000 ($5,000 VSC + $5,000 Partner)
250,000 Email Sends	$5,000 ($2,500 VSC + $2,500 Partner)



Northstar Co-op

Total Investment: $5,000	
Partner Investment:	$2,500
VSC Investment:	$2,500

Placement Type	Frequency	Description
Meetings Deals Newsletter	2 Insertions	Dedicated placement in Northstar's premier newsletter, delivering your offer directly to a highly engaged audience of meeting planners.
Featured Search Package	1 Insertion	Premium "top-of-page" positioning within the industry's most-used search directories, capturing planners at the moment of intent.

