



# Media Kit 2026

## ***It's time to place your ad in the Annual Visitors' Guide***

Our Annual Visitors' Guide showcases tourist driven businesses like yours located on or near the barrier islands between Clearwater Beach and St. Pete Beach.

This annual publication is placed in vacation rentals, and found at shops and restaurants. It is sent to all visitors who contact us for information and can be found at our website.

Don't delay! Space is limited and selling fast!  
Fill out the attached Order Form to  
reserve your space today.

Deadline for art and payment: December 1, 2025

Contact us to learn more.  
727-595-4575  
[Contact@BeachWelcomeCenter.com](mailto:Contact@BeachWelcomeCenter.com)



# Beach Welcome Center Advertising Opportunities 2026

## Membership

To advertise with the Beach Welcome Center you must be a Member.

## Visitors' Guide Magazine - Annual Publication

Book size 8-1/4 X 10-3/4 Inches

64 pages full color

Prices: See attached rate sheet.

Premium Pages: To confirm Premium Full Page Ads and 2-Page Spread the ads must be paid in advance. Please call for availability of these spots as they are on a first come, first serve basis.

Placement of all other ads is at Editor's Discretion.

## Important Dates

Ad sales start Aug. 20, 2025. Order early for best placement!

All Ad Copy, Art, and Payment due Dec. 1, 2025.

Publication released in February 2026.



## Qualified Distribution

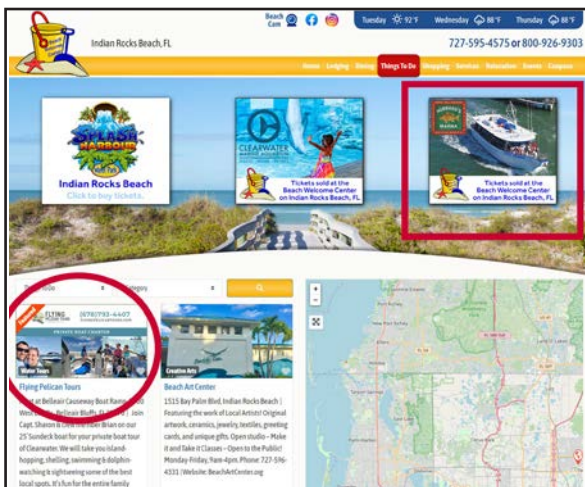
Circulation 15,000.

Mailed to all Beach Welcome Center inquiries

Distributed at over 150 rental condos on the beaches.

Outdoor Boxes: 3 Plumlee Gulf Beach Realty offices located in downtown Indian Rocks Beach. Distributed at local businesses between St. Pete Beach and Clearwater Beach.

## Digital Advertising



- ☐ Display Ad at Top of Page
- ☐ Featured Listing Sticks to Top of Listings

## Average Monthly Traffic

3,333 New Users    7,000 Page Views  
Date Range: Aug. 1 2024-July 31, 2025

## Outdoor Kiosk



Outdoor Advertising located near our front door. The area is well lit at night. We are located next to Sand Dollar Plaza, which has shops open from 7am until 10pm.





# Visitors' Guide Magazine Advertising Rates 2026

The BWC Visitors' Guide is a magazine 8-1/4" Wide x 10-3/4" Long that is released once a year in February prior to the Spring Break tourist season. It is distributed all year. Advertising space is sold to BWC Member businesses only. There is an Art Design Fee if you would like us to design a Half to Full Page ad. Ad price does not include Annual Membership Fee.

Description	Ad Size	Rate
Category Listing includes business name and contact information.	1/8 Page preformatted	FREE Membership Benefit
Accommodations Listing Upgrade	Add an additional photo and copy of your property for a listing that goes full page width.	\$100.00
Inside Front Cover*	Full Page Space, 8-1/4" x 10-3/4"	\$875.00
	Art Fee, optional service	\$99.00
Pages 3-5 in front of magazine*	Full Page Space, 8-1/4" x 10-3/4"	\$775.00
	Art Fee, optional service	\$99.00
Back Cover*	Full Page Space, 8-1/4" x 10-3/4"	\$1,225.00
	Art Fee, optional service	\$99.00
Inside Back Cover*	Full Page Space, 8-1/4" x 10-3/4"	\$775.00
	Art Fee, optional service	\$99.00
2 Page Spread*	Two facing pages, 8-1/4" x 10-3/4"	\$975.00
	Art Fee, optional service	\$198.00
Full Page	Full Page Space, 8-1/4" x 10-3/4"	\$675.00
	Art Fee, optional service	\$99.00
Half Page	Ad Space, 7.75"W x 5.00"H	\$475.00
	Art Fee, optional service	\$75.00
Quarter Page	Ad Space, 3.75"W x 5"H	\$275.00
	Art Fee, optional service	FREE
Coupon, magazine & website	Free with Full Page ad	\$75.00
Coupon, website only		\$60.00

\* Premium Full Page Ad. A limited quantity of these ad positions is available. Must be paid in advance to secure placement.



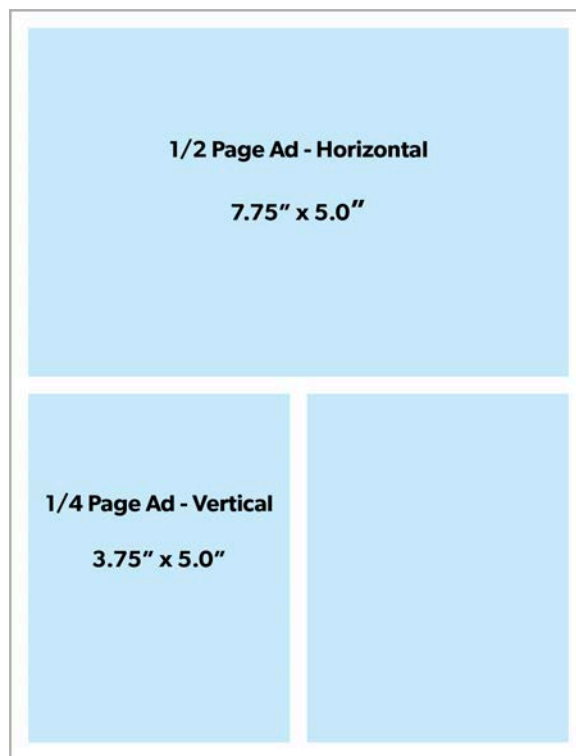
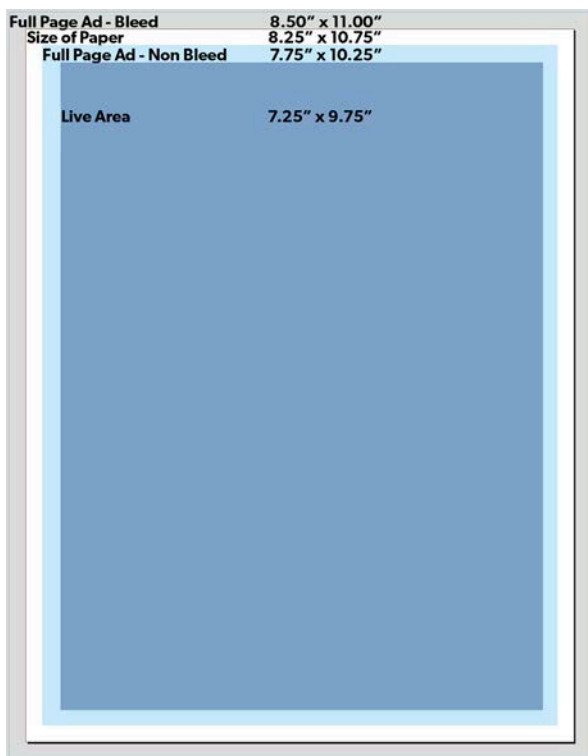
# Visitors' Guide Magazine Ad Specs

Ad Description	Non-Bleed	Bleed*	Live Area
2 Page Spread**	16.25" x 10.5"	16.5" x 10.75"	16.0" x 10.25"
Full Page	7.75" x 10.25"	8.25" x 10.75"	7.5" x 9.75"
Half Page Horizontal	7.75" x 5.0"	<u>Helpful Measurements</u> 1/8 = .125   1/4 = .25   1/2 = .5	
Quarter Page Vertical	3.75" x 5.0"		

\* Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.

\*\* Add 1/4" on each side of center line of spine for safety margin.

All ads must conform to the dimensions above. If they do not, they will be modified to fit the appropriate space.



## File Formats

PDF - High Quality for Press

JPG - Actual Size of Ad (or larger), High Resolution 300 dpi

Email to: Christine Phares at [Media@BeachWelcomeCenter.com](mailto:Media@BeachWelcomeCenter.com)

Please deliver ads in the formats above to keep the images as clear as possible. Low resolution logos, ads, and pictures will not be accepted. An upload option is available if your ad or pictures are too big to email.



# Beach Welcome Center Additional Ad Specs

## Outdoor Kiosk

The Outdoor Kiosk is a 50" TV that is vertically mounted inside the building. There is a map in the center of the screen. This gives our Visitors who are on foot in Indian Rocks Beach a map of places they can walk to. Advertising is around the map in a frame. The ads change positions around the map periodically. This gives advertisers a chance to have their ads seen in different placements around the map. That is why we need a horizontal and vertical version of your ad. The ads along the top & bottom are horizontal and the ads along the edges are vertical.

### Ad Specs

Horizontal Version

Displayed Size: 8" Wide x 4.5" Tall

Vertical Version

Displayed Size: 4.5" Wide x 8" Tall

Minimum Size for QR Code: 1.25" x 1.25"

Format: High Resolution JPG



## Website



### Website Display Ads

The Website Display Ads are at the top of the category pages.

### Ad Specs

300 x 250 Pixels

Format: JPG, PNG

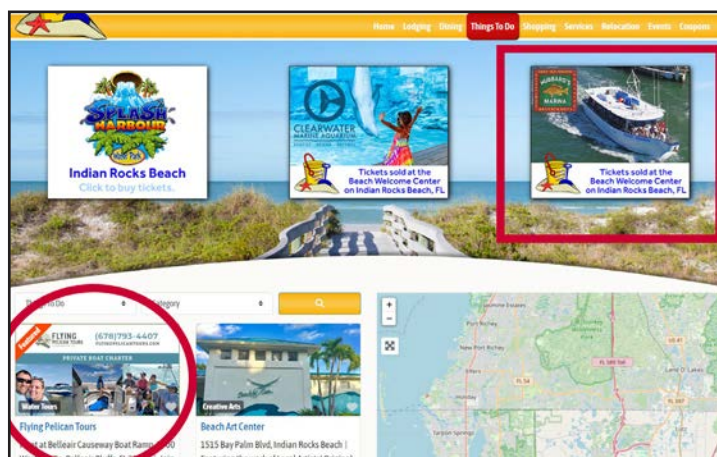


### Website Featured Listing

Sticks your listing to the top of the category page. Only 4 per category are available.

### Ad Specs

None. We turn on the Featured Listing on the backend of the website.





# Beach Welcome Center FREE Member Listing Specs

## Website



Casual Family

### Jimmy Guana's Waterfront Restaurant

401 2nd St., Indian Rocks Beach, FL 33785 | You're Guana Love It! Family Fun & Food – Key West Style! Enjoy the waterfront view and watch the boats go by along the Intracoastal. With dining inside and out Jimmy Guana's is an all weather destination. Live music every night and weekend afternoons. Phone: 727-595-8356 | Website: JimmyGuanas.com

### Website Member Listing

Your Membership Listing is on a business category webpage at BeachWelcomeCenter.com

### Specs

Picture Size: 800 x 450 pixels

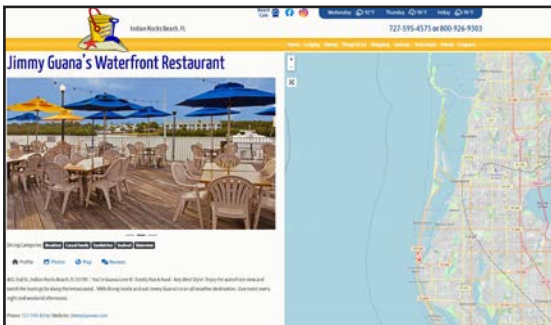
Format: JPG, PNG, PDF

Description: 40 Words Maximum

Address:

Phone:

Website:



### Website Member Page

You have an opportunity here to add up to 4 more pictures.

### Specs

Picture Size: 800 x 450 pixels

Format: JPG, PNG, PDF

## Visitors' Guide Magazine



*Roller coasters, animal habitats, and entertainment for all ages.*

BuschGardens.com/  
Tampa/  
813-884-4386

**Busch Gardens**  
**10165 McKinley Dr., Tampa**

### Member Listing

Your Membership Listing is in a business category in the magazine.

### Specs

Picture Size: at least 2" Wide x 1.5" Tall, 300dpi High Resolution

Format: JPG, PNG, PDF

Description: 12-15 Words Maximum

Address:

Phone:

Website:



# Order Form 2026

## Membership & Advertising

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Name/Job Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment: ☐ Cash ☐ Check (payable to Beach Welcome Center) ☐ Visa ☐ MasterCard

Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature: \_\_\_\_\_

Mail to: Beach Welcome Center 105 5th Ave., Indian Rocks Beach, FL 33785

For info call: 727-595-4575. Do not email credit card information.

	Description	Cost
	<b>ANNUAL MEMBERSHIP</b>	
	<b>MAGAZINE ADVERTISING</b>	
	Quarter Page Ad - \$275.00	
	Half Page Ad - \$475.00 (\$550.00 includes \$75.00 Art Fee for a new ad)	
	Full Page Ad - \$675.00 (\$774.00 includes \$99.00 Art Fee for a new ad)	
	Premium Page - See Rate Card	
	Premium Page Art Fee - \$99.00	
	Coupon - \$75.00	
	<b>DIGITAL ADVERTISING</b>	
	Display Ad (Top of Page) - \$500.00 12 Months, Limit 1 ad per page per advertiser	
	Featured Listing - \$400.00 12 Months, Available: Top 4 Listings	
	<b>OUTDOOR KIOSK</b> - \$250.00/12 Months	
	<b>TOTAL:</b>	