



**Serving Florida  
Tourism since 1985!**



# The Official SUNCOAST Attractions Map

**N**ow in its **twenty-first year of publication**, the *Attractions Map* continues to be recognized as one of the most effective, profit-driving advertising vehicles for this region. With its distribution to 1,500 locations in Pinellas, Hillsborough, Pasco, Manatee and Sarasota Counties, it consistently provides outstanding visibility for all of its featured establishments. Locations include shopping malls, museums, chambers of commerce, car rental agencies, hotels, restaurants, and attractions. The busiest of these locations are serviced as often as four days a week. In addition, these maps are passed out at local conventions and conferences and are also used by large companies for business travelers. The *Attractions Map* also welcomes international guests with its foreign language editions currently available in German, Spanish and Portuguese. Visitors and residents alike find its format and coupon savings a resourceful guide when planning vacations or weekend getaways. There is no other value like this with such a comprehensive coverage of the West Central Florida tourism market (one advertising buy covers 5 counties)! As a result of this publication's proven success, Florida Suncoast Tourism Promotions is confident that as a participant, your company will enjoy increased volume and revenues.



- Over 1 million copies printed annually.
- Only Local Publication currently translated into three languages, German, Spanish & Portuguese (no extra charge).
- Premium ad space available.
- 1500 West Central Florida Locations receiving premium positioning in our brochure displays and special Attractions Map displays!
- Encourages visitors to take advantage of the local sources of entertainment and points of interest.
- Locations serviced as often as 4 days per week.
- Distributed at the I-75 & I-95 Florida Welcome Centers.
- One rate covers entire West Central Florida area and their Gulf of Mexico Beaches
- Attraction Maps also available at AAA offices statewide. 

**Contact us for  
current pricing!  
(757) 544-1212  
flsun@floridasuncoast.com**



*The Official Suncoast Attractions Map  
Advertising With Advantage!*

All of our clients & locations receive  
**FREE ADVERTISING** on



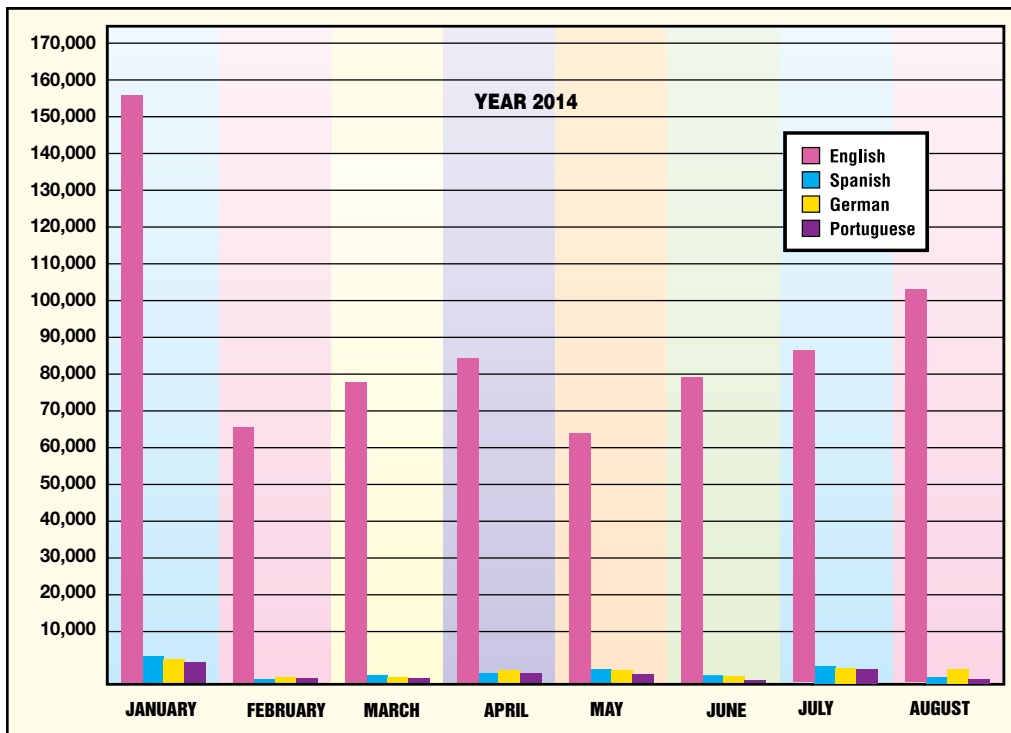


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# Official Suncoast Attractions Map DISTRIBUTION

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	TOTAL	AVG/MO.
<b>English</b>	156,000	66,600	78,600	84,000	63,000	79,800	85,200	103,200	716,400	89,550
<b>Spanish</b>	4,800	200	400	725	925	350	1,250	400	9,050	1,131
<b>German</b>	6,000	600	545	1,255	1,075	725	600	1,125	11,925	1,491
<b>Portuguese</b>	3,600	225	325	650	600	145	1,055	245	6,845	856
<b>TOTAL</b>	<b>170,400</b>	<b>67,625</b>	<b>79,870</b>	<b>86,630</b>	<b>65,600</b>	<b>81,020</b>	<b>88,105</b>	<b>104,970</b>	<b>744,220</b>	<b>93,028</b>



- Over 1 million copies printed annually.
- Only Local Publication currently translated into three languages, German, Spanish & Portuguese (no extra charge).
- Contributing to 2014's volume of distribution are 350 floor and table top displays in addition to the brochure racks.
- 1500 West Central Florida Locations receiving premium positioning in our brochure displays and special Attractions Map displays!
- Encourages visitors to take advantage of the local sources of entertainment and points of interest.
- Distributed at the I-75 & I-95 Florida Welcome Centers.
- Attraction Maps also available at AAA offices statewide.



FSTP 11.14



# advertising specs



## ad size

### 1/2 PANEL DISPLAY AD

4 1/4" high x 4" wide with 1/8" bleed

### FULL PANEL DISPLAY AD

8 1/2" high x 4" wide with 1/8" bleed

### EDITORIAL SPOT

1 1/4" high x 1 1/2" wide photo  
Approx 100 word description including address, phone, web site etc.



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- Encourages visitors to take advantage of the local sources of entertainment, shopping and points of interest.
- Previous Years maps replaced in field with new ones are used up on our Interstate Route 2nd year at no extra charge. *(Be sure your content is good for two years, including any coupon expiration dates if applicable)*

**issue date:** JANUARY

**materials due:** NOV 30TH

**space deadlines:** SPACE AVAILABLE BASIS. CALL FOR AVAILABILITY.

## art guidelines

DIGITAL FILES ONLY! Files must be e-mailed to [flsun@floridasuncoast.com](mailto:flsun@floridasuncoast.com) FTP can also be provided for larger files.

Documents may be created in InDesign, Adobe Illustrator or Adobe Photoshop CS4.

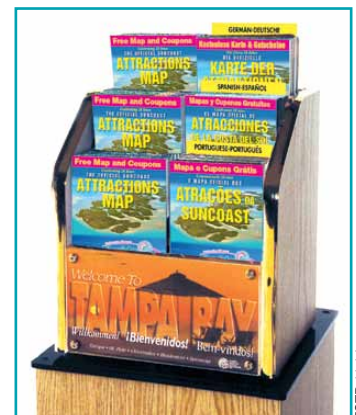
All color files must be created in CMYK format. NO SPOT COLORS!

Support files must be created in Adobe Illustrator or Adobe Photoshop and saved at 300 dpi. Don't forget the 1/8" bleeds and please include a file with LAYERS if applicable for translation purposes.

Please include all font files used.

Any questions, just give us a call and we'll be glad to help you.

**Contact us for current pricing!**  
**(757) 544-1212**  
[flsun@floridasuncoast.com](mailto:flsun@floridasuncoast.com)



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