

VISIT PENSACOLA

2026 INSIDER GUIDE

MEDIA KIT



THE WAY TO BEACH™

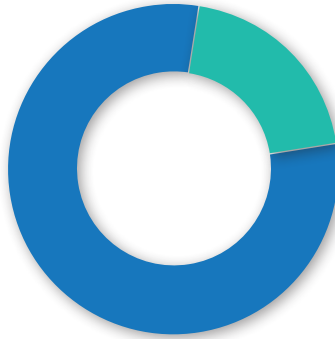
PENSACOLA | PENSACOLA BEACH | PERDIDO KEY

VISITPENSACOLA.COM

REACH THE ACTIVE TRAVEL AUDIENCE

Advertising in the Visit Pensacola Insider's Guide exposes your business to travelers who have showed intent to travel to Pensacola, or are already in the market. Our readers are actively planning their Pensacola experiences and seeking out information on lodging, dining and activities.

DELIVERING
VALUE



20% IN-MARKET
DISTRIBUTION

80% OUT-OF-MARKET
DISTRIBUTION

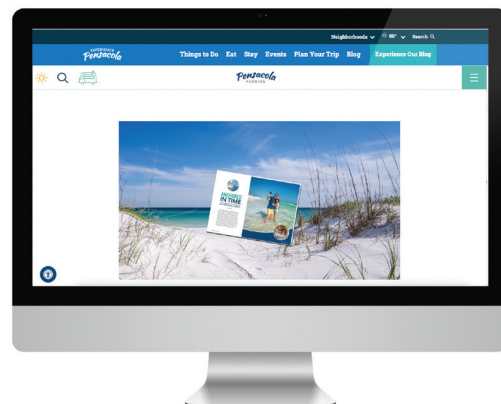


PRINT DISTRIBUTION: 75,000

- Distribution via direct mail to individuals who have requested more information on Pensacola
- Distribution in-market at Pensacola, Perdido Key and Pensacola Beach Visitor Centers - 23,221 visitors annually
- Distribution at Visit Florida Welcome Centers, Pensacola International Airport, local hotels, area military bases, and local attractions
- Average monthly distribution - 6,000+

ONLINE DISTRIBUTION

- Digital guide prominently promoted on every page of visitpensacola.com
- Your ad in the digital guide will link directly to your own website



ADVERTISING RATES AND SPECIFICATIONS

PUBLICATION DATE - April/May 2026

CIRCULATION PERIOD - One year

FIRST RIGHT OF REFUSAL (previous advertisers) - January 30, 2026

EARLY RENEWAL/PURCHASE DEADLINE - January 30, 2026

ADVERTISING CLOSING - February 13, 2026

AD MATERIALS DUE - February 13, 2026

ADVERTISING IS ONLY AVAILABLE TO VISIT PENSACOLA PARTNERS IN GOOD STANDING.

Format/Size - 6.75" x 10"
Perfect bound - 80 pages

ADVERTISING RATES

EARLY RENEWAL

Full Page - \$5,500

Half Page - \$3,600

Quarter Page - \$1,950

STANDARD RATES

Full Page - \$6,000

Half Page - \$3,950

Quarter Page - \$2,150

PREMIUM POSITIONS

EARLY RENEWAL

Back Cover - \$9,000

Inside Front Cover - \$7,000

Inside Back Cover - \$7,000

STANDARD RATES

Back Cover - \$9,750

Inside Front Cover - \$7,650

Inside Back Cover - \$7,650

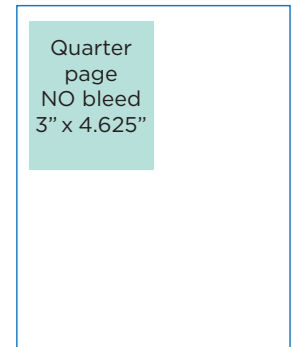
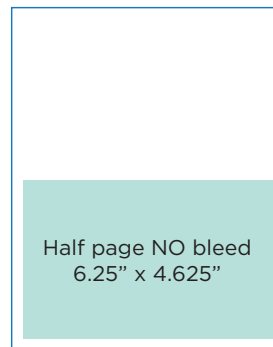
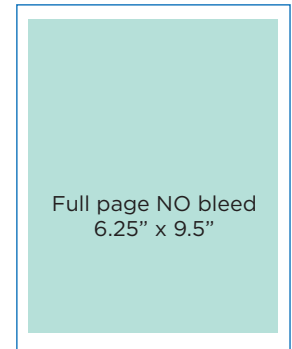
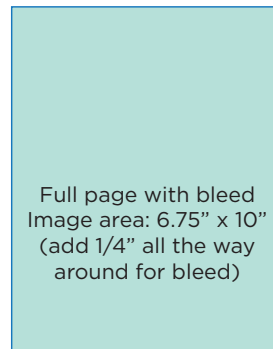
MECHANICAL REQUIREMENTS FOR AD MATERIALS

FILE TYPE: All ad materials should be supplied as a high resolution PDF file.

Ad Size: Ads that do not meet the correct specs will be returned or charged production charges.

Printing Process: 4-color web printing

Production Charges: Ad production services are available and will be quoted on a case-by-case basis. Production charges will be billed to the advertiser.



Submit Digital Art File by **1/30/26** to: leslie@ewbullock.com

2026 VISIT PENSACOLA INSIDER GUIDE ADVERTISING CONTRACT

NET ADVERTISING RATES

EARLY RENEWAL

- ☐ Full Page - \$5,500
- ☐ Half Page - \$3,600
- ☐ Quarter Page - \$1,950

STANDARD RATES

- ☐ Full Page - \$6,000
- ☐ Half Page - \$3,950
- ☐ Quarter Page - \$2,150

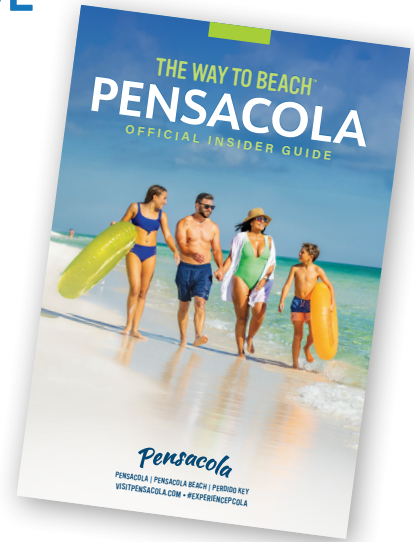
PREMIUM POSITIONS

EARLY RENEWAL

- ☐ Back Cover - \$9,000
- ☐ Inside Front Cover - \$7,000
- ☐ Inside Back Cover - \$7,000

STANDARD RATES

- ☐ Back Cover - \$9,750
- ☐ Inside Front Cover - \$7,650
- ☐ Inside Back Cover - \$7,650



MATERIALS: ☐ Will supply ad ☐ Need ad created

All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense or claims to suits based upon the subject matter of such advertisements.

Per Visit Florida, ads may not advertise the sale of land, homes, real estate, time shares, manufactured housing, or membership in recreation areas.

TERMS AND CONDITIONS: Payment is required with contract or qualified advertisers may be billed. Invoices are due upon receipt. Rates are net and non-commissionable.

PAYMENT DUE NO LATER THAN 2/13/26.

Ad placement, other than paid premium positions, is at the discretion of the publisher.

BILLING INFORMATION (PLEASE CHECK ONE)

- ☐ Please invoice me (payment due upon receipt or no later than 2/13/26)
- ☐ Paying by check (Please make checks payable to Visit Pensacola)

☐ Process credit card listed below:

Card No. _____ Exp. Date _____

CID# _____ Billing Zip Code _____

Total Purchase Amount \$ _____

Advertiser Name: _____ Bill To: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Telephone: _____ Email: _____

The undersigned representative or agent of Advertiser hereby warrants Visit Pensacola that the representative or agency is authorized to execute this contract on behalf of Advertiser.

Authorized By: _____

Date: _____

Signature

PLEASE RETURN THE COMPLETED AND SIGNED CONTRACT TO:

Nicole Stacey | Vice President — Destination Development | nstacey@visitpensacola.com

For more information or questions about the 2026 Insider Guide

Contact: Nicole Stacey | Vice President — Destination Development | P: 850.434.2142