



DAILY TROLLEY TOURS  
ENTERTAINING • INFORMATIVE

# 2024 ADVERTISING KIT



Since we opened in 2018, **Discover Sarasota Tours** has entertained more than 40,000 people on our 16 unique daytime & nighttime tours.

In 2022, we earned the coveted **Tripadvisor Travelers' Choice Award** and **Best of Florida Award**. In 2023, we won **SRQ Magazine's Best Local Tour Company award**.



**DiscoverSarasotaTours.com • 941-260-9818**  
The Trolley Cottage Gift Shop | 1826 4th Street | **FREE Parking!**



# The ONLY Trolley Tour Company in Sarasota!

Reach Potential New Customers by Advertising in our  
2023-24 Discover Sarasota Guide or on Dolly The Trolley!



## 16 TOURS

Offering 16 entertaining and informative daytime and nighttime tours in our air-conditioned trolley or van.

## YEAR ROUND

Tours running daily YEAR-ROUND, rain or shine.

## CAPACITY

Each tour has a capacity of up to 30 people on the trolley and up to 9 people in the van.

## DESTINATION

Located in the historic Gillespie Park neighborhood, we include The Trolley Cottage Gift Shop, FREE parking, complimentary beer/wine for nighttime tours, area restaurants and shops.

## FUN FUN FUN!

More than 10,000 people take our tours every year and receive our Discover Sarasota Guide!

## VISIBILITY

78,000 people see the trolley every day the trolley drives its many routes.

All tour routes focus on the history and allure of the downtown Sarasota area and surrounding neighborhoods, covering an 18-mile radius all within 90 minutes! Explore *Payne Park, Rosemary Design District, Indian Beach/Sapphire Shores, Newtown, Pinecraft, Limelight District, Lido Beach, St. Armands Circle, Bird Key, Downtown District, Laurel Park, Marina, Hillview* and all along north and south 41.

## Advertising Opportunities



### INCLUDED:

Full page - Get 6 tix to any tour

Half-Page - Get 4 tix to any tour

Quarter page - get 2 tix to any tour

**All pricing is for the duration,  
not monthly.**

### 2023-2024 DISCOVER SARASOTA GUIDE

Full Page  
5w" x 8h"

**Full Page**  
**6 Months: \$3,000**  
**12 Months: \$4,800**

1/2 Page  
5w" x 4h"

**Half Page**  
**6 Months: \$1,500**  
**12 Months: \$2,400**

1/4 Page  
2.375w" x 4h"

**Quarter Page**  
**6 Months: \$713**  
**12 Months: \$1,140**

### PREMIUM PLACEMENTS

**Inside Front Cover 6 months: \$3,750 | 12 months: \$6,000**

**Inside Back Cover 6 months: \$3,450 | 12 months: \$5,520**

**Outside Back Cover 6 months: \$3,750 | 12 months: \$6,000**



Only 4 Placards Remaining!

### INSIDE OF THE TROLLEY *On Ceiling Of Trolley*

**Placards Small (8)**  
**1 Month: \$150**  
**12 Months: \$1,250**

46.5"w X 11.375"h

### INSIDE OF THE TROLLEY

#### *Above The Back Row Of Seats On Back Wall*

**Back Wall Large (1)**  
**6 Months: \$3,000**  
**12 Months: \$5,000**

**OR**

**Back Wall Small (3)**  
**6 Months: \$1,500**  
**12 Months: \$2,500**

92"w x 30"h

30"w x 30"h



**CONTINUE TO SEE MORE!**



## Advertising Opportunities Cont.



1 Large & 3 Small Vinyl Wrap.

### OUTSIDE BACK PANEL OF TROLLEY

**Large (1)**  
6 Months: \$5,000  
12 Months: \$9,000

**OR**

**Small (3)**  
6 Months: \$3,000  
12 Months: \$5,000

**SOLD**  
AVAILABLE JANUARY 2024

LEFT  
21"w  
X  
24"h

CENTER  
21"w  
X  
27.5"h

Right  
21"w  
X  
24"h

**All Signs Must Be Manufactured & Installed by Burgess Signs. Design work, if required, would be an additional fee. Production takes 2-4 weeks.**

#### Wrap Design and Application Pricing:

Placards: \$195 (NEW) \$155 (REPLACEMENT)

Inside Small Wrap Ad: \$220

Inside Large Wrap Ad: \$640

Outside Large Wrap Ad: \$640

Outside Left or Right Small Wrap Ad: \$220

Outside Center Wrap Ad: \$244

*\* Production cost above plus tax payable to Burgess Signs.*

**BURGESS SIGNS**  
**SIGN SHOP**  
**941-955-7454**

735 N. Lime Ave.

Sarasota, FL 34237

Ph: 941-955-7454

**BurgessSigns.com**

### THANK YOU FOR ADVERTISING WITH US!

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