# **2024 ADVERTISING KIT**

DAILY TROLLEY TOURS ENTERTAINING • INFORMATIVE



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!

Discove SARASOTA TOU **DAILY TROLLEY TOURS** ENTERTAINING • INFORMATIVE

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



<b>16 TOURS</b>	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

DAILY TROLLEY TOURS ENTERTAINING · INFORMATIVE



RASOTA TOURS

**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.



**Only 4 Placards Remaining!** 

### 2023-2024 DISCOVER SARASOTA GUIDE

	Full Page 5w" x 8h"		1/2 Page 5w" x 4h"		1/4 P 2.375w	U U
Full Page 6 Months: \$3,000 12 Months: \$4,800		0	Half Page 6 Months: \$1,500 12 Months: \$2,400		<b>Quarter Page</b> 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

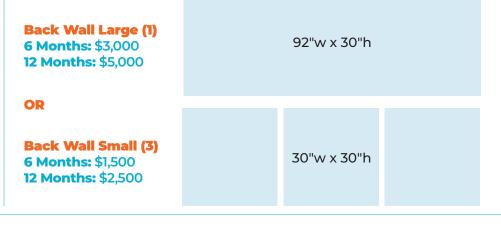
### **INSIDE OF THE TROLLEY On Ceiling Of Trolley**

**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



## Advertising Opportunities Cont.



1 Large & 3 Small Vinyl Wrap.

<b>Large (1)</b> 6 Months: \$5,000 12 Months: \$9,000	SOLD AVAILABLE JANUARY 2024			
OR	LEFT	CENTER	Right	
Small (3)	21"w	21"w	21"w	
6 Months: \$3,000	X	X	X	
12 Months: \$5,000	24"h	27.5"h	24"h	

**OUTSIDE BACK PANEL OF TROLLEY** 

#### 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.

#### THANK YOU FOR ADVERTISING WITH US!

**Tammy Hauser, M.B.A., Founder & CEO** Discover Sarasota Tours & The ChillMobile Tammy@DiscoverSarasotaTours.com

Ashley Fons, Marketing Manager Ashley@DiscoverSarasotaTours.com





735 N. Lime Ave. Sarasota, FL 34237 Ph: 941-955-7454 **BurgessSigns.com** 

### DAILY TROLLEY TOURS ENTERTAINING • INFORMATIVE