



REAL. FUN. FALL  
COOPERATIVE PROGRAM.



# Real. Fun. Partners

Dear Valued Partners,

Welcome to the third round of the 2016 Panama City Beach Real Fun Co-Op Program!

We've heard your feedback and seen the results. For these reasons, on the following pages we have included even more opportunities with your favorite programs like Trip Advisor, and increased opportunities with outstanding performers such as Facebook. Our hope is you will be just as excited as we are with the offering, and continue to understand our goal of extending your reach and your budget, in order to maximize your success.

With the summer coming to a close, that doesn't mean we plan to slow down too. We're confident these programs will continue to support your already increased efforts for a successful fall season. We're looking forward to working with you to make 2016 a great year for Panama City Beach businesses!

Sunny Regards,  
Jayna Leach





REAL. FUN. DIGITAL  
OPPORTUNITIES.



# Southwest Digital Banners: ECP Leisure Travelers

## Highlights:

- Target users who have already booked their trip to PCB through Southwest Airlines with banner media
- Runs on a Southwest approved site list
- The 2016 campaign has driven awareness through June of 2016 by delivering over 700K impressions and driving traffic to partner sites with an average banner CTR of 0.07%, in line with the Travel Industry CTR benchmark

## Opportunity:

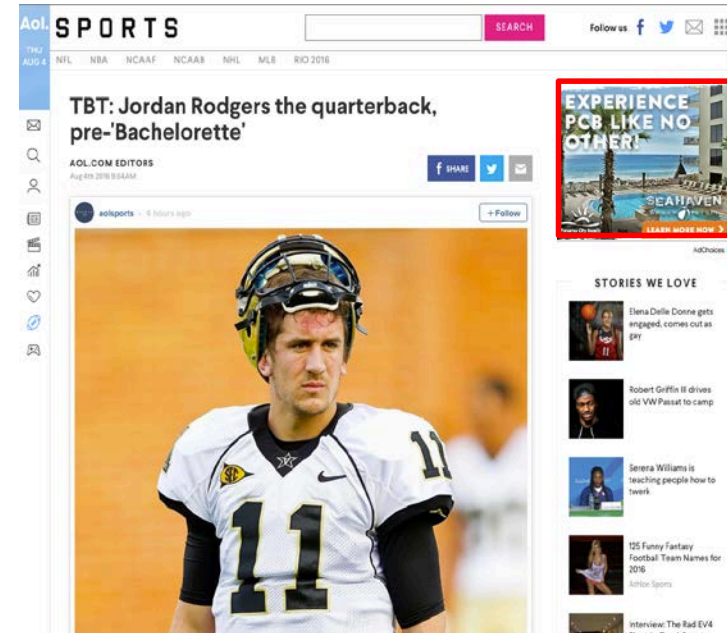
- PCB will work with Southwest to serve partner banners, in 3 sizes, to people who have already booked a flight to ECP
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: 1 image, 1 logo, 40 character max headline, 17 character max call to action and driving URL (*see Banner Guidelines slide 11 for details*)

## Available Dates:

- 9/1/16– 12/31/16

## Investment & Return:

- PCB cost: \$3,060
- Cost per partner: \$500
- Impressions: Estimated 124,300 per partner



# Trip Advisor

## Highlights:

- Partners can own two banners on the PCB Trip Advisor page for an entire month
- Trip Advisor users are actively planning travel when visiting this page
- The 2016 campaign has driven awareness through June of 2016 by delivering over 27K impressions and driving traffic to partner sites with an average banner CTR of 0.31%, exceeding the Travel Industry CTR benchmark (0.07%)

## Opportunity:

- Partner will have sole ownership of 2 banner units; the CVB will own all other banners and content on the page
- Partner spots available: 1 per month
- Partner must provide: 1 image, 1 logo, 40 character max headline, 17 character max call to action and driving URL (see *Banner Guidelines slide 11 for details*)

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- PCB cost for page ownership: \$36,000
- Cost per partner per month: \$500
- Potential to produce average click thru rate of .31%, well above industry benchmark



# Regional Market Partnerships

## Highlights:

- Reach regional publications and websites in target markets
- All sites are specific to PCB target DMAs and therefore are a highly targeted audience
- All sites are local to the following markets: Alabama, Georgia, Kentucky, Mississippi, Tennessee, Indianapolis, Houston, Dallas and St. Louis
- The 2016 campaign has driven awareness through June of 2016 by delivering over 1.9M impressions and driving traffic to partner sites with an average banner CTR of 0.12%, exceeding the Travel Industry CTR benchmark (0.07%)

## Opportunity:

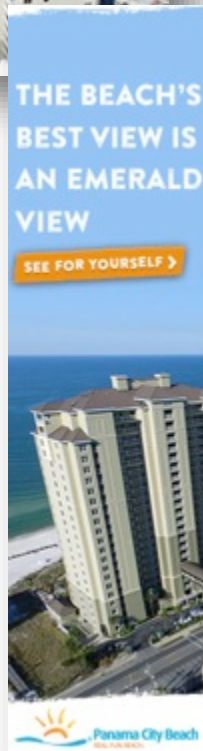
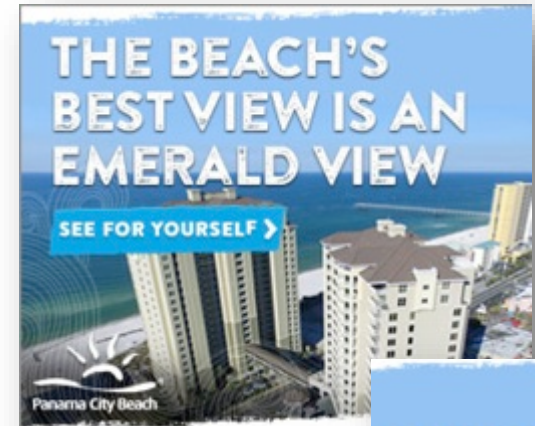
- PCB will serve partner banner ads, in 3 sizes, across an approved site list of key regional publications and websites
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: 1 image, 1 logo, 40 character max headline, 17 character max call to action and driving URL (*see Banner Guidelines slide 11 for details*)

## Available Dates:

- 9/1/16 – 12/31/16

## Investment & Return:

- PCB cost: \$10,200
- Cost per partner: \$800
- Impressions: Estimated 350,000 per partner



LEXINGTON  
HERALD-LEADER



WHLT22

INDYSTAR  
A GANNETT COMPANY

HOUSTON  
CHRONICLE

THE  
CHATANOOGAN.COM  
CHATANOOGA'S SOURCE FOR LOCAL BREAKING NEWS

AL  
COM



# Travel Guide Inc.

## Highlights:

- The PCB Visitors Guide will be posted among Travel Guide Inc.'s four websites
- Users can download the Visitors Guide at no cost, providing PCB with qualified leads
- From March – May the monthly lead goal (500) was exceeded each month providing added value to partners

## Opportunity:

- PCB is making these leads available to partners that both advertise in the Panama City Beach visitors guide and invest in the program
- Partner spaces available: 5 per month
- Minimum partners required: 3 per month

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- PCB Cost: \$500 per month
- Cost per partner per month: \$100 (in addition to visitors guide advertising costs)
- Leads: Estimated 500 per month

The image displays two screenshots related to the Travel Guides Free website. The top screenshot shows the website's header with the logo 'TRAVELGUIDESFREE', a navigation menu (Home, West, Midwest, Northeast, South Central, Southeast, Northwest, More, All Guides), and a 'Select Your Destination' button. The bottom screenshot shows a promotional graphic for 'freetravelguides' with a grid of state names and a three-step process: 1. Choose a state, 2. Fill out fields, 3. Receive guides.

**freetravelguides**

PICK YOUR DESTINATION

Alabama	Florida	Kentucky	Missouri	North Carolina	Tennessee
Alaska	Georgia	Louisiana	Montana	North Dakota	Texas
Arizona	Hawaii	Maine	Nebraska	Ohio	Utah
Arkansas	Idaho	Massachusetts	Nevada	Oklahoma	Virginia
California	Illinois	Michigan	New Hampshire	Oregon	Washington
Colorado	Indiana	Minnesota	New Jersey	Pennsylvania	West Virginia
Connecticut	Iowa	Mississippi	New Mexico	Rhode Island	Wisconsin
Delaware	Kansas	Missouri	New York	South Carolina	Wyoming

**IT'S EASY AS ONE...TWO...THREE!**

CHOOSE THE MOST UP TO DATE FREE TRAVEL BROCHURES, VACATION BROCHURES, MAPS & TRAVEL PLANNING KITS.

- STEP 1**  
CHOOSE 1-3 states you'd like to visit. Select the state you'd like to visit and click on the state name.
- STEP 2**  
Fill out all the required fields on the form at the bottom of the page.
- STEP 3**  
We will email you about with links to the guides if you choose to get them automatically.

SCROLL DOWN

# PCB Consumer Email Sweepstakes

## Highlights:

- Reach users through PCB's database of dedicated and avid fans of the destination
- Once the user is served the email they will click through and enter the contest on the PCB site
- The winner will be chosen by PCB through a random selection process

## Opportunity:

- PCB will send custom emails to their database on behalf of a partner, promoting their sweepstakes
- Partner spaces available: 1 per quarter
- Partner provides: all sweepstakes package details, as well as prize fulfillment which is distributed to winners by the PCB team
- Winners will be chosen by PCB within 30 days; the email will be sent twice (day 1 & 14)

## Example Theme:

### *Win Your Way to Holiday Sweepstakes*

4 day/3 night accommodations the weekend of Beach Home for the Holidays

- Schedule of events
- Activity passes for family of 4
- Gift card to local restaurant, shopping, etc.
- PCB or partner swag

## Available dates:

- October – December 2016

## Investment & Return:

- Cost per partner: \$250 and cost of prizing
- Partners receive all leads generated from the sweepstakes



The screenshot shows the Panama City Beach website with a navigation bar containing links for 'Things to Do', 'Places to Stay', 'Restaurants', 'Beaches', and 'Events'. Below the navigation is a large image of a resort pool area with palm trees. A blue banner below the image reads 'Enter to Win a PCB Stay & Play Vacation!' and lists prizes: 'A 3-Day Stay on Panama City Beach for up to 4 People', 'FREE Beach Service (Beach Chairs & Umbrella)', and '\$50 Voucher to Beachfront Adventure Park'. Below the list is a 'REGISTER HERE' button. Further down, there is a section titled 'Don't Just Book a Room -- Upgrade to a Getaway' with text about upgrading to a Royal American Beach Getaway. To the right of this text is a small image of a balcony with a chair and the Royal American Beach Getaways logo. At the bottom of the screenshot is a blue footer with social media icons for Facebook, Twitter, YouTube, Pinterest, Instagram, and Google+, and the Panama City Beach logo.



# AL.com Retargeting

## Highlights:

- AL.com is a leading news site that is a part of Alabama Media Group, a media company centered around telling relevant stories
- Use digital banners to reach users who have already visited the Panama City Beach website across AL.com and the rest of the Alabama Media Group sites
- Target potential visitors who have already shown active interest in PCB, deeming them a qualified audience
- During the month of June there were a total of 120K impressions served generating awareness for participating partners

## Opportunity:

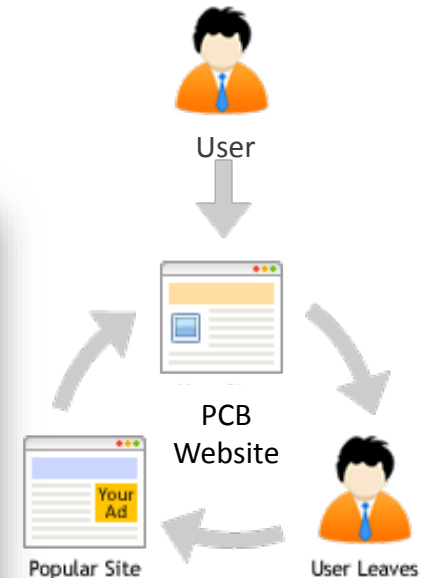
- PCB will serve partner banner ads, in 3 sizes, across an approved site list
- Partner spots available: 4
- Minimum partners required: 4
- Partner must provide: 1 image, 1 logo, 40 character max headline, 17 character max call to action and driving URL (*see Banner Guidelines slide 11 for details*)

## Available Dates:

- 9/1/16 – 10/31/16

## Investment & Return:

- PCB cost: \$4,000
- Cost per partner: \$600
- Impressions: Estimated 100,000 per partner



# AL.com Dedicated Email

## Highlights:

- Tap into an engaged audience of opt-in consumers.
- Reach AL.com's Real Deals subscribers of over 58K users

## Opportunity:

- PCB will send one custom email per month to this database including partner materials
- Partner spaces available: 4 per email
- Minimum partners required: 2 per email
- Partners must provide: 1 high resolution photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and destination URL
- Partners must include a special offer

## Available dates:

- September 2016
- November 2016

## Investment & Return:

- PCB Cost: \$1,500
- Cost per partner: \$200
- Impressions: Estimated 58,000

Wouldn't you love to? [See it all here!](#)

**REAL FUN BEACH**  
PLAN YOUR ESCAPE >

Don't waste summer on a staycation, especially when America's Real, FUN, Beach, is so close to home! Within a day's drive are 27 miles of pristine, white-sand beaches, sparkling turquoise waters, and endless amounts of sun. With boatloads of family attractions, top-notch dining, beach activities and amazing accommodations, we have fun for everyone—in, on or under the water.

[PLAN YOUR ESCAPE >](#)

**YOUR TIME... YOUR EXPERIENCE**  
Choose Coastal Dunes Resort Properties for the best selection of vacation Florida in Panama City Beach featuring Resorts, Condos and Beach Houses. We specialize in Luxury Beach House rentals ranging in size from three to nine bedrooms. Perfect for family getaways, weddings, special events, and sports teams.

[MAKE YOUR RESERVATION >](#)

**JOIN RESORT COLLECTION REWARDS TODAY!**  
Do you love Panama City Beach? When you join Resort Collection Rewards, you get FREE access to valuable membership perks and discounts, plus the latest news and the best deals on rooms and more. Starts at when Resort Collection program!

[SIGN UP NOW >](#)

**SAY HELLO TO SUMMER AT STERLING RESORTS**  
Enjoy the white sands and emerald waters this summer with amazing summer discounts! Captain, play, relax and write the next chapter of your family's Sterling story. Call (850) 631-2302 to book your summer vacation today or online today.

[BOOK YOUR STAY >](#)

Plan your getaway today!  
1-800-PCBEACH (637-3223)  
panamacitybeach.com  
info@panamacitybeach.com

**REAL FUN BEACH**

Facebook Twitter LinkedIn

Page 1 of 1

# NEW: Dunhill Travel Deals Dedicated Email

## Highlights:

- Tap into the Snowbird audience (~226K) by reaching users through an optin email
- Dunhill Travel Deals is a coveted resource for savvy travelers
- Reaching Snowbirds in: NYC, Indianapolis, Chicago, St. Louis, Columbus, and Cincinnati

## Opportunity:

- PCB will send an email to this database including partner materials
- Partner spaces available: 6 per email
- Minimum partners required: 4 per email
- Partners must provide: 1 high resolution photo, 40-45 word description, 20-30 characters headline, 15-20 character call to action, logo and destination URL
- Partner must include a special offer

## Available dates:

- October 2016

## Investment & Return:

- PCB Cost: \$2,940
- Cost per partner: \$490
- Subscribers: Estimated 226,000



Discover Ireland's Wild Atlantic Way - a 1500 mile journey of inspiration where majestic cliffs rise 2,000 feet from the sea. Where villages and towns offer local delicacies, lively music and some of the best storytellers in the world. And countless historic treasures await you along the way. The Wild Atlantic Way is more than a scenic route - it's a life-changing journey to and through the soul of Ireland. Go the extra mile and book today at [Ireland.com](http://Ireland.com)

A grid of six promotional cards for Ireland travel tours. Each card features a 'Book Now' button and a price. The cards are: 1. 'Journey Through the West Self-Drive Tour 11 Days' by tourireland, priced from \$689 pp. 2. '8-Night Explore The Wild Atlantic Way' by My Holiday IRELAND, priced from \$925 pp. 3. '6-day Custom Self-Drive Tour' by TENON TOURS, priced from \$659. 4. 'Wondrous West - Private Chauffeur Tour' by SPECIALIZED, priced at \$1,449. 5. 'Enjoy the Wild Atlantic Way for Less. Free Car Hire.' by IrishTourism.com, priced at Free Car Rental. 6. 'The Wild Atlantic Way ... in Luxury' by ISLE INN TOURS, priced at \$1,949 pp.



# Digital Banner Guidelines

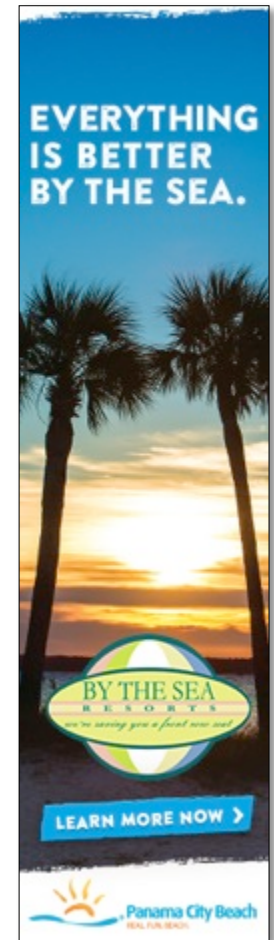
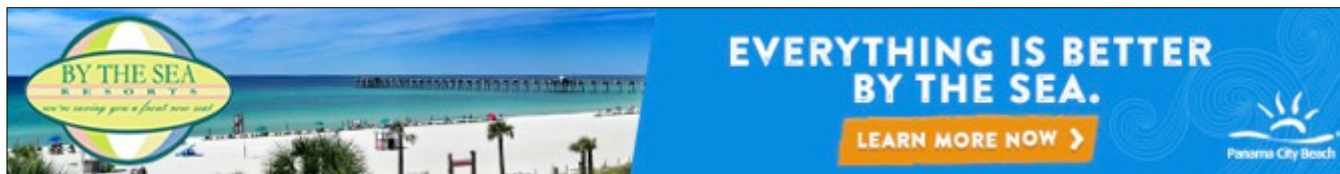
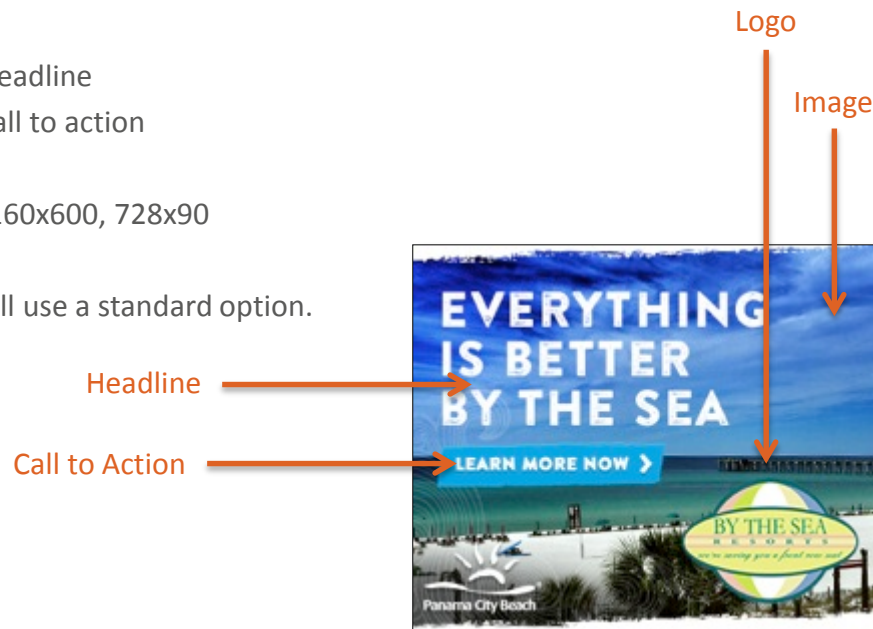
PCB will continue to be responsible for layout and design of any and all digital banners for our valued partners. For programs on slides 4-10, we will ask for the following assets. In return, each partner will receive complete banners for their own future needs.

## Required Partner Assets:

- Send up to 3 images for consideration (authentic destination images suggested)
- 1 logo EPS/vector
- 40 character max (including spaces) headline
- 17 character max (including spaces) call to action
- Driving URL

Standard banner sizes include: 300x250, 160x600, 728x90

If no image or CTA is provided, the CVB will use a standard option.



REAL. FUN. SOCIAL  
OPPORTUNITIES.



# Facebook Carousel Ads

## Highlights:

- Target active PCB followers and avid fans on Facebook
- Showcase 5 images and links within a single ad unit to direct people to specific locations on your website
- In 2016 the carousel units thus far have reached over 107K users delivering over 14K actions including likes, shares, comment and click to partners sites

## Opportunity:

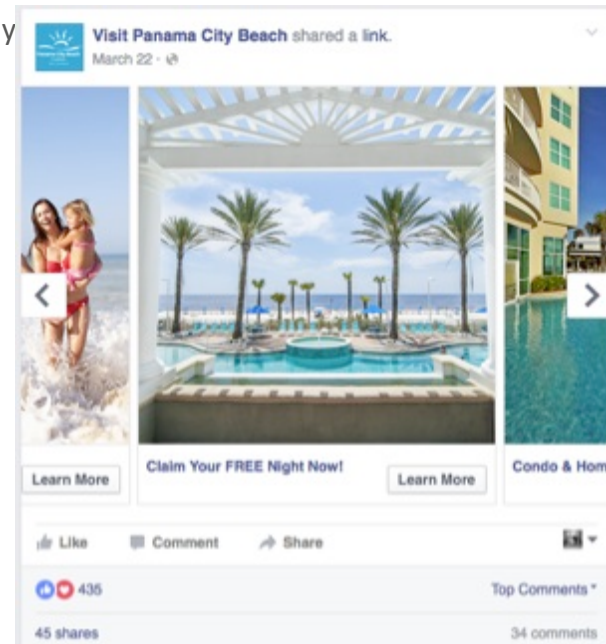
- PCB will run a carousel ad on Facebook, allowing 4 partners to participate in the ad unit each month
- Partner spaces available: 4 per month (*Limited to one image per month from each partner*)
- Minimum required partners: 3 per month
- Partners must provide: 1 image, a destination URL, 30 character copy and 1 color vector logo
- Partners are encouraged to include a special offer

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- PCB cost: \$8,000
- Cost per partner per month: \$500
- Reach ~50,000





# Facebook Promoted Posts

## Highlights:

- Partner content is posted directly to the official PCB Facebook page
- Posts are promoted to targeted, active PCB followers and avid fans on Facebook
- In 2016 the promoted posts thus far have reached over 135K users delivering nearly 10K actions including likes, shares, comments and clicks to site

## Opportunity:

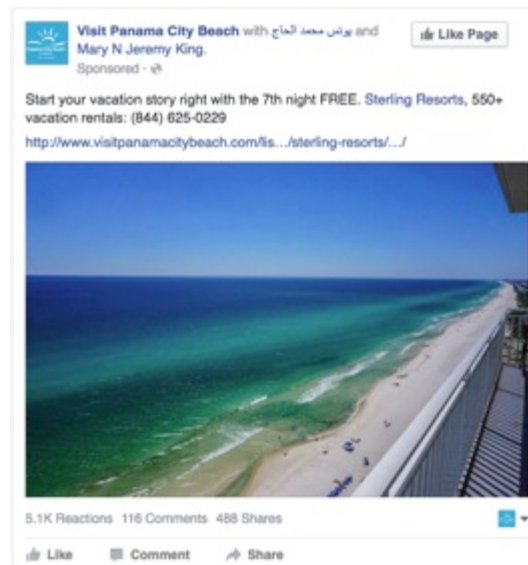
- PCB is offering 1 promoted Facebook post on the official PCB Facebook page each month
- Partner spaces available: 1 per month
- Partner must provide: Copy and image for 1 Facebook post, which must be approved by PCB before going live
- Posts will link to the partner listing on VisitPanamaCityBeach.com

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- PCB cost: \$2,000
- Cost per partner per month: \$500
- Reach between 12,000 – 32,000 users



# NEW: Facebook Live Partnership

## Highlights:

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over 430K likes on Facebook offering a large pool of dedicated fans
- Video will link back to the partner page and be promoted to the PCB Facebook audience to continue views for 7 days following

## Opportunity:

- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- Live video will feature Gulf-front accommodation
- The ideal candidate for this co-op is an accommodation partner who wants to show off view from a balcony, a spectacular pool or tiki bar with a Gulf view or perhaps outdoor kids' activities where the beach is visible
- Partner can provide 3-5 talking points for CVB rep hosting the Live video

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- Cost per partner per month: \$100
- Views: Estimated 25K



# NEW: Facebook Targeted Videos + Drone Footage

## Highlights:

- PCB will assist partners in producing quality video content to share with users on Facebook
- Reach a highly engaged audience of users that have already shown interest in Panama City Beach content and have been identified as fans
- Retarget users with video content based on their interests and the content they have consumed on the PCB website

## Opportunity:

- PCB is offering 4 Facebook videos targeted to engaged PCB fans on Facebook found by using data collected on the PCB site
- Footage will be shared with each partner as well as added to the PCB library to use for press purposes
- Partner spaces available: 2 per content topic

## Available Audiences:

- Users that have landed on the Shopping landing page (Potential Audience: 89K)
- Users that have landed on the Places to Stay landing page (Potential Audience: 103K)
- Users that have landed on the Rental Properties landing page (Potential Audience: 13.6K)
- Users that have landed on the Restaurants landing page (Potential Audience: 28.6K)

## Available Dates:

- October – December 2016

## Investment & Return:

- PCB cost: \$6000
- Production Cost per partner video: \$415
- Media Cost per partner video: \$375
- Reach: Associated with Audiences listed above





# NEW: Instagram Carousel Ads

## Highlights:

- Target active PCB followers and avid fans on Instagram
- Showcase 5 images and links within a single ad unit to direct people to specific locations on your website
- With the success of the Facebook Carousel Ads we are opening Instagram placements to drive reach and engagement

## Opportunity:

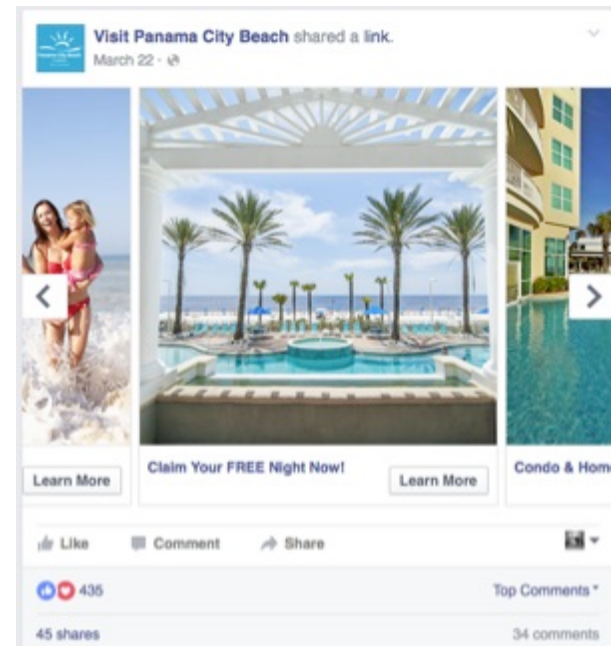
- PCB will run a carousel ad on Instagram, allowing 4 partners to participate in the ad unit each month
- Partner spaces available: 4 per month (*Limited to one image per month from each partner*)
- Minimum required partners: 3 per month
- Partners must provide: 1 image, a destination URL, 30 characters, and 1 color vector logo
- Partners are encouraged to include a special offer

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- PCB cost: \$8,000
- Cost per partner per month: \$500
- Reach between 4,700 – 12,000 users



# Instagram Takeover

## Highlights:

- With over 13.4K dedicated followers, reach users that are actively following Panama City Beach on Instagram

## Opportunity:

- PCB is allowing 1 partner each month to takeover the PCB Instagram channel and post 3-5 of their own images or video
- Partner spots available: 1 per month
- Partner must provide: 3-5 images or videos with captions for each
- Timing and final approval on post content is at the discretion of the CVB

## Available Dates:

- September 2016
- October 2016
- November 2016
- December 2016

## Investment & Return:

- Cost per partner per month: \$300
- Reach an estimated 13,400 users



REAL. FUN. IMAGES.





# NEW: Drone Footage

## Opportunity:

- Gain access to drone footage through a partnership with PCB
- PCB will schedule a professional to shoot footage at each participating partners location (beachside/outside amenities) providing a shared cost, making this state of the art technology more affordable
- Footage will be shared with each partner as well as added to the PCB library to use for press purposes
- Partner spaces available: 6
- Minimum required partners: 6

## Available Dates:

- September (based on weather)

## Investment & Return:

- Cost per partner: \$415
- Return: Professional Footage



# Photography Library

## Opportunity:

- Partners can continue to utilize a library high quality PCB image selects
- There is no limit to the number of images partners can use
- This is available to all partners at no charge
- Reminder that new images are constantly being added



SIGN UP FOR YOUR REAL.  
FUN. CO-OP PROGRAM.

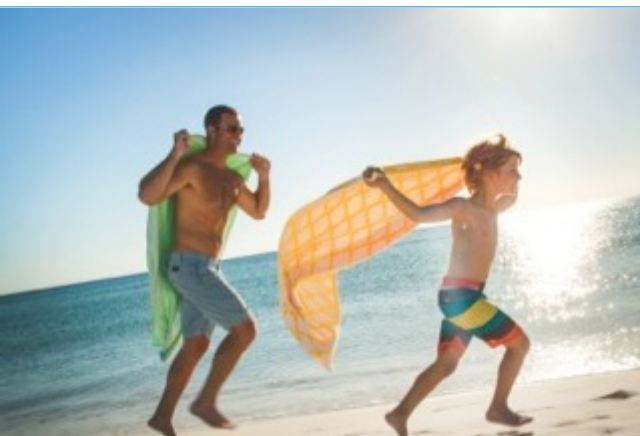




# Please Note

## A few important details:

- If more partners sign up than spaces available, we will work with a lottery system to choose final partners
- You may request your insertion date/month if applicable to the program, however we will also implement a lottery system in this scenario if more than one partner chooses the same date
- If minimum partners are not fulfilled, a program may not be available to participate in
- All commitments are due back **Monday August 22<sup>nd</sup>** via email to [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) and [mstewart@visitpanamacitybeach.com](mailto:mstewart@visitpanamacitybeach.com)





# Sign Up and Return

Partner	Program Details	Program Cost	Units Available	Requested Month	Total Cost
Southwest Airlines	3 static banners reaching ECP leisure travelers	\$ 500.00	6	N/A	
Trip Advisor	2 static banners on the dedicated PCB Trip Advisor page	\$ 500.00	1/Month		
Regional Market Partnerships	3 static banners running across local news sites	\$ 800.00	6	N/A	
Travels Guide Inc.	Leads that have downloaded the PCB Visitor's Guide	\$ 100.00	5/Month		
Consumer Sweepstakes Email	Arrange a sweepstakes delivered to the PCB database for leads	\$ 250.00	1/Quarter	N/A	
AL.com Retargeting	4 static banners reaching users that have visited the PCB site	\$ 600.00	4	N/A	
AL.com Dedicated Email	Includes partner image, copy and driving URL	\$ 200.00	4/Month		
Dunhill Travel Deals	Includes partner image, copy and driving URL	\$ 490.00	6	N/A	
Facebook Carousel	Target the PCB audience with image and URL driving traffic to site	\$ 500.00	4/Month		
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$ 500.00	1/Month		
Facebook Live	Partner with PCB to reach fans in real time using a live video feed, sharing moments that inspire users to plan their next trip	\$ 100.00	1/Month		
Facebook Targeted Videos	Target audiences that have been to the PCB site with content more	Production: \$415.00 Media: \$375.00	4/Audience	N/A	
Instagram Carousel	Target the PCB audience with image and URL driving traffic to site	\$ 500.00	4/Month		
Instagram Takeover	Takeover the PCB Instagram channel with up to 5 posts	\$ 300.00	1/Month		
Drone Footage	Professional drone footage for partner use	\$ 415.00	6	N/A	
Photography Library	High quality PCB images available for partner use	\$ -	Unlimited	N/A	
<b>Total Commitment:</b>					

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

Company: \_\_\_\_\_

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

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

Please return completed form via email to [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) and [mdyer@visitpanamacitybeach.com](mailto:mdyer@visitpanamacitybeach.com)

REAL. FUN. VISITORS GUIDE.



# 2017 Visitors Guides

## FACTS

- 1.2 billion dollars is spent by tourists each year
- Average visitor stay is 5.7 days
- Spending increased 5.4% from 2013

## DESCRIPTION & CONTENT

The Visit Panama City Beach Visitors Guide is a high quality magazine that is editorial in format, visually engaging and addresses the destination by season – allowing us to showcase Panama City Beach and its incredible attributes all year round. Each edition is 100 pages, of which over 60 pages is editorial content. In addition to timely feature stories, there are 6–10 departments that focus on regular activities, events, sports and other leisure lifestyle interests.

### Circulation/Distribution

Issues: Spring, Summer, Fall, Winter	
Press-run each edition (varies per season)	
Press-run yearly total	165,000
Direct-mail	80%
PCB Visitors Center; Visit Florida Welcome Centers on I-10, Hwy 231 and I-75	20%

In conjunction with circulation above, the magazine has over 21,000 subscribers



# 2017 Visitors Guides

## DEADLINES

### Spring 2017

Space and Materials ..... November 25, 2016

### Summer 2017

Space and Materials ..... February 10, 2017

### Fall 2017

Space and Materials ..... May 19, 2017

### Winter 2017

Space and Materials ..... August 18, 2017

## IN MARKET

Spring Issue ..... February 1, 2017

Summer Issue ..... May 2, 2017

Fall Issue ..... August 1, 2017

Winter Issue ..... November 1, 2017

## RATES

### NET PER ISSUE

	1x	2x	4x
Full Page .....	\$ 1,000	\$ 760	\$ 613
1/2 Page .....	\$ 525	\$ 495	\$ 363
1/4 Page .....	\$ 350	\$ 295	\$ 244

### PREFERRED POSITIONS (NET PER ISSUE, 4x ONLY)

Back Cover .....	\$ 1,188
Inside Front Cover .....	\$ 1,063
Inside Back Cover .....	\$ 1,063
Page 3 .....	\$ 1,088
Page 4 .....	\$ 1,000
Page 5 .....	\$ 1,025
Across from Welcome Letter .....	\$ 950
Across from Table of Contents 1 or 2 .....	\$ 950
Other Guaranteed Positions .....	Add 15%

To advertise in the Visitors Guide, please fill out the following form [here](#) and return to Tracy Rudhall at [trudhall@visitpanamacitybeach.com](mailto:trudhall@visitpanamacitybeach.com).