



AWARD WINNING • AIR-CONDITIONED
ENTERTAINING • INFORMATIVE



2027 DST ADVERTISING KIT

Reach 12,000+ Locals & Visitors
On Our 18 Different Award-Winning
Trolley Tours of Sarasota & Venice

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

DST DEMOGRAPHICS

When you advertise with DST, you know you're getting your business directly into the hands of **LOCALS & VISITORS** who are loyal, affluent, and highly educated patrons who return several times a year to take our tours.

LOCAL **67%** of DST guests are residents

LOYAL **27%** of DST guests have been taking our tours for 5 or more years

EDUCATED **86%** of DST guests have a college degree or higher

AGES DST guests span from **ages 5-105** with the **majority aged 40-70**

INCOME Zip Codes show average income over **\$150,000**

GEOGRAPHIC AREA **Parrish** to **Punta Gorda**
(majority are from Sarasota & Venice)

78,000+ People See The Trolley Daily In Downtown Sarasota



Daytime Sightseeing Tours & Nighttime Theater On Wheels!

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The Trolley Cottage Gift Shop | 1826 4th Street, Sarasota | FREE Parking!



Tinsel Town Trolley



Haunted Sarasota



Murder Mystery Trolley

DST ADVERTISING OPPORTUNITIES

Annual Print Ad Jan-Dec 2027

DISCOVER SARASOTA GUIDE

The DST Guide Book is an 5.5 x 8.5" full color CMYK booklet. This highlights one-year of tours. All guests receive a Guide Book at check-in.



FULL PAGE SIZE: NO BLEEDS

5" w x 8" h

Premium Placements

Inside Front Cover
\$6,200

Inside Back Cover
\$5,520

Outside Back Cover
\$6,000

All Inside Pages
\$5,000

HALF PAGE SIZE:

5" w x 3.975" h

Half Page
\$2,600

QUARTER PAGE SIZE:

2.375" w
x 3.975" h

Quarter Page
\$1,700

TROLLEY SIGNAGE

We offer **8 ceiling placards** – see image on right for reference.

Ceiling Panel...\$1,700

OUTSIDE BACK PANEL OF TROLLEY

1 Large...\$9,200

3 Small available...\$3,700/each



INSIDE CEILING PLACARDS

46.5" w x 11.375" h



OUTSIDE BACK TROLLEY

LEFT
21" w x 24" h

OUTSIDE BACK TROLLEY

CENTER
21" w x 27.5" h

OUTSIDE BACK TROLLEY

RIGHT
21" w x 24" h

ART PLEASE SUPPLY

- Press-optimized PDF files
- Saved at 300 dpi/Press Quality
- CMYK
- All fonts embedded
- 100% true to size
- Do not add trim/crop marks as the ads **DO NOT BLEED**

RESERVATION AGREEMENT

Please check desired ad plan:

DISCOVER SARASOTA GUIDE

- ☐ Full Page.....\$5,000
☐ Half Page.....\$2,600
☐ Quarter Page.....\$1,700

Premium Placements

- ☐ Inside Front Cover.....\$6,200
☐ Inside Back Cover.....\$5,720
☐ Outside Back Cover ...\$6,200

TROLLEY SIGNAGE/VINYLS

Inside Placards - \$1,700

Outside Back Panel of Trolley

1 Large & 3 Small Available

- ☐ Small Panel.....\$3,700
☐ Large Panel.....\$9,200

Company Name _____

Contact _____

Billing Address _____

City _____ State _____ Zip _____

Email _____

Credit Card ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

Card # _____ Exp. Date _____

CVV/CVC Code _____ CC Billing Zip Code _____

Name on Card (please print) _____

Signature _____

ART & PAYMENT DISCOVER SARASOTA GUIDE 2027.. DUE DECEMBER 1st

DEADLINES SIGNSA 4-week production and installation period is needed.

NOTE: Color correct digital proofs are required for supplied artwork; if acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. No metallic or 5th color. No rebate or discount in event of color variation. Advertisers will be billed for corrections made to ads that do not meet these specifications. Estimates available upon request.

TERMS

- Full payments are due at time of confirmation. This immediately removes the space from sale.
- We do not take checks. Payment must be made by credit card.
- If you purchase ad space, you have first right of refusal when the sign space becomes available.
- Payment for the creation of the sign will be made directly to Burgess Signs who will work with us to install the signs correctly to your design specifications.
- All ads must be approved by Tammy Hauser after design begins. Ads must conform to the brand quality of **Discover Sarasota Tours**.
- For trolley ads, we are ONLY selling space. Mark does the sign installation and design once you have provided him the artwork. He will bill you separately for any trolley signage. We require camera-ready signs made of specific high grade vinyl for outdoor signage professionally applied so as not to damage the trolley's exterior paint.
- Signs must conform to the sizes listed. All inside signs must be easy to read, family-friendly and without religious, sexual, or political content.
- Normal wear and tear is to be expected. Should a sign need to be repaired, we will determine if it is due to our negligence or the weather/dust/debris and from that will either replace the sign at our expense, ask you to replace the sign or split the difference to have the signage replaced.
- If you have not renewed, your sign will be removed at the end of your ad period and you will need to have it remade should you decide to return and advertise again. We will reuse any existing sign that will be renewed.

To book your ads,
email Tammy@DiscoverSarasotaTours.com or call 612-578-0952