

# ADVERTISING RATES

2023-25 | FLORIDA'S SPORTS COAST DESTINATION GUIDE



Florida's Sports Coast Destination Guide delivers the best of Pasco County to interested travelers. The play-by-play guide is the best source for travelers scouting where to stay, where to go, and what to do while exploring.

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## Deliverables



Circulation: 40,000 printed copies



Mobile-friendly Digital Edition



Content Hub on [FLsportsCoast.com](http://FLsportsCoast.com)

## Deadlines



**Sign up By:** June 16, 2023



**Materials Due:** June 23, 2023



**Launch:** October 2023

For materials specifications, please contact:  
800-444-8768/520-322-0895 | [materials@maddenmedia.com](mailto:materials@maddenmedia.com)

## 2022 By the Numbers

The adventurous spirit of Pasco County has scored new fans. Florida's Sports Coast works closely with industry partners across the region to drive economic development through tourism.

Visitor spending generated **\$916,576,700** in economic impact to Pasco County (**↑27% from 2021**)

Visitors to Pasco County spent **\$636,628,500** in the area (**↑24% from 2021**)

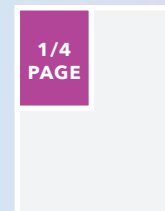
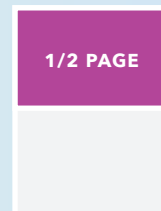
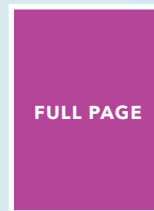
Average Daily Rate = **\$119.16**  
(**↑28.7% from 2021**)

Occupancy = **68.1%**  
(**↑1.5% from 2021**)

Revenue per available room = **\$81.15**  
(**↑30.5% from 2021**)

## Pricing

Standard Position	Pre-Paid	Post-Pay
Full Page	\$3,700	\$4,400
1/2 Page	\$2,310	\$2,772
1/4 Page	\$1,365	\$1,638



Premium Position	Pre-Paid	Post-Pay
Back Cover	\$7,350	\$8,820
Inside Front Cover	\$6,300	\$7,560
Inside Back Cover	\$6,300	\$7,560

Ad creation by Madden requires a material deadline of June 23, 2023. Information is subject to change.



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