



MEDIA KIT

THE 2020 GUIDES TO DOWNTOWN DELRAY BEACH





MEDIAN AGE

45.78

FEMALE | MALE

52% | 48%

MARRIED | SINGLE

56% | 44%

BACHELOR'S DEGREE OR HIGHER

74%

AVERAGE HOME VALUE

\$380,000

AVERAGE HOUSEHOLD INCOME

\$162,000

TRAVEL GUIDE

8-PAGE BOOKLET WITH SADDLE STITCH, SOFT FOLD

The purpose of this Travel Guide is to outline the value of choosing Delray Beach as a travel destination. The focus is on the overall experience of Delray Beach, encouraging potential visitors to create their perfect trip to Downtown Delray.

This Travel Guide will be placed in visitor centers throughout Florida, in regional airports, mailed as informational pieces, and placed in hotels in the areas surrounding Delray Beach & digital download on website.

This booklet includes:

- Short stories highlighting the value of visiting Downtown Delray Beach
- Major events & important dates
- City awards
- Major attractions & links to our online business directories

This guide will offer at most 1 full page ad and 8 half page ads or 16 quarter page ads, ensuring each advertiser stands out!



A LOCALS GUIDE

4-PAGE BOOKLET WITH SADDLE STITCH, FOLD-OUT MAP, SOFT FOLD

The purpose of Downtown Delray Beach Guide is to provide a map & source of information to visitors who are already here.

This Guide will be placed in our visitor center, local shops, Downtown Delray Beach hotels, restaurants, and made available to our visitors at Downtown Delray Beach events & digital download on website.

This booklet includes:

- A fold-out map
- Transportation Details
- Links to business listings & events listings on our website
- Local business specials & discounts

This brochure offers the opportunity for ONLY 16 quarter page ads for local merchants who wish to highlight special offers, discounts, or promotions.

DISTRIBUTED LOCATIONS INCLUDE*:

- ✓ ALL FLORIDA WELCOME CENTERS (REACHING OVER 2 MILLION VISITORS A YEAR)*
- ✓ PALM BEACH & BROWARD HOTEL CONCIERGE DESKS*
- ✓ ALL DOWNTOWN DELRAY BUSINESSES AND VISITOR CENTERS
- ✓ PALM BEACH & BROWARD WEDDING & MEETING PLANNERS
- ✓ DIGITAL GUIDEBOOK PROVIDED ONLINE AT WWW.DOWNTOWNDELRAYBEACH.COM (OVER 1 /2 MILLION VISITORS A YEAR)
- ✓ DIGITAL GUIDEBOOK SHARED ON DDA FACEBOOK PAGE (OVER 66,000 FANS) & LINK THROUGH INSTAGRAM
- ✓ DISTRIBUTED AT MAJOR DOWNTOWN DELRAY BEACH EVENTS (I.E. DELRAY BEACH FASHION WEEK, DELRAY BEACH OPEN, SAVOR THE AVENUE, DELRAY AFFAIR, 4TH OF JULY, 100 FT CHRISTMAS TREE, ETC.)
- ✓ EMAILED TO ENTIRE DDA E-SUBSCRIBER BASE (10,000 SUBSCRIBERS) AND MAILED TO RECIPIENTS UPON REQUEST*
- ✓ DISTRIBUTED TO TRAVEL WRITERS/MEDIA/BLOGGERS AND VISITORS THROUGH DISCOVER THE PALM BEACHES*

**GET THE ATTENTION OF PEOPLE WHO HAVE THE POTENTIAL
TO BECOME YOUR MOST VALUABLE CUSTOMERS!**

***PLEASE NOTE THAT LOCATIONS ARE SPECIFIC TO THE PARTNERSHIP PROGRAM A MERCHANT SELECTS.**

SIZE	SPECS	TRAVEL GUIDE	A LOCALS GUIDE
FULL PAGE*	8" x 9"	\$2,200	N/A
1/2 PAGE (H)	8" x 4.5"	\$1,500	N/A
1/2 PAGE (V)	4" x 9"	\$1,500	N/A
1/4 PAGE	4" x 4.5"	\$1,100	\$550

FILES:

All files must be submitted print ready, 300dpi in CMYK. High Resolution PDF files are preferred. **Professionally output** TIFF, JPG & EPS files are also accepted.

BLEEDS:

The Page size of the paper is 8"x9". Bleeds are required for all ad sizes, but depending on the ad placement, may not be used. Ad placement on the page is at our discretion, and may affect the intended bleed. Bleeds should extend an additional .125" on each side of the entire ad in addition to the provided specs.

ARTWORK:

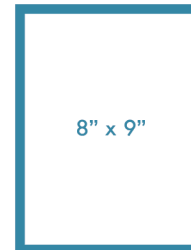
If you need an ad designed, design services range from \$200 - \$300 per AD, dependent upon ad size, please speak to your DDA contact for specific requests.

DEADLINES:

Ad Space Commitment due: November 15

Ad Creative/Art due: November 15

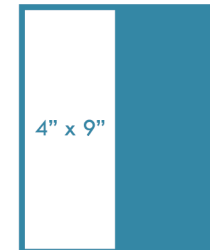
Payment due: Upon Receipt of Invoice



FULL PAGE



1/2 PAGE (H)



1/2 PAGE (V)



1/4 PAGE (V)

