

Downtown Sarasota City Guide

15th Edition | 2026-2027



DISTRIBUTION

**SRQ Airport, Visit
Sarasota, Hotels, City Hall,
Local Businesses, Condos
and MORE!**



MAPS

Organized by Districts,
Parking Lots & Garages,
Trolleys, Points of
Interest



DIGITAL GUIDE

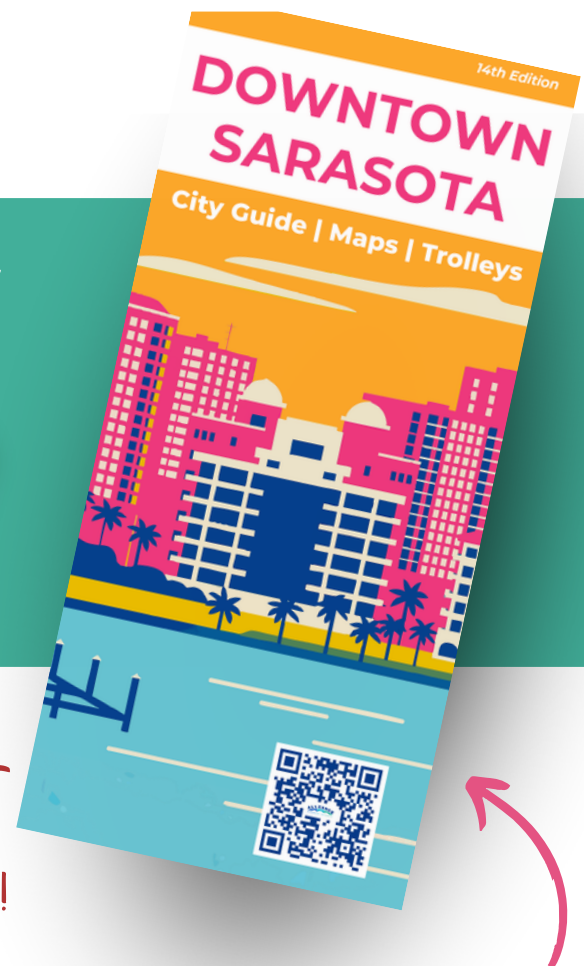
Online Business Listing.
Links directly to your
website!



MORE VISIBILITY

Our mission is to help keep
Downtown Sarasota a
Vibrant Place to Live,
Work, & Visit

35,000+
copies printed
and distributed!



**RESERVE YOUR AD
SPACE TODAY!**

**"THE DOWNTOWN SARASOTA
ALLIANCE CITY GUIDES FLY OFF
THE SHELVES AND ARE HIGHLY
REQUESTED BY VISITORS AS
WELL AS NEW RESIDENTS."**

-Visit Sarasota

**JOIN TODAY TO GET LISTED IN
DOWNTOWN SARASOTA'S #1
DISTRIBUTED CITY GUIDE**

For information or inquires, please
visit DsaSarasota.com/City-Guide
or email DSA@DSASarasota.com

DOWNTOWN SARASOTA

CITY GUIDE 2026-2027

COMPANY / ORGANIZATION INFORMATION

Company Name: Are you a current DSA Member? Y / N

Address, City :

Phone Number: State : Zip :

Contact Person: E-Mail :

Title :

SELECT YOUR AD TYPE

	NON-MEMBER	DSA MEMBER
☐ LOGO.....	\$250	\$99
☐ QUARTER Page..	\$880	\$660
☐ HALF Page.....	\$1,265	\$1,045
☐ FULL Page.....	\$1,760	\$1,540

PREMIUM POSITIONS *Limited Availability*

	NON-MEMBER	DSA MEMBER
☐ INSIDE PAGE ACCROSS.....	\$1,980	\$1,760
☐ INSIDE COVERS.....	\$2,090	\$1,870
☐ BACK COVER.....	\$2,530	\$2,310
☐ BEHIND MAP.....	\$2,310	\$2,090
☐ CENTER MAP.....	\$3,520	\$3,080

AD PREVIEW AND SPECIFICATIONS

NON-MEMBER

LOGO

Name of Business
Street Address

DSA MEMBER

LOGO

Name of Business
Street Address
Phone
Website

Full Page
4" x 9"

Full Page
Live Area
3.5" x 8.5"

(Center Map is
two of these)

Half Page

3.5" x 4.15"

Quarter Page

3.5" x 2"

*AD
previews not
to scale

SELECT PAYMENT METHOD

☐ CHECK

Please make check payable to: The Downtown Sarasota Alliance

Mail to: 1330 Main Street, Floor 2, Sarasota FL 34234

☐ CREDIT CARD

An invoice will be emailed to the email provided above with an online credit card payment option

Your Signature

TERMS & CONDITIONS

1. All copy, artwork, photographs, electronic files to be furnished by Purchaser for use in the Downtown Sarasota City Guide must be delivered by Purchaser to Publisher within 30 days to the first day of the issue in which the advertisement is to appear. Purchaser and/or its agency, warrants the lawful right to use the aforesaid advertising material, and agrees to hold harmless, defend, save, and indemnify Publisher for all damages, losses, costs, and expenses, of any nature whatsoever, including, without limitation, attorneys' fees, arising out of the publication of the Purchaser's advertising by Publisher. Failure of Purchaser to furnish to Publisher its advertising copy, information, or changes to existing copy within the time limits set forth above shall not relieve the Purchaser of the obligation to pay the contract price for such advertisement. In the event of failure of Purchaser to submit timely advertising copy or changes thereto, Publisher may publish previous advertising copy of Purchaser, if available. Publisher may, in its sole discretion, edit, classify, or reject any advertising copy submitted by Purchasers.
2. Payment for an advertising insertion in each guide must be made to Publisher when contract is signed.
3. Publisher reserves the right to cancel this Contract at any time upon default by Purchaser in the payment or any other breach by Purchaser.
4. In the event of cancellation of the Contract for any reason, all sums owed by Purchaser pursuant to the terms of this Contract shall become immediately due and payable to Publisher.
5. Failure of Publisher to insert an advertisement in any issue or issues invalidates the order of insertion in the missed issue but shall not constitute a breach of the entire Contract herein. Publisher reserves the right to add to or otherwise modify the designated geographical areas or names of editions. Any date for publication of the City Guide provided for in this Contract is for approximation purposes only and in this connection, time is not of the essence. Any delay or failure by Publisher to perform hereunder as the result of force majeure, labor dispute, law, U.S. Postal Service and/or government action, inaction, or order, or any other similar or dissimilar cause beyond Publisher's reasonable control, shall not constitute a breach of this Contract by Publisher.
6. Publisher's sole liability with respect to performance under this Contract is limited to the amount actually paid by Purchaser for advertising for the specific issue with respect to which any breach by Publisher occurred and in no event shall Publisher be liable for lost profits, or any other incidental or consequential damages. Any action or claim arising out of this contract by Purchaser shall be time barred unless an action is commenced, or claim asserted in a court of competent jurisdiction within 60 days of the date such action or claim accrued.
7. If Purchaser seeks to cancel all, or a portion of the advertising insertions provided for in this contract: Such cancellation shall not be effective, and Purchaser will be billed at the full rate to any advertising insertion contained in an issue already printed or for which notice of cancellation by Purchaser is not received by Publisher prior to the first day of the month preceding the scheduled month of publication. Such cancellation shall not be effective unless the Purchaser submits such notice thereof in a signed, dated writing and such writing is received by Publisher in writing.
8. This Contract cannot be invalidated for typographical errors, incorrect insertions or omissions in the advertising insertion published on behalf of the Publisher. The Publisher agrees to run a corrective advertisement for each such incorrect advertisement published due to the fault of Publisher provided the defect was not contained in a proof of the advertisement submitted to Purchaser for review prior to publication. Publisher, however, shall not be required to submit a proof of the advertising insertion to Purchaser prior to publication. Purchaser shall waive all objections with respect to further publication by Publisher of such incorrect advertisement unless Purchaser shall notify the Publisher of such errors in writing in time for correction at a reasonable cost by Publisher prior to printing of the relevant issue of the City Guide. Publisher shall not be liable to Purchaser or others for any loss that may result from the incorrect publication of Purchaser's advertisement. This Contract provides solely for the insertion of advertising copy. Any request or provision herein for the publication of editorial content with respect to Purchaser shall be non-binding and published solely at the discretion of Publisher. Any error in editorial content published in the DSA City Guide shall not diminish the obligations of Purchaser to pay for advertisement provided for in this Contract.
9. Purchaser's designation of the following shall be treated as nonbinding requests only: position on a page with respect to its advertisement; designation of a particular page for advertisements; specified use of any page; prohibition against the placement of advertising on any page or in the City Guide; and any requirements relating to the kind of news or advertising on any page or in the City Guide. Publisher agrees only to be liable for reimbursement for the surcharge for placement specified in the Contract if paid, and only if placement is not in accordance with such written specification.
10. All advertising copy which represents the creative effort of the Publisher and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it, is and remains the property of Publisher, including all rights of copyright. Purchaser understands and agrees that it cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of the Publisher.
11. This Contract shall be governed exclusively by its terms and the Laws of the State of Florida.
12. Changes to Advertising Schedule any revisions to the advertising schedule need to be made prior to the space close date. After the space close date, the advertiser is liable for City Guide space and will be charged for what is contracted.
13. Advertising Artwork Deadlines Press ready advertising materials are due to the DSA five days after space close. Ad materials not received by the materials due date are subject to a late fee. An extension can be granted without assessment of a late fee provided the Downtown Sarasota Alliance was contacted prior to the materials due date.

Purchaser Signature _____

Date: _____

EMAIL THIS FORM TO: DSA@DSASARASOTA.COM

DEADLINE FOR AD SUBMISSION: NOVEMBER 20, 2026



ALLIANCE
Downtown Sarasota

