INTRODUCING THE NEW

FORT MYERS BEACH
REAL ESTATE GUIDE

Get Ready to Grow Your Market Reach, By The Thousands!



The Fort Myers Beach Real Estate Guide is a **monthly publication** delivered to all mailboxes on Fort Myers Beach, as well as placed at various businesses and boxes across the islands.

Our guide is also **digitally displayed** on our Website, across multiple Social Media accounts, and placed in other digital newsstands. The Guide is printed in full color with a magazine gloss finish.

Give us a call at 239-251-0154
or send us an email:
Bill@FMBRealEstateGuide.com
Grace@FMBRealEstateGuide.com

Monthly Exposure:
Who Gets It and Where to Find It

PRINT

Print Copies

- Between **5,000 - 10,000 copies.** Magazine Gloss printed copies distributed a month.
- Print Copies displayed at box & storefront locations on Fort Myers Beach.

Distribution

- Mailed to all active mailboxes on Fort Myers Beach

DIGITAL

Flip Book

- Online digital Flipbook Edition of the Real Estate Guide with links to each advertiser.
- Up to 7,200 digital page views, per month.

Social Media

- Posted to **Facebook, Instagram,** and **LinkedIn** each month.
- Boosted Ads to different cities across the country, every month.
- Reaches over **31,500** individual Facebook users.

FORT MYERS BEACH
REAL ESTATE GUIDE

Fort Myers Beach

Real Estate Guide

ADVERTISING RATES

FIRST 20 ADVERTISERS TO SIGN AN ANNUAL CONTRACT FOR A FULL PAGE AD WILL GET A 20% DISCOUNT FOR THEIR FIRST 12 MONTHS.
Discount valid for one page per month.

WITH A CONTRACT	
Page Size	**Price**
Full	~~$500.00~~



FORT MYERS BEACH
REAL ESTATE GUIDE

Fort Myers Beach

Real Estate Guide

ADVERTISING RATES

The Fort Myers Beach Real Estate Guide is committedd to provide more value to our advertisers. We produce a high-quality gloss magazine format, partnered with Panther Printing, to produce a local publication. Below are the current monthly advertising rates.

WITHOUT A CONTRACT	
Page Size	**Price**
Full	$700.00
Half	$450.00
Quarter	$300.00
Eigth	$205.00
Business Card	$110.00

WITH A CONTRACT	
Page Size	**Price**
Full	$500.00
Half	$285.00
Quarter	$195.00
Eigth	$140.00
Business Card	$75.00

FORT MYERS BEACH
REAL ESTATE GUIDE

Fort Myers Beach

Real Estate Guide

AD SIZE INFORMATION

AD SIZES

FULL PAGE = 8.5" X 11.625"
1/2 PAGE HORIZONTAL = 8.5" X 5.7875"
1/2 PAGE VERTICAL = 4.20" X 11.625"
1/4 PAGE = 4.20" X 5.7875"
1/8 PAGE = 4.20" X 2.8275"
BUSINESS CARD= 3.5” X 2”

SENDING IN ADS

Camera Ready Ads - must be emailed as PDFs to **ads@fmbrealestateguide.com** by the monthly deadline (please see last page for 2026 deadline details.) If you need someone to build your ad we can recommend a few options.

COLOR REQUIREMENTS

All Files need to be **CMYK color.**

CAMERA READY FILES

Your Camera Ready Ad will be kept on file for production and future issues. Due to time, we can only allow one set of revisions to be made.

CONTACT

Jennifer Kelley
239-251-0154

FORT MYERS BEACH
REAL ESTATE GUIDE

FORT MYERS BEACH REAL ESTATE GUIDE ADVERTISING CONTRACT

The undersigned Advertiser hereinafter called “ADVERTISER”, agrees to advertise in each of the 12 issues of the “FORT MYERS BEACH REAL ESTATE GUIDE”, hereinafter called “GUIDE” at the printed initial rates effective on the execution date for 12 months; subject, however, to the Guide’s right to increase or decrease the rate proportionately with any increase or decrease in the cost of printing or distributing the Guide.

Advertiser’s Name _____ Company _____

Address _____ Email Address _____

ADVERTISING RATES

WITHOUT A CONTRACT	
Page Size	**Price**
Full	$700.00
Half	$450.00
Quarter	$300.00
Eigth	$205.00
Business Card	$110.00

WITH A CONTRACT	
Page Size	**Price**
Full	$500.00
Half	$285.00
Quarter	$195.00
Eigth	$140.00
Business Card	$75.00

I agree to advertise each month the following size ad:

Check One: **Full** ☐ **Half** ☐ **Quarter** ☐ **Eighth** ☐ **Business Card** ☐

FORT MYERS BEACH
REAL ESTATE GUIDE

Payment Method

Check One: **AMEX** ☐ **VISA** ☐ **MASTERCARD** ☐ **CHECK (corporate only)** ☐

Credit Card Number _____ Expiration Date _____

Name as it appears on card _____

Advertiser's Signature _____ Date Contract Signed _____

This agreement shall be automatically renewed for additional one year terms (based on above Date Contract Signed), each at the then current advertising rates, so long as there are no MATERIAL changes to the terms and conditions of this contract, unless either party notifies the other in writing at least (30) days prior to the scheduled date for publishing of the last issue covered by the terms of this agreement.

I AGREE TO THE FOLLOWING TERMS AND CONDITIONS:
ADVERTISER OBLIGATIONS:

1) The ADVERTISER will purchase, as a minimum, the above sized ad (in black and white, or color, as circled) in each monthly issue of the GUIDE for the term of this contract.
2) The ADVERTISER shall provide to the GUIDE, at the time of the execution of this contract, a credit card and pre-authorized signature to automatically run concurrent with the term of this contract.
3) The ADVERTISER shall be responsible for meeting all published deadlines for copy, photos, etc., for each issue. Placement of ads shall be at the discretion of the publisher. If an ADVERTISER fails to meet the published deadline, the GUIDE shall have the right to automatically repeat the ADVERTISER'S previous ad and bill the ADVERTISER'S account accordingly.
4) All ads MUST be submitted 'Camera Ready'.
5) Should the ADVERTISER request smaller or larger ads in ADDITION to the contracted ad size, the 'contract' rate for those ads shall apply.
6) Should the ADVERTISER discontinue as an advertiser all outstanding balances are immediately due and payable. This contract shall become null and void at such time of the termination AND upon receipt of any monies owed.

7) If the GUIDE must file suit to enforce this contract, the GUIDE shall recover reasonable attorneys' fees, costs and interest from the date of default on the amount received at 20% per annum.
8) The GUIDE will add a late fee of 2% to any account thirty (30) days past due.
9) The GUIDE will *not publish* ads for any account sixty (60) day past due. Contract financial obligation and late fees will continue.
10) All ADVERTISERS will adhere and follow the Real Estate Guide Advertising Rules and all advertising rules are subject to change as approved by the BOD.

GUIDE OBLIGATIONS:

1) The Fort Myers Beach Real Estate Guide is a subsidiary of the Sanibel & Captiva Islands Association of REALTORS®, Inc., and agrees to publish reasonably acceptable advertising in said GUIDE and distribute each issue through its normal distribution outlets.
2) The GUIDE will, at their own discretion but whenever possible, provide the best ad placement to contracted ADVERTISERS, whose **COMPLETED ADS** have been received on or before deadline. **Completed means NO FURTHER CHANGES.**
3) The GUIDE shall publish in advance the publication dates of each issue and the deadline dates for copy, photos, proofs, etc. Such notice shall be available to all advertisers on the Guide website.
4) The GUIDE will not issue credit for an ad based on clarity, blurriness or other printing issues beyond the control of the GUIDE. Requests for credit on non-printing issues will be considered on a case-to-case basis by the Board of Directors at its regularly scheduled meetings.
5) The GUIDE is currently scheduled to be published on a monthly basis throughout the year, so the anticipated number of issues per year will be twelve (12). The GUIDE reserves the right to change the number of issues published during the duration of the contract, but no fewer than eight (8) and no more than twelve (12).
6) Should the GUIDE cease to be published for any reason, neither party shall have any further rights or obligations under this agreement.

I have read and understand the terms and conditions: (Initial)

FORT MYERS BEACH
REAL ESTATE GUIDE

2026 Monthly Ad Deadlines

Month	Ad Deadline	Issue Date
March/April	2/20/2026	3/6/2026
April/May	3/20/2026	4/2/2026
May/June	4/24/2026	5/8/2026
June/July	5/22/2026	6/5/2026
July/August	6/26/2026	7/10/2026
August/September	7/24/2026	8/7/2026
September/October	8/21/2026	9/4/2026
October/November	9/25/2026	10/9/2026
November/December	10/23/2026	11/6/2026
December/January	11/20/2026	12/4/2026

FORT MYERS BEACH
REAL ESTATE GUIDE