



All Florida Stuff

# MEDIA KIT

Where Florida Finds Florida

*AllFloridaStuff.com*

# About All Florida Stuff

**All Florida Stuff is a Florida-focused digital media platform showcasing the people, places, events, and experiences that make the Sunshine State unique.**

We connect locals, visitors, and brands through curated content that highlights Florida events, destinations, attractions, local businesses, and communities—statewide.

Built with discovery in mind, All Florida Stuff helps people find what's happening, where to go, and what to experience next—across Florida.

***Where Florida Finds Florida.***



## What We Cover

- Florida events & festivals
- Things to do statewide
- Local businesses & attractions
- Beaches, parks & destinations



# WHO WE REACH



## AUDIENCE SNAPSHOT

- ✓ **Florida Residents**
- ✓ **Event Goers & Festival Fans**
- ✓ **Travelers & Tourists**
- ✓ **Families & Community Explorers**
- ✓ **Local Business Supporters**

Our audience comes to us to answer three simple questions:

**What's happening in Florida?**  
**Where should we go next?**  
**What's worth experiencing right now?**

That makes them highly engaged—and highly valuable  
—for partners.

# DISTRIBUTION & REACH

## How content is seen, shared, and discovered across Florida

### WEBSITE

Website Presence  
Featured content on  
AllFloridaStuff.com, built for long-term  
discovery and search visibility.

### SOCIAL MEDIA

Social Media Distribution  
Content shared across social  
platforms to drive visibility,  
engagement, and sharing.

### VIDEO

Video Content  
Short-form and feature video used to  
highlight events, places, and brands.

### EVERGREEN EXPOSURE

Evergreen Visibility  
Content continues to be discovered  
beyond a single post or event date.

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**Content doesn't disappear after one post—  
it becomes part of Florida's ongoing  
discovery.**

# **PARTNERSHIP & ADVERTISING OPTIONS**

All Florida Stuff offers affordable listing and visibility options designed to help businesses, events, and destinations stand out across the platform. Partners may choose monthly or annual options based on their goals and timing.

## **Business Listings**

Listings provide a consistent presence on AllFloridaStuff.com and serve as the foundation for visibility across the platform.

- Pro Listing **\$4/month or \$48/year**
- Ultimate Listing **\$6/month or \$72/year**

## **Priority Visibility Upgrades**

Priority upgrades enhance placement within search results and category listings, helping businesses appear ahead of standard listings.

(Available as add-ons to Pro or Ultimate listings.)

- Priority Upgrade (Pro) **+\$4/month or +\$48/year**
- Priority Upgrade (Ultimate) **+\$8/month or +\$96/year**

## **Advertising Opportunities**

For businesses seeking additional exposure, All Florida Stuff offers a range of advertising placements, including:

- **Top-tier rotating banner placements**
- **Search result banner advertising**
- **Mobile banner advertising**

**Introductory rates, bundled options, and custom placements are available.**

## **Flexible Billing Options**

Listings, priority upgrades, and advertising opportunities are available on a monthly or annual basis. Annual options provide uninterrupted visibility, simplified billing, and preferred renewal.

## **Let's Work Together**

To learn more about partnership opportunities or discuss custom visibility solutions, visit AllFloridaStuff.com or contact us directly.

# Link to All Florida Stuff with Sunny™

Meet Sunny — the official All Florida Stuff guide and widget icon



## Sunny & The Sunny Link™

Sunny is the official guide and brand icon of All Florida Stuff and the face of The Sunny Link™, the official All Florida Stuff website widget.

The Sunny Link™ is used by approved partners to connect their audience directly to their All Florida Stuff listing or hub page. When you see Sunny, you're clicking into official All Florida Stuff content.

### How Sunny Is Used

- Appears only as part of The Sunny Link™ widget
- Links exclusively to AllFloridaStuff.com or approved AFS pages
- Serves as a trusted visual signal for Florida-focused discovery

***Sunny is not available for standalone use, modification, or third-party marketing.***

### Why It Matters

#### The Sunny Link™:

- Reinforces brand recognition across the web
- Creates a consistent, trusted entry point to AFS
- Helps audiences instantly identify official Florida content

#### *Attribution*

*Sunny is the official All Florida Stuff guide and widget icon.*

*Illustration by Eric Wideman*

**Sunny is the face of The Sunny Link™  
— the official All Florida Stuff website widget.**