DeSoto Acres Newsletter Advertising 2026

DeSoto Acres was established in 1921 and is the oldest platted subdivision in Sarasota County, housing many long-standing resident business owners and families with deep roots in the Sarasota community. We are made up of approximately 350 households, as well as a handful of commercial businesses along our outskirts. Our community is bordered by Lockwood Ridge, University Parkway, and 301, and has a demographic of predominately seniors and families.

Elizabeth Arden said, "Repetition makes reputation and reputation makes customers," and we agree! So, to help you build a fan base in DeSoto Acres, we lock in your ad space for an entire year with three publications. Of course, and all ads will be in **COLOR**!

1/8 page - Business Card
$400 per calendar year, paid up front
Please create your ad at approximately 3-3/4" W x 2-1/2" H in size. This is not your guaranteed ad size, but what is needed to create the newsletter layout.

1/4 page - Interior page – Banner or Rectangle
$800 per calendar year, paid up front
Please create your ad at approximately 7-3/4" W x 2-1/2" H in size for the banner, or 3-3/4” W x 5-1/16” H in size for the rectangle. This is not your guaranteed ad size, but what is needed to create the newsletter layout.

1/4 page - Prime spot! Inside front cover! - Banner or Rectangle
$900 per calendar year, paid up front
Please create your ad at approximately 7-3/4" W x 2-1/2" H in size for the banner, or 3-3/4” W x 5-1/16” H in size for the rectangle. This is not your guaranteed ad size, but what is needed to create the newsletter layout.

** 1/2 page may be available. Inquire for availability. **
** Inquire as well if you have any special thoughts or needs, such as a payment plan, or an advertising column **

Please email your advertisement to desotoacresassociation@outlook.com, and make checks payable to DeSoto Acres HOA, P.O. Box 556, Tallevast, FL 34270.

Thank you!