

ABOUT THE COMPANY



Kenney Communications, in business since 1982, is one of Florida's most respected and aggressive tourism media companies. A family-owned business, Barbara and Ruth Ann Kenney have been recognized throughout the industry for their leadership and community involvement. They are passionate about the service that their team provides to the industry.

Kenney is sincerely committed to Florida's largest industry, tourism. We provide our clients with a diverse portfolio of services for their advertising needs including brochure distribution, digital signage, tourism publication advertising, and online marketing. Our advertising services are available to the Central Florida market and within the 300-mile stretch of the Florida Turnpike Service Plazas.



As active members of the Florida tourism industry, our belief is that the market should work together as a whole in the effort to make Florida the number one tourism destination in the world. We realize that the success of our company is directly related to the success of our clients. Their confidence in our services will never go unrecognized and will always be appreciated.

Active Members of:

Central Florida Hotel & Lodging Association • Visit Orlando
International Drive Resort Area Chamber
International Association of Visitor Information Providers • Florida Attractions Association
VISIT FLORIDA • Hospitality Sales & Marketing Association International
The Osceola Chamber • Skål International Orlando



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DIGITAL SIGNAGE

MAKE AN IMPRESSION...



Kenney Communications digital displays provide clients with the current technology to showcase their campaign. Ads can be presented with video or static signage. Viewing your message on-screen and in-motion dramatically increases the visitor's awareness of your product. With digital, you can update your content as often as needed. Kenney's 50 inch LED screens are strategically positioned above the brochure displays.



With our digital advertisement program, you can target the area that best serves you. Choose one plaza or take advantage of our multi-plaza discounts. Advertising can be purchased in 15-, 30- or 60-second ad spots with a guarantee that your message will be seen every six minutes on multiple screens.

At any time, with 72 hour notice, your message can be changed at no additional expense. It's a great way for you to showcase special events or new additions to your business.



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PUBLISHING

SERVING CENTRAL FLORIDA VISITORS FOR 40+ YEARS



ENJOY FLORIDA MAGAZINE

- 4 Color Glossy Magazine Stock, 7.5" by 10.5"
- Advertisers are included in the Coupon Book at no additional cost
- Circulation in Kenney's Central Florida Brochure Displays, the Florida Turnpike, VISIT FLORIDA State Welcome Centers, Tourism-Area Walmarts, hotels, restaurants and visitor centers
- Advertisers are included on **EnjoyFlorida.com** where readers can download coupons and view the magazine online
- Social Media exposure on Facebook, Twitter and Instagram

INTERESTED IN ONLINE ADVERTISING ONLY?

EnjoyFlorida.com is one of Central Florida's leading travel planning sites. Ask about how you can receive your own webpage with video embed, photos, trackable links, a map embed, and an optional coupon on your page and in our Deals section – all for only **\$399 annually**.



WHAT OUR CUSTOMERS ARE SAYING...

"I have enjoyed a long and successful relationship with Kenney Communications using both their magazine and brochure distribution advertising services. Enjoy Florida Magazine is consistently the number-one tourism publication that I advertise in. I recommend Enjoy Florida Magazine as a smart media buy and have found their organization highly professional."

– **John Kucik, Capone's Dinner Show, Inc**

"Enjoy Florida Magazine is one of our best producers for coupon redemptions. Wild Florida receives hundreds of guests per month because of Enjoy, and guests seem to find it all over Central Florida. We love this publication!"

– **Sam Haught, Wild Florida**

"We have had a successful advertising partnership with Kenney Communication since 1998. Our business sales have benefited greatly from the promotion of our brand with a quality advertising campaign in the Enjoy Florida Magazine. The many regional access locations of the magazine are always stocked and professionally presented."

– **Fredrick Schneider, Giordano's**

"For over 25 years, I have been advertising in the Enjoy Florida Magazine. It has always produced great results for my park, Boggy Creek Airboat Adventures. The visibility that we received is well worth the return on investment and we couldn't ask for a better service partner."

– **Margie Bryan, Boggy Creek Airboat Adventures**



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BROCHURE DISTRIBUTION

Distributors since 1988

OUR COMMITMENT

Kenney Communications is committed to remaining Florida's premier brochure distributor. The dedication of our staff and our support of the industry's leading organizations has earned us an excellent reputation in the marketplace. We recognize that your company's visibility is crucial. By choosing our services you can be confident that this is our primary focus.

SERVICE AREAS AND RATES

Central Florida

• Greater Orlando Area

International Drive, Lake Buena Vista and surrounding area

• Greater Kissimmee Area

Highway 192 and surrounding area in Osceola County

A list of locations is available upon request.

Florida Turnpike

• 7 Service Plazas

Okahumpka, Turkey Lake, Canoe Creek, Ft Drum, Ft Pierce/
Port St Lucie, West Palm Beach/Lake Worth, Pompano

• Snapper Creek Service Plaza (additional cost/limited service)

• Publication Distribution Available

A map of plaza locations is available upon request.



Requirements: Rates are based on the distribution of 4" by 9" brochures or rack cards. Florida Turnpike advertisers must adhere to requirements set forth by Florida's Department of Transportation. For brochure design tips and documentation regarding D.O.T. regulations, please visit our website at www.kenneycom.com.



WHY USE OUR SERVICES?

- Your company's brochure will be available to millions of Florida travelers each year via Kenney's custom brochure display units
- Frequent and reliable service using the area's largest fleet of service personnel
- Free webpage on **EnjoyFlorida.com**
- No brochure storage fees regardless of your inventory quantity
- Accountability of service via GPS tracking of delivery vehicles
- Monthly inventory reports available
- Brochure print services available

WHAT OUR CUSTOMERS ARE SAYING...

"Clearwater Marine Aquarium is proud to be a client of Kenney Communications for many years. The valuable services they provide drives an incredible amount of business for our non-profit, beyond that they make you feel like part of their family. We look forward to many more years working with Kenney Communications!"

– **Kylie Diaz, Clearwater Marine Aquarium**

"Here at Fun Spot America, we are celebrating our 25th Anniversary. It is also 25 years that we have been partners with Kenney Communications and much of our success is due to their understanding of family owned businesses, the close relationship they have maintained with us over the years and their outstanding service to our guests. They always get the job done right!"

– **John Chidester, Fun Spot**

"We have enjoyed working with Kenney Communications for many years. Not only have they done a wonderful job promoting Lion Country Safari, their staff is stellar to work with. They go above and beyond and know the true meaning of maintaining strong relationships with their clients."

– **Jennifer Berthiaume, Lion Country Safari**



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BROCHURE SERVICES

Distributors since 1988

OUR COMMITMENT

Kenney Communications is committed to remaining Central Florida's premier brochure distributor. We understand that the quality and maintenance of your display is extremely important to both you and your guest. We are confident that our distribution services will exceed your expectations and provide our Florida visitors with the latest information about the area.

WE PROVIDE...

- Beautifully designed custom displays built by our expert craftsmen for your property.
- Frequent and reliable service using the area's largest fleet of service personnel maintained by a GPS tracking system.
- Complete selection of current information on area attractions, shopping and recreation.
- Additional custom-built counter displays available for guest service needs.
- Prompt response to your cabinetry needs via our in-house cabinet shop.



WHAT OUR CUSTOMERS ARE SAYING

"Kenney Communications has been a great partner for several years at a couple different hotels. They always do a great job at matching my brochure racks to the lobby décor and all of the team are a pleasure to deal with."

- Suzi Brady, Courtyard by Marriott

"Our customers love the convenience of such a variety of venues with key information at their fingertips! Kenney Communications knows how to deliver service and meet their clients' specific needs. We have enjoyed our partnership for over many years."

- Samir Patel, Auro Hotels

"I have worked with Kenney for years. They have always provided excellent service. The brochure displays are kept clean and well supplied with quality current brochures and rack cards for our guests. Kenney Communications efficiently fulfills our guest needs for important area information."

- Melissa Linkugel, Drury Hotels



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