

ADVERTISER GUIDE

How Listings, Your Advertising Wallet and 6- or 12-Month Plans Work

For insurance agents, realtors, lenders, suppliers and local businesses that want to reach Tampa Bay home and business owners.

What's inside

This guide explains who can advertise on Tampa Services, how listings work, how the prepaid advertising wallet works, and how to choose between a 6-month and a 12-month plan.

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> **Vendor or advertiser?** Contractors and service companies that do the work join as **vendors** and receive customer requests. Businesses that don't do that work, like insurance agents, realtors, lenders, suppliers and local shops, join as **advertisers** and get a Sponsored listing. You can't be both: vendors never buy ads, and advertisers never receive leads.

01 Who can advertise

Advertising on Tampa Services is for businesses that serve home and business owners but don't do the work we match.

Good fit

- Insurance agencies
- Real estate agents and brokerages
- Mortgage lenders and title companies
- Building suppliers, showrooms and manufacturers
- Apartment and condo communities
- Restaurants, retail and local services that aren't trades

Not eligible to advertise

- Roofers, HVAC, plumbers, electricians
- Gutter companies, movers, cleaners
- Any contractor or service company in our trades

These businesses join free as vendors instead. See the Vendor Guide.

Why the split? It keeps advertising from ever influencing which provider gets a customer's request. Customers trust that, and that trust is what makes your listing worth seeing.

02 How listings work and where they show

Every advertiser gets the same clean card, so listings look professional and are easy to use.

- **Your card:** logo, business name, a one or two sentence description, an optional special offer, and Call, Website and Book buttons. An optional banner image adds color.
- **Where it shows:** our Advertisers page (filterable by home or business), sponsored spots on related articles, and the blog index, rotating daily.
- **Your results dashboard:** how many people saw your ad, whether they were on home or business project pages, every tap on Call, Website and Book, and your cost per tap and per view.
- **Your main service leads.** On 6- and 12-month plans you can add other services to promote as an add-on, quoted before anything is charged.
- **Labeled Sponsored.** We never present ads as reviews, rankings or recommendations.
- **Reviewed first.** We approve every listing before it goes live and may ask for edits.

> **No guarantees.** We don't promise impressions, clicks, calls or sales. Use a tracked phone number or booking link to measure what comes from your listing.

03 Your advertising wallet

Listings are prepaid. Your wallet keeps billing simple and predictable.

1. **Add funds**
   Our team records your payment with a receipt or reference number. No card is charged automatically.
2. **Daily draw**
   While your listing is live, your plan cost is drawn from the wallet a little each day.
3. **Low balance notice**
   We warn you in your portal when you have less than a week left, or less than a quarter of your last deposit.
4. **Empty wallet**
   Your listing hides automatically. Add funds and it comes back, no re-approval needed.

The wallet can only be used for Tampa Services advertising. If an approved listing is down for more than 72 hours in a row because of us, we credit those days back.

04 6-month and 12-month plans

Pick the term on the signup form. Our team confirms the price with you before anything is charged.

	6 months	12 months
Commitment	Shorter, good for testing the fit	A full year
Seasons covered	About two seasons	All of them: storm prep, dry-season projects, holiday remodels, spring moves
Plan terms	Locked for 6 months	Locked for 12 months
Renewal	Never automatic. We ask before your term ends.	
Cancel	Any time by support ticket. Days already run aren't refunded; unused wallet balance is refunded within 30 days.	
Price	Confirmed with you in writing at signup. Nothing on the form is a charge.	

05 How to sign up

About five minutes, start to finish.

1. **Open the signup form**
   Go to tampa.services/advertise and scroll to Sign up to advertise.
2. **Tell us about your business**
   Business name, industry, who you serve, a short description, phone, email and website. Add a special offer or booking link if you have one.
3. **Upload your logo**
   PNG, JPG or WebP under 3 MB. A banner image is optional.
4. **Choose 6 or 12 months**
   Pick your plan length. We'll confirm pricing with you before anything is charged.
5. **Confirm and agree**
   Confirm you're not a contractor in our trades and accept the Advertiser Agreement.
6. **We review and confirm**
   We check the listing, confirm your plan and price, and record your first wallet payment.
7. **Go live**
   Your listing appears as soon as it's approved and your wallet is funded. Track it in your portal under My advertising.

06 Content rules

Short version: be honest and be useful to local owners.

- Ads, offers and landing pages must be true and lawful, including FTC advertising and endorsement rules and any lending, insurance or real estate rules that apply to you.
- Testimonials must be real. No fake urgency, prices you won't honor or hidden fees.
- No contracting or home-service offers we route, no claims to be endorsed or ranked by Tampa Services.
- Logos and images must be yours or licensed.

07 Advertiser FAQ

Quick answers.

How much does it cost?

Plans run 6 or 12 months. Our team confirms the price with you before anything is charged.

I'm a contractor. Can I advertise?

No, but you can join free as a vendor and receive customer requests.

Can I change my listing?

Yes. Open a support ticket and we'll update it.

What happens when my plan ends?

We ask before it ends. If you don't renew, your listing comes down at the end of the term.

Where do I see my balance?

Sign in and open My advertising. Your wallet, plan, listing status and any notices are there.

08 Your setup checklist

Tick these off and you're live.

- ☐ Confirmed my business isn't a contractor in Tampa Services trades
- ☐ Listing submitted with logo and description
- ☐ Phone, website and booking link checked
- ☐ 6- or 12-month plan chosen
- ☐ Plan price confirmed in writing with Tampa Services
- ☐ First wallet payment recorded
- ☐ Listing approved and live
- ☐ Tracking number or link set up to measure results
- ☐ Read this guide and ticked "I've read the Advertiser Guide" in the portal

Item	Notes / date
Plan length	
Start date	
Renewal check-in date	

Ready to reach local owners?

Sign up in about five minutes. We'll confirm your plan with you before anything is charged.

Sign up to advertise

www.tampa.services