

Industry Portal Instructions



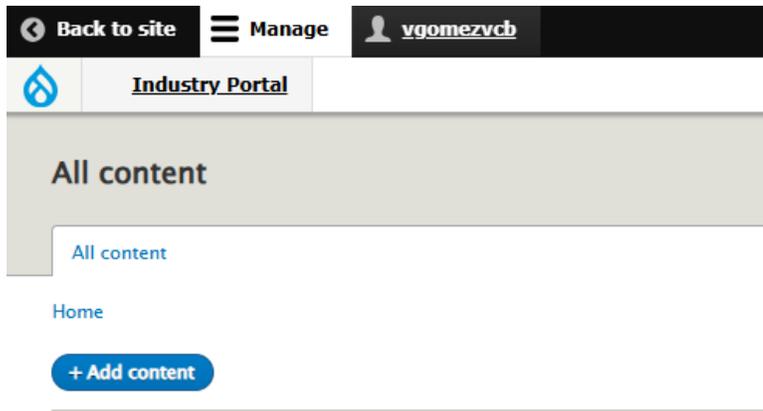
How to Create a Deal Listing

Updated February 2026

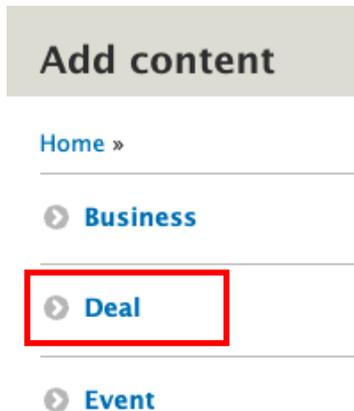


How to Create a Deal Listing

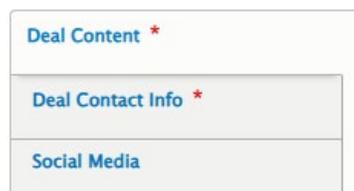
1. After logging in, you will be directed to the All Content page that shows all of your listings. To create a new deal listing, click on the blue “+ Add Content” button at the top of the All Content page.



2. Select Deal. This applies for deals/offers.



3. Then, complete the following tabs. At a minimum, you must fill out the required fields denoted with a red asterisk.



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- a. **Deal Content** – Fill out the deal name and description. The more detail the better.

Deal Name *

Deal Description (Edit summary) *

B *I* | | | | Format ▾ | Source

Text format **Basic HTML** ▾ [About text formats ?](#)

Although there is not an asterisk on the thumbnail image and gallery, you **MUST** add an image for your listing to be approved. Click the X to remove the generic image, then click “Add Media”. Then “Choose File” to add a file from your computer. Please pay very close attention to the recommended spec sizes for images. For more detailed instructions, click [here](#).

THUMBNAIL IMAGE



default_image_1.jpg

The image should have an aspect ratio of 3:2 and 337x225 pixel dimensions are recommended. Partners, please preview your thumbnail before submitting your listing. Improperly sized or low quality thumbnails will be rejected. The maximum number of media items have been selected.

GALLERY

No media items are selected.

Add media

Images should have an aspect ratio of 3:2 and 845x745 pixel dimensions are recommended. 10 media items remaining.

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For lodging and booking related deals, use the booking deadline, not the travel dates. For all other deals, use the dates the offer is valid for visitors to use.

Tip: The end date is what matters most, as this is when your deal will be removed from the website.

[Show row weights](#)

DATE *

Start date *

mm / dd / yyyy

End date *

mm / dd / yyyy

- b. **Deal Contact Info** – Fill in the information below. Keep in mind the Email, Phone Number and Address will be public information. If your deal has a specific link to book, please add that in the booking website field. We also encourage you to add the link to the Deal Description as well.

First Name *

Last Name *

Email *

Main Phone *

Toll free Number

Main Website

URL must start with https:// or http:// to link correctly.

Booking Website

URL must start with https:// or http:// to link correctly.

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Please read the instructions listed to add latitude and longitude.

Tip: Latitude will always be a positive number around 26 and longitude will always be a negative number around 81/82 for our destination.

MAP *

Latitude *

Enter either in decimal *51.47879* or sexagesimal format *51° 28' 43.644"*

Longitude *

Enter either in decimal *-0.010677* or sexagesimal format *-0° 38.4372"*

The latitude and longitude fields are used to dynamically generate a map with a pinpoint of this location. To find the coordinates for your location, go to maps.google.com, search for a location on the map, right click your cursor on the location, click on the coordinates to copy to your clipboard, and the coordinates into the latitude and longitude fields.

▼ ADDRESS

Country

United States ▼

Street address

City **State** - None - ▼ **Zip code**

4. Fill out the rest of the fields on the bottom before the “Save” button.

- a. **Business** - Select your business in the dropdown. **If your business is not showing in this dropdown, please email us at vcblistings@leegov.com.**

Business *

- Select a value - ▼

- b. **Categories** – Choose the categories that you think your deal would fall under, please be specific. If you are a lodging partner, you will want to choose “Places to Stay”, then choose what type of place you are such as a Hotel, Resort, etc. Do the same if you are an attraction, choose the “Things To Do” category.

Categories *

Choose some options



- c. **Neighborhood** – Choose the neighborhood that your business operates out of. If your business operates out of multiple neighborhoods like some tour companies, you may choose more than one by hitting the CTRL button then selecting your neighborhoods.

Neighborhood

- Alva, Buckingham & Lehigh Acres
- Boca Grande & Outer Islands
- Bonita Springs & Estero
- Cape Coral

To select more than one neighborhood, hold the CTRL button (on PC) or Command button (on Mac).

How to Submit your Listing

If you are still making edits to your deal, you can save the page as a Draft by selecting this status from the dropdown at the bottom of the page and click save.

Once your deal is complete and ready to publish, you MUST select “Needs Review” from the dropdown and click save. This will notify a website administrator that your listing is ready for review and approval. Please allow for 24-48 hours for approval.

Save as: Needs Review ▾

Reminder: Once your listing is ready to be published, you

Save

Preview

For any questions or requests for assistance, please contact vcblistings@leegov.com.