

I•RIDE Trolley Exterior Rolling Billboards

Hop On Board!
District Partner Rates

Without a doubt, one of the most effective and unique advertising opportunities within the International Drive Resort Area in Orlando, Florida is the I•RIDE Trolley Service.

Traveling along their 14 mile route within the Resort Area, the 15 charming trolleys are seen by thousands every day and with one advertiser per trolley, your message will receive the kind of sharply focused reach that counts.

For advertising that really moves, you can advertise on both sides of a trolley. These bold and exciting moving billboards reach more than 70,000 visitors a day who see each of the I•RIDE Trolleys as they travel within this dynamic vacation and convention destination.

With a designated on-site stop at the Orange Convention Center, the nation's second largest convention center, your message will receive maximum impact.

2012 Rate: \$2,550 NET per month (Partner Rate)
(includes both sides)

Production/Application Fee: Determined by the length of contract. \$2,977 NET one time fee based on an annual contract.

Short-term contracts are available – call for prices.

Available on a first available basis.

Bonus Offer: Advertiser will receive one 4" x 9" brochure display rack inside their advertised trolley.

Contact Zina Talsma at 407-248-9590
or zTalsma@IRideTrolley.com



PRODUCTION REQUIREMENTS:

Design Software: Please choose program(s) that are intended for single page design, such as Illustrator and Photoshop. Multi-page layout programs, such as Quark, are inappropriate.

The Template Layer: We will supply advertisers with a trolley template at quarter scale. Please do not rasterize, scale, or manipulate the template in any way.

Resolution: The minimum input resolution for our printer is 100 dpi @ 100%. Keep in mind that if you are working at quarter scale, you will need to increase the resolution of your linked files to 400 dpi.

Linked Files: Be sure to link your image files – do not embed them. Embedded FPO's are OK.

File Formats: Linked files should be provided as .tif or .psb. The artwork, including the template layer, should be saved as .ai or .eps.

Bleed: Provide 1" bleed on all sides. (Which will equal 1/4" on the template.)

Fonts: Outline all fonts.