

International Drive Resort Area Official Visitors Guide

Hop On Board!

Easily the best print value in the International Drive Resort Area! As the "official" guide to the Resort Area, this handy 4" x 9" brochure is one of the most widely used reference guides by vacationers and convention attendees.

Distribution Channels:

- The only Visitor's Guide on the 15 Trolleys that comprise the I-Ride Trolley system: ridership exceeded two million in FY 2008.
- Distributed at the nation's second largest convention center located within the International Drive Resort Area.
- Included in the registration packets for most major groups at the Orange County Convention Center.
- Placement in 60 brochure racks within the destination.
- Distributed at over 100 locations throughout the International Drive Resort Area.
- Used as the fulfillment piece for all inquiries about the Resort Area and is featured on the area's Official Web Site, InternationalDriveOrlando.com.

Contents:

- The Guide provides a comprehensive listing of Resort Area attractions, restaurants, nightlife and retailers.
- Six-month print cycle ensures maximum visibility.

Print and Deadline Schedule:

Spring 2009 Issue	Space Due: 2/2/09	Published: 4/1/09
Fall 2009 Issue	Space Due 8/1/09	Published: 10/1/09

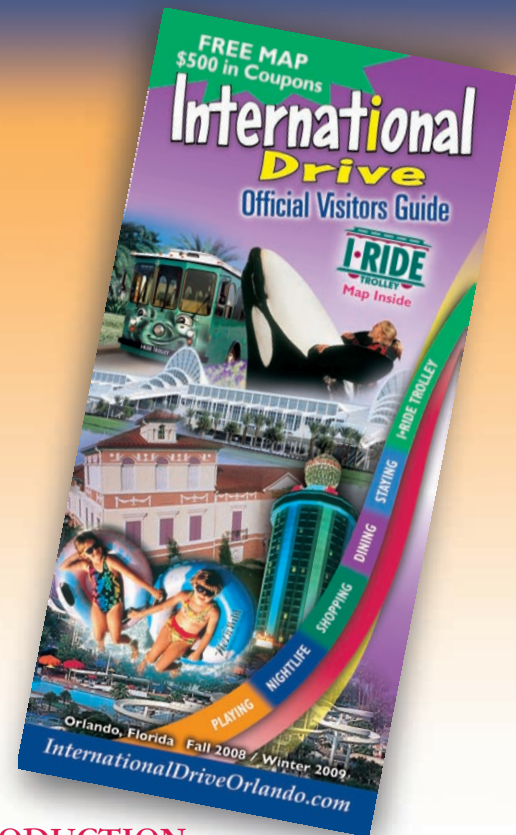
Circulation: 250,000 each issue

Ad Sizes:

Back Cover, full page only	\$ 1,300 per month NET
Inside Front Cover, full page only	\$ 950 per month NET
Full page – 3-1/2"w x 8-1/4"t, four color	\$ 750 per month NET
Half Page – 3-1/2"w x 4"t, four color	\$ 425 per month NET
Quarter Page – 3-1/2"w x 2"t, four color	\$ 275 per month NET

* Print Opportunity Available of Distict Partners Only

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



PRODUCTION REQUIREMENTS:

Advertiser is responsible for ad production. Ads will be accepted in digital format only.

Previously printed ads or other publication tear sheets will not be accepted.

Mac-compatible files in Acrobat PDF; QuarkXpress; Illustrator as a single EPS file; Photoshop as a layered or Tiff file.

Files must include ALL fonts used in each software program.

Include ALL artwork/links (i.e., placed graphics, photographs, and logos.)

Media accepted on CD only and must be accompanied by a color proof. All ads must be approved by the International Drive Master Transit & Improvement District.

All advertisers on the Trolley Route must place Trolley Stop number in the ad.

For more information on production requirements contact: Pam Waters at 407-895-1212 or Pam@IRideTrolley.com