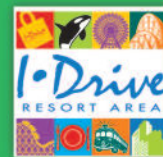


I-Drive Resort Area Trolley Route Map Spring / Summer 2020



Tourist and convention attendees use this highly successful coupon map which features the I-Ride Trolley Route Map along with a complete listing of all attractions, restaurants, nightlife and shopping venues.

Distribution Channels:

- Available onboard the I-Ride Trolley System, it is the only coupon map distributed to riders. Note: 2018 ridership exceeded 1.3 million trips.
- Distributed at over 100 I-Drive Resort Area Hotels as a guest valued added benefit.
- Distributed at the nation's second largest convention center located in the I-Drive Resort Area.
- All coupon offers are promoted on www.InternationalDriveOrlando.com in the "Hot Deals" section.

Contents:

- Features the I-Ride Trolley Route Map, Trolley Stop Directory to over 100 locations and Unlimited Trolley Pass details.
- Valuable coupons for restaurants, shopping and attractions valued at over \$300.
- I-Drive Resort Area accommodations listed by Trolley Stop.
- Coupons perforate for easy use.
- Six month print cycle ensures maximum visibility.

Print and Deadline Schedule:

SPRING / SUMMER 2020

Space: 1/24/2020

Art Due: 1/31/2020

Published: April 2020

FALL 2020 / WINTER 2021

Space: 7/17/2020

Art Due: 7/24/2020

Published: October 2020

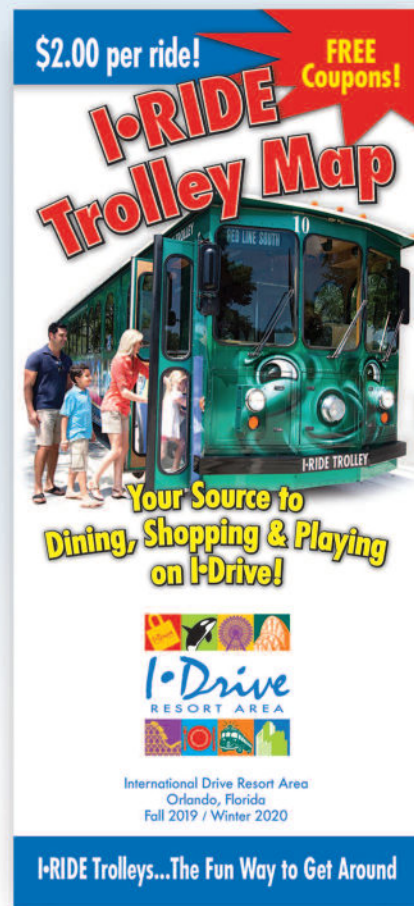
Circulation: 200,000 annually

Display Ad and Coupon Sizes:

Back Cover , Premium Position – 4" x 9"	\$ 1,395 per month NET
Display Ad – 2"w x 6"t, full panel	\$ 785 per month NET
Display Ad – 2"w x 3"t, half panel	\$ 425 per month NET
Coupon – 2"w x 1"t (logo/offer provided by advertiser)	\$ 160 per month NET

* **Print Opportunity Available for District Partners Only**

Contact *Norah White* at 407-248-9590 or NWhite@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.)

All ads must be approved by the I-Drive Master 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 407-248-9590 or PWaters@IDriveDistrict.com