

I-Drive Resort Area Official Visitors Guide Fall 2019 / Winter 2020



Easily the best print value in the I-Drive Resort Area! This handy 4" x 9" guide is one of the most widely used reference guides by vacationers and convention attendees.

Distribution Channels:

- Available onboard the I-Ride Trolley System, it is the only guide distributed to riders. Note: 2018 ridership exceeded 1.3 million trips.
- Distributed at the nation's second largest convention center located within the I-Drive Resort Area.
- Placement in over 70 brochure racks within the destination and on Florida's Turnpike.
- Distributed at over 100 locations throughout the I-Drive Resort Area.
- Used as the fulfillment piece for all inquiries about the Resort Area and is featured as a virtual brochure on the area's Official Web Site, InternationalDriveOrlando.com

Contents:

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

Print and Deadline Schedule:

FALL 2019 / WINTER 2020	SPRING / SUMMER 2020
Space: 7/19/2019	Space: 1/24/2020
Art Due: 7/26/2019	Art Due: 1/31/2020
Published: October 2019	Published: April 2020

Circulation: 400,000 annually

Ad Sizes:

Back Cover , full page only	\$ 1,525 per month NET
Inside Front Cover , full page only	\$ 1,095 per month NET
Full page – 3-1/2"w x 8-1/4"t, four color	\$ 875 per month NET
Half Page – 3-1/2"w x 4"t, four color	\$ 545 per month NET
Quarter Page – 3-1/2"w x 2"t, four color	\$ 325 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 Business 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