



Central Florida's Premier Vacation Magazine

## Promotional Fliers Directions for Delivery

Visit the Attractions Ticket Desks and Gift Rooms for additional exposure.

All approved fliers may be delivered directly to the following Westgate properties:

### Westgate Blue Tree Resort

**Welcome Packets/VIP Services Contact:** Christina Lopez  
407-597-2200 Ext. 42257

Suggested Qty. of Fliers per Month: 1,000  
12007 Cypress Run Road, Lake Buena Vista, FL 32836

### Westgate Lakes Resort & Spa

**Welcome Packets Contacts:** Eddie Torres & Judy Santiago  
407-355-1000 Ext. 62819

Suggested Qty of Fliers per Month: 5,000  
*(Please Note: The Welcome Packets for the Westgate Lakes are now prepared at Westgate Sandlake Commons. Please deliver all fliers to the Westgate Sandlake Commons at 7450 Sandlake Commons Blvd., Orlando, FL 32819)*

**VIP Services Contacts:** Daniel Peralta, Jeremy Lopez & Sebastian Carvajal  
407-345-0000 Ext. 8045  
10,000 Turkey Lake Road, Orlando, FL 32819

### Westgate Leisure Resort

**Welcome Packets/VIP Services Contact:** Padmini Singh  
407-239-8855 Ext. 40002

Suggested Qty. of Fliers per Month: 1,000  
6950 Villa De Costa Drive, Orlando, FL 32821

### Westgate Palace Resort

**Welcome Packets Contacts:** Eddie Torres & Judy Santiago  
407-355-1000 Ext. 62819

Suggested Qty. of Fliers per Month: 2,000  
*(Please Note: The Welcome Packets for the Westgate Palace are now prepared at Westgate Sandlake Commons. Please deliver all fliers to the Westgate Sandlake Commons at 7450 Sandlake Commons Blvd., Orlando, FL 32819)*

**Hospitality Services Contact:** Eddie Torres Jr.  
407-996-6000  
6145 Carrier Drive, Orlando, FL 32819

### Westgate Towers Resort

**Welcome Packets/VIP Services Contact:** Melissa Soto & Yarlin Sylva  
407-396-8523 Ext. 41310/ melissa\_soto@wgresorts.com  
407-396-8523 Ext. 41252/ yarlin\_sylva@wgresorts.com

Suggested Qty. of Fliers per Month: 2,000  
*(The recommended drop-off location for collateral is at the Guest Services Desk in the lobby. Please advise that you are delivering collateral for the Welcome Packages. Guest Services will direct you to the second floor where the packets are prepared.)*  
7600 U.S. 192 West, Kissimmee, FL 34747

### Westgate Vacation Villas & Town Center Resort & Spa

**Welcome Packets/VIP Services Contact:** Melissa Soto & Yarlin Sylva  
407-396-8523 Ext. 41310/ melissa\_soto@wgresorts.com  
407-396-8523 Ext. 41252/ yarlin\_sylva@wgresorts.com

Suggested Qty. of Fliers per Month: 5,000  
*(Please Note: The Welcome Packets for the Westgate Vacation Villas & Town Center Resort & Spa are now prepared at Westgate Towers Resort. Please deliver all fliers to the Westgate Towers Resort at 7600 U.S. 192 West, Kissimmee, FL 34747. The recommended drop-off location for collateral is at the Guest Services Desk in the lobby. Please advise that you are delivering collateral for the Welcome Packages. Guest Services will direct you to the second floor where the packets are prepared.)*  
7700 Westgate Boulevard, Kissimmee, FL 34747

**Directions From I-4 West:** Take I-4 to exit 68 which is SR 535 N. Turn right onto SR 535 N. Stay straight on SR 535 N. Stay straight to go onto S. Apopka Vineland Road. Turn right onto Vinings Way Boulevard. Turn right onto Cypress Run Road. Westgate Blue Tree Resort will be on the right.

**Directions From I-4 West:** Take I-4 to exit 74A which is Sandlake Road and turn right. At the traffic light of Turkey Lake Road turn left. Drive about two miles and the entrance to Westgate Lakes will be on your right. As you walk through the front entrance go to the VIP Services Desk.

**Directions From I-4 West:** Take I-4 to exit 72 and make a right onto Central Florida Parkway. At your first light, turn right onto Westwood Blvd. Travel westward for 2 miles. The property is located on the right. The security guard will guide you to the back registration area.

**Directions From I-4 West:** Take I-4 to exit 75A and merge onto FL-435 S/ S Kirkman Road on the left. Take slight right onto International Drive. Turn left onto Universal Boulevard. Turn right onto Carrier Drive. As you walk through the front entrance go to the Guest Services Desk.

**Directions From I-4 West:** Take I-4 to exit 64 toward Magic Kingdom. Go west onto Highway 192. Turn left onto N. Old Lake Wilson Road. Turn right onto Westgate Boulevard. Upon entering the Towers, the Front Desk is straight ahead and the desk to your left will be the Guest Relations Desk.

**Directions From I-4 West:** Take I-4 to exit 64B. Go west on Highway 192 to the traffic light at Entry Point Boulevard. Turn left onto Entry Point Boulevard and follow the road to the main gate. Ask the security guard for the Town Center Building. Upon entering the Town Center Building, VIP Services will be straight ahead.

**For inquiries regarding other Westgate Resorts, please contact 407-351-3351 Ext. 284.**

5601 Windhover Drive • Orlando, FL 32819  
407.351.3351 Ext. 298 • Fax: 407.370.4394  
iloveorlando.com



Central Florida's Premier Vacation Magazine

## Distribution

Over 1 million copies distributed annually  
Distribution sites subject to change without notice

### International Drive

- All Tours
- Allure Hotel
- Bargain World
- Best Western (Enterprise Rent-A-Car)
- Comfort Inn
- Comfort Suites
- Continental Plaza
- Country Suites
- Days Inn (2)
- Denny's Restaurant (2)
- Discount Tickets
- Dunkin' Donuts
- EconoLodge
- Floridian Hotel
- Golden Corral
- Hawthorne Inn
- Hyatt (Alamo Rent A Car)
- I-Drive Grand Resort & Suites
- International Palm Hotel
- La Quinta
- The M Hotel
- MIC Plaza
- Monumental Movieland Hotel
- Floridian Express
- Metropolitan Hotel
- Motel Super 8
- Orlando Ticket Store
- Paradise Gift Shop
- Premium Outlets (4)
- Quality Suites
- Ramada Inn
- Rosen Centre Hotel (Enterprise Rent-A-Car)
- Rosen Plaza
- Seabra Foods
- Sheraton (Alamo Rent A Car)
- Shuttle Gift Shop
- Sun Sol Hotel
- TIC Cici's Pizza
- TIC Dairy Queen
- TIC Dowdy Place
- TIC Edy's Ice Cream
- TIC Gift Shop
- TIC Light House
- TIC Magical Midway
- TIC Payless
- TIC Texaco
- TIC Thai Restaurant
- TIC United Cab
- Walgreens (6)
- Welcome Center International Drive
- Westgate Leisure Resort
- Westgate Palace Resort

### South Orlando

- Action Car Rental
- Alamo Rent A Car - MCO Terminal A & B
- Atlantic Aviation
- Best Western Vineland Road
- CFI - Sand Lake & Ocoee
- CFI - Windhover
- Club Orlando
- Comfort Suites
- Days Inn
- Dunkin' Donuts
- Enterprise Rent-A-Car - MCO Terminal A & B
- The Florida Mall
- Fox Rent A Car
- Hyatt Airport
- JW Marriott
- Lake Ellenor
- Main St. Clinic

- Payless Car Rental
- Quality Inn McCoy
- Quality Inn Turkey Lake
- Red Coach
- Renaissance Airport
- Ritz Carlton
- Walgreens (2)
- Westgate Lakes Resort & Spa
- Whole Foods Market
- Wingate Inn

### Kissimmee

- 192 Flea Market
- 7-11
- Centra Care (2)
- Cici's Pizza
- Days Inn
- Discount Ticket
- Dunkin' Donuts (2)
- EconoLodge
- Elvis Gift Shop
- Giraffe Gift Shop
- Golden Corral (2)
- Howard Johnson
- Jungle Wizard
- Kart World
- Kissimmee Airport (Enterprise Rent-A-Car)
- Kissimmee Outlet Gift Shop
- Magic Castle
- Magnuson Hotel
- Main Gate Flea Market (2)
- Mermaid Gift Shop
- Minning Co.
- Orlando Property Service
- Osceola County Welcome Center
- Ponderosa
- Quality Inn & Suites
- Ramada Plaza
- Red Lion
- Rodeway Inn
- Roomba Hotel
- Shell Gas Station
- Sizzler
- Studio One (2)
- Sunoco Gas Station
- Target Super Center
- Ticket Store
- TIC Big Orange
- TIC Branigan's
- TIC CVS Pharmacy
- TIC Entry Point Blvd.
- TIC Maze
- TIC Oranges
- TIC Pizza Hut
- TIC Polynesian Boulevard
- Travelodge
- Visitor's Flea Market (2)
- Walgreens (5)
- Welcome Center Gala
- Welcome Center Martin
- Welcome Center Old Town
- Welcome Center Triangle
- West 192 Flea Market
- Westgate Towers
- Westgate Vacation Villas

### East Kissimmee/St. Cloud

- Chamber of Commerce
- Orlando Resort
- Plaza Del Sol

### Lake Buena Vista

- 2nd City Gas Station
- B Resort & Spa (Enterprise Rent-A-Car)
- Bargain World
- Buena Vista Palace (Alamo Rent A Car)
- Centra Care
- Golden Corral
- Hilton Bonnet Creek
- Hyatt Grand Cypress
- IHOP
- Premium Outlets
- Shell Gas Station (2)
- TIC Cici's Pizza
- TIC Palm Parkway
- TIC SR. 536
- TIC Waffle House
- Vista Way
- Waldorf Astoria
- Walgreens (2)
- Walk-In Clinic
- Walt Disney World Dolphin
- Walt Disney World Swan
- Wendy's
- Westgate Blue Tree at Lake Buena Vista

### Additional Distribution

- Bayside, Miami
- Central Florida Concierge Association Desks
- Days Inn 33<sup>rd</sup> Street
- Embassy S. Downtown
- Family Medical Center
- Florida Georgia Welcome Center
- Florida Turnpike Okahumpka Service Plaza
- Florida Turnpike Turkey Lake Service Plaza
- Florida Turnpike Canoe Creek Service Plaza
- Florida Turnpike Fort Drum Service Plaza
- Hampton Inn Altamonte Springs
- High Springs Welcome Center
- Hilton Orlando North
- HOJO Altamonte Springs
- Holiday Inn Sunspree, Daytona
- I-75 Official Florida Welcome Center
- I-95 Official Florida Welcome Center
- Jet Set
- Lake Park Welcome Center
- Marriott Courtyard
- Mears Bus
- Ocala Welcome Center
- Residence Inn Altamonte Springs
- Residence Inn Orlando Downtown
- Sawgrass Mills, Miami
- Sanford Airport
- Sheraton Orlando North
- Spring Hill Suites Altamonte Springs
- Superior Transportation
- Tampa Chamber of Commerce (3)
- Travelodge Downtown
- Vacation Planner
- VIP Welcome Center
- Harbour Beach Resort
- Wakulla Suites a Westgate Resort
- Welcome Center Lake City
- Welcome Center Yulee
- Westgate Cocoa Beach Pier
- Westgate Miami Beach
- Westgate Resorts International
- Westgate River Ranch
- Westgate Road Program
- Westgate South Park
- Yeehaw Junction

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## 2017 Advertising Rates

3 Issues Published Annually  
 FALL/WINTER (Nov/Dec + Jan/Feb)  
 SPRING (Mar/Apr + May/Jun)  
 SUMMER (Jul/Aug + Sep/Oct)

### Fall 2016/Winter 2017

Space Deadline	August 26, 2016
Ad Materials Deadline	September 2, 2016
Issue Date Nov/Dec	November 1, 2016
Issue Date Jan/Feb	January 2, 2017

### Spring 2017

Space Deadline	December 23, 2016
Ad Materials Deadline	January 5, 2017
Issue Date Mar/Apr	March 1, 2017
Issue Date May/Jun	May 2, 2017

### Summer 2017

Space Deadline	April 21, 2017
Ad Materials Deadline	April 28, 2017
Issue Date Jul/Aug	July 1, 2017
Issue Date Sep/Oct	September 1, 2017

### Fall 2017/Winter 2018

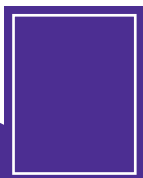
Space Deadline	August 25, 2017
Ad Materials Deadline	September 1, 2017
Issue Date Nov/Dec	November 1, 2017
Issue Date Jan/Feb	January 2, 2018

Ad Size (4-Color)	Dimensions	Monthly Rate
<b>One-Page Bleed</b>	<b>8.125" x 10.75"</b>	<b>\$2,350.00</b>
<b>2/3 Page (2 Columns)</b>	<b>4.563" x 10"</b>	<b>\$1,835.00</b>
<b>1/2 Page Horizontal</b>	<b>7" x 4.938"</b>	<b>\$1,325.00</b>
<b>1/3 Page Vertical</b>	<b>2.188" x 10"</b>	<b>\$1,030.00</b>
<b>1/3 Page Square</b>	<b>4.563" x 4.938"</b>	<b>\$1,030.00</b>
<b>1/6 Page Vertical</b>	<b>2.188" x 4.938"</b>	<b>\$535.00</b>

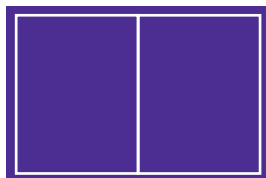
Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Inside (Front or Back)</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Pages 2, 3 or 5</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Chef's Review Special Section</b>	<b>1/3 Page</b>	<b>\$325.00</b>
<b>Golf Listing</b>	<b>1/6 Page</b>	<b>\$265.00</b>

### General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2017.
- Cancellation not accepted after space deadline closing date.
- First month deposit due at contracted signing.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.



One-Page Bleed



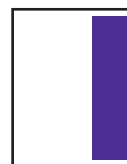
Two-Page Bleed



2/3 Page  
(2 Columns)



1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical

## Ad Specifications

### Platform & Software

Publisher requires ads designed using Adobe InDesign, Adobe Photoshop or Adobe Illustrator.

### Digital Files

Supply all source files, including the final layout file, images, logos and Macintosh screen and printer fonts. Even if you are sending a final PDF, EPS or TIFF file, you must include source files with your submission in case an element needs to be altered. Do not submit flattened files.

*For Adobe Illustrator files, embed (do not link) images and create type outlines. List and include all fonts. Use the package function in Adobe InDesign to collect images and fonts.*

*Publisher cannot guarantee legibility of reverse type below 6 pt.*

All images must be provided at 300 dpi or higher in order to halftone at 150-line screen. All images must be converted to CMYK. *Do not use RGB or PANTONE Spot Colors.*

*Publisher is not responsible for the color quality of incorrectly produced files.*

### Magazine Ad Sizes

Ad Type	Ad Dimensions	Ad Dimensions with Bleed (.125")
One-Page Bleed	7.875"w x 10.5"h	8.125"w x 10.75"h
Two-Page Bleed	15.75"w x 10.5"h	16"w x 10.75"h
2/3 Page (2 Columns)	4.563"w x 10"h	-
1/2 Page Horizontal	7"w x 4.938"h	-
1/3 Page Vertical	2.188"w x 10"h	-
1/3 Page Square	4.563"w x 4.938"h	-
1/6 Page Vertical	2.188"w x 4.938"h	-

### Coupon Book Ad Sizes

Ad Type	Ad Dimensions	Ad Dimensions with Bleed (.125")
One-Page Bleed	5.75"w x 10.5"h	6"w x 10.75"h
1/2 Page Horizontal	5.49"w x 4.24"h	-

### Mechanical Specifications:

**Trim Size:** 7.875" w x 10.5" h

**Bleed size:** .125"

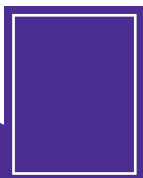
All live matter should be .5" from trim size.

Standard page size is 3 columns (width x height).

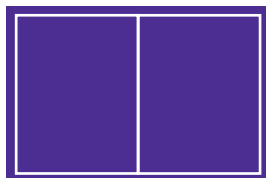
### Delivery

If artwork is under 10 mb, it may be emailed in the form of a high resolution PDF. If you wish to FTP your files, please email [production\\_ilo@wgresorts.com](mailto:production_ilo@wgresorts.com) for instructions.

Files may also be provided via CD or DVD. Include hard copy. Please do not submit your only copy of files.



One-Page Bleed



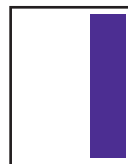
Two-Page Bleed



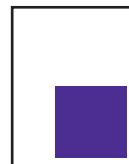
2/3 Page  
(2 Columns)



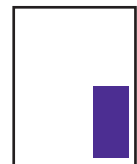
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical



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## Added Value for Advertisers

Advertising partners with *I Love Orlando* enjoy the following benefits concurrent with contracted edition.

- ♥ **FREE weekly insertions** in Resort Guest Welcome Packets at **all Westgate Resorts** in Central Florida.
- ♥ **FREE opportunity for Referral Generation** at Westgate Resorts' Guest Services Desks and Marketing Locations.
- ♥ **FREE invitation** to participate in Frontline Hospitality Blitzes.

- ♥ **FREE listing in advertising category** in *I Love Orlando* Magazine.
- ♥ **FREE placement on area maps** in *I Love Orlando* Magazine.
- ♥ **FREE coupon in I Love Orlando** centerfold coupon book.
- ♥ **FREE listing and logo on iloveorlando.com.** Coupons on website are available for download.

### What our Customers Love!

“Over the last several years that I have worked with Victory, the *I Love Orlando / W.H.O.* team has assisted Victory's growth from the beginning and has been an integral partner that has attributed to my personal growth with Victory and within the hotel & resort community.” - **Michael Graefe, Director of Sales, Victory Casino Cruises**

“*I Love Orlando* is a high quality partnership that allows us to reach a clientele that most other publications cannot connect with. Here at Dave & Buster's, we are thrilled with not only the amount of guests sent to us through *I Love Orlando*, but also the quality of them as well. I would highly recommend *I Love Orlando* to any company looking to increase their presence throughout Central Florida.” - **Nick Onderick, Marketing Manager at Dave and Buster's Orlando**

“I recently began advertising with *I Love Orlando* and could not be happier with the results! Not only are the coupon redemptions from the Westgate guests higher than any other publication, but the dollars spent per customer are higher. The *I Love Orlando* team is amazing to work with and are always willing to go above and beyond in order to keep me happy. I highly recommend advertising with *I Love Orlando*.” - **M. Nadeem Battla, Owner of Treasure Island Gift Shop**

“I actually ran into a visitor a couple of weeks ago in the galleries who had come to see us because she saw our ad. She was in one of the timeshares and her husband wanted to play golf and she wanted to do something different.” - **Catherine Hinman, Director of Public Affairs & Publications, The Charles Hosmer Morse Museum of American Art**

“Wild Florida has been advertising with *I Love Orlando* for several years...almost from the day we opened our doors in 2010 and have had the best experience with this organization. Their team is very easy to work with, so supportive of our attraction and full of great advice. The coupons we run in the magazines provide excellent redemptions for our products and offer a great response in the market.” - **Sam Haught, Owner of Wild Florida**

“For over ten years now we have placed multiple ads in every addition of *I Love Orlando* Magazine for our company A&W All American Food. We find the magazine to be the highest quality of any advertisement we have ever used. *I Love Orlando* consistently produces the highest redemption rate of coupons and referrals of all the other tourist / local market magazines combined. The staff has always been the best to work with; anytime we ask for a change or anything related to our ads they have always jumped on it with the highest level of professionalism and efficiency. We look forward to continuing business together for many years to come. We feel we are treated like a team!” - **Bobby Lance, President/CEO, All American Restaurants Inc.**

“The Orlando Magic have been proud supporters of *I Love Orlando* Magazine for many years. We truly value the partnership and support the *ILO* team provides to our efforts in engaging the tourism community, and we look forward to many more years of successful partnership.” - **Haley Hosch, Assistant Director of Tourism, Orlando Magic**

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