



Central Florida's Premier Vacation Magazine

## 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 opportunity for posts on ILO Social Media.** Use hashtag #ILO.

### 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**
- “ ZooTampa at Lowry Park began partnering with *I Love Orlando* three years ago as another way to reach Orlando visitors and inform them of what our Zoo has to offer. We have seen an increase in visitors from the Orlando area due to *I Love Orlando* and sincerely value our partnership with them. We look forward to continue advertising with them for many years to come!” - **Pam Robertson, Director of Tourism Sales, ZooTampa at Lowry Park**
- “ 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 Meier, Director of Tourism & Group Sales, Orlando Magic**

- ♥ **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.

- “ 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.**
- “ 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**

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



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

### VIP Services Contact:

Thomas Patterson  
407-345-0000 Ext. 8045  
9500 Turkey Lake Road, Orlando, FL 32819

### Westgate Leisure Resort

**Welcome Packets/VIP Services Contact:** Padmini Singh  
407-239-8855 Ext. 40002  
Suggested quantity 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 quantity of fliers per month: 2,000  
*(Please Note: The Welcome Packets for the Westgate Palace are 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:** Pablo Baez, Luis Herrera Jr. & Gabriela Munoz

407-396-8523 Ext. 41450/pablo\_baez@wgresorts.com  
407-396-8523 Ext. 41880/luis\_herrerajr@wgresorts.com  
407-396-8523 Ext. 41880/gabriela\_munoz@wgresorts.com  
Suggested quantity 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:** Pablo Baez, Luis Herrera Jr. & Gabriela Munoz

407-396-8523 Ext. 41450/pablo\_baez@wgresorts.com  
407-396-8523 Ext. 41880/luis\_herrerajr@wgresorts.com  
407-396-8523 Ext. 41880/gabriela\_munoz@wgresorts.com  
Suggested quantity of fliers per month: 5,000  
*(Please Note: The Welcome Packets for the Westgate Vacation Villas & Town Center Resort & Spa are 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 74A toward International Drive and turn a slight right onto W Sandlake Road. Turn left on Turkey Lake Road for 3 miles. Turn left onto Central Florida Pkwy. Turn right onto Westwood Blvd. Turn right onto Villa de costa Drive. Travel westward 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 75B and merge onto FL-435 S/S Kirkman Road. 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 64 toward Magic Kingdom. 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. 298.**

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iloveorlando.com



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## Distribution

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

### International Drive

- Allure Hotel
- Avanti Resort Orlando
- Bargain World
- Comfort Inn
- Continental Plaza
- Days Inn (2)
- Denny's Restaurant (2)
- Discount Tickets
- EconoLodge
- Floridian Hotel
- Golden Corral
- Hawthorne Inn
- Hyatt (Alamo Rent A Car)
- I-Drive Grand Resort & Suites
- The M Hotel
- MIC Plaza
- Monumental Movieland Hotel
- Metropolitan Hotel
- Motel Super 8
- Orlando Ticket Store
- Paradise Gift Shop
- Pio Pio
- Premium Outlets (5)
- Quality Suites
- Ramada Inn
- Rosen Centre Hotel (Enterprise Rent-A-Car)
- Seabra Foods
- Sheraton (Alamo Rent A Car)
- Shuttle Gift Shop
- Sun Sol Hotel
- TIC Dowdy Plaza
- TIC Gift Shop
- TIC Light House
- TIC Magical Midway
- TIC Thai Restaurant
- TIC Vacay More
- Walgreens (6)
- Welcome Center International Drive
- Welcome Center Vue 360
- Westgate Leisure Resort
- Westgate Palace Resort

### South Orlando

- 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
- Enterprise Rent-A-Car - MCO Terminal A & B
- 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
- Clarion Hotel
- Comfort Inn
- Days Inn
- Discount Ticket
- Dunkin' Donuts
- EconoLodge
- Elvis Gift Shop
- Fun Spot
- Giraffe Gift Shop
- Golden Corral
- Howard Johnson
- 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.
- Old Town Store at Old Town
- Orlando Property Service
- Osceola County Welcome Center
- Palazzo Resort
- Quality Inn & Suites
- RaceTrac
- Ramada Plaza
- Red Lion Hotel
- Red Lion Maingate
- Rodeway Inn
- Roomba Hotel
- Saratoga Resort Villas
- Shell Gas Station
- Sizzler
- Studio One (2)
- Sunoco Gas Station
- TIC Big Orange
- TIC Branigan's
- TIC Clarion
- TIC CVS Pharmacy
- TIC Entry Point Blvd.
- TIC Maze
- TIC Oranges
- TIC Pizza Hut
- TIC Polynesian Boulevard
- TIC Tattoo Shop
- Travelodge
- Visitor's Flea Market (2)
- Walgreens (5)
- Welcome Center Fruit Stand
- Welcome Center Gala
- Welcome Center Martin
- Welcome Center Old Town
- Welcome Center Triangle
- 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
- Premium Outlets (5)
- Shell Gas Station (2)
- TIC Cici's Pizza
- TIC Palm Parkway
- TIC SR. 536
- Villas of Grand Cypress
- Vista Way
- Waldorf Astoria
- Walgreens (2)
- Walt Disney World Dolphin
- Walt Disney World Swan
- 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
- Enterprise at Port Canaveral
- 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
- Victory Casino Cruise
- Harbour Beach Resort
- Welcome Center Cape Canaveral
- Welcome Center Lake City
- Welcome Center Yulee
- Westgate Cocoa Beach Pier (2)
- Westgate Cocoa Beach Resort
- Westgate Miami Beach
- Westgate Resorts International
- Westgate River Ranch
- Westgate Road Program
- Westgate South Park
- Yeehaw Junction

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## 2019 Advertising Rates

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

### Fall 2018/Winter 2019

Space Deadline	August 24, 2018
Ad Materials Deadline	September 3, 2018
Issue Date Nov/Dec	November 1, 2018
Issue Date Jan/Feb	January 2, 2019

### Spring 2019

Space Deadline	December 21, 2018
Ad Materials Deadline	January 4, 2019
Issue Date Mar/Apr	March 4, 2019
Issue Date May/Jun	May 6, 2019

### Summer 2019

Space Deadline	April 19, 2019
Ad Materials Deadline	April 26, 2019
Issue Date Jul/Aug	July 1, 2019
Issue Date Sep/Oct	September 2, 2019

### Fall 2019/Winter 2020

Space Deadline	August 23, 2019
Ad Materials Deadline	September 5, 2019
Issue Date Nov/Dec	November 4, 2019
Issue Date Jan/Feb	January 1, 2020

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>

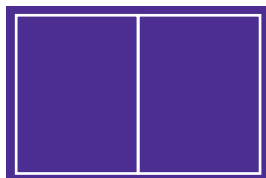
Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Inside (Front or Back)</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Pages 2, 3 or 5</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Chef's Review Special Section</b>	<b>1/3 Page</b>	<b>\$325.00</b>
<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, 2019.
- 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



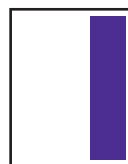
Two-Page Bleed



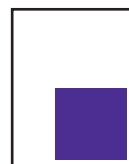
2/3 Page  
(2 Columns)



1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical

## Ad Specifications

### Platform & Software

Publisher requires ads designed by 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"

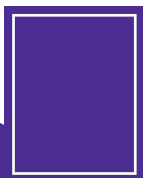
All live matter should be .5" from trim size.

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

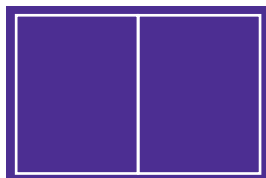
### Delivery

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



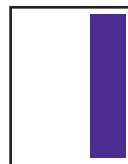
Two-Page Bleed



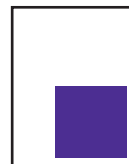
2/3 Page  
(2 Columns)



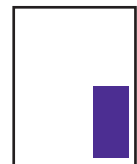
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical