I·Drive Resort Area
Official Visitors Guide
Spring / Summer 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:

SPRING / SUMMER 2020	FALL 2020 / WINTER 2021
Space: 1/24/2020	Space: 7/17/2020
Art Due: 1/31/2020	Art Due: 7/24/2020
Published: April 2020	Published: October 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

FREE MAP! $600 in Coupons!

INTERNATIONAL
DRIVE
OFFICIAL VISITORS GUIDE

I·RIDE
I·SHOP
I·PLAY
I·DINE
I·PARTY
I·STAY

Orlando, Florida
Fall 2019 / Winter 2020
InternationalDriveOrlando.com
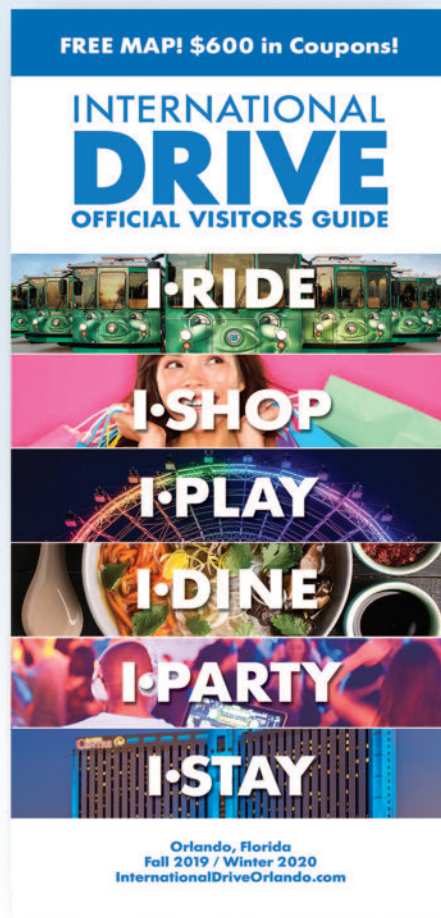
Production Requirements:

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

10-22-19