# I•RIDE Trolley
# Rooftop Exterior Advertising
## District Partner Rates



**Without a doubt, one of the most effective and unique advertising opportunities within the I-Drive Resort Area in Orlando, Florida is the I•RIDE Trolley Service.**

For advertising that really moves, these bold and exciting billboards travel their 14 mile route and reach more than 70,000 visitors a day within this dynamic vacation and convention destination.

**With designated stops at the Orange County Convention Center, the nation's second largest convention center, your message will receive maximum impact.**

**2019 Rate:** $1,520 NET per month

**Production/Application Fee:** Determined by the length of contract.
$1,399 NET - Short-term rate (up to 3 months)
$1,729 NET - Long-term rate (up to 12 months)

Available on a first available basis.

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

## Production Requirements:
**Artwork Due:** Two weeks prior to posting.

**Design Software:** Please choose program(s) that are intended for single page design, such as Illustrator and Photoshop. Multi-page layout programs, such as Quark, are inappropriate.

**The Template Layer:** We will supply advertisers with a trolley template at quarter scale. Please do not rasterize, scale, or manipulate the template in any way.

**Resolution:** The minimum input resolution for our printer is 100 dpi @ 100%. Keep in mind that if you are working at quarter scale, you will need to increase the resolution of your linked files to 400 dpi.

**Linked Files:** Be sure to link your image files – do not embed them. Embedded FPO's are OK.

**File Formats:** Linked files should be provided as .tif or .psb. The artwork, including the template layer, should be saved as .ai or .eps.

**Bleed:** Provide 1" bleed on all sides. (Which will equal 1/4" on the template.)

**Fonts:** Outline all fonts.

## I-Drive Business Improvement District
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