

Promotional Flyers Directions for Delivery

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

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

Westgate Palace

(Welcome Packets) - Suggested Qty: 1,000 p/m
6145 Carrier Drive, Orlando, FL 32819
Contact: Carlos Brador & Tianny Lizardo
407-996-6000 Ext. 3306 or 8939

Westgate Lakes Resort & Spa

(Welcome Packets/VIP Services) - Suggested Qty: 5,000 p/m
10,000 Turkey Lake Road, Orlando, FL 32819
Contact: Dennis Deltoro, Jordan Doles & Carlos Encarnacion
407-345-0000 Ext. 8840

Westgate Vacation Villas

(Welcome Packets/VIP Services) - Suggested Qty: 5,000 p/m
4000 Westgate Boulevard, Kissimmee, FL 34747
Contact: Jovanna Maya & Lissa Mendez
407-396-8523 Ext. 41310

Westgate Towers

(Welcome Packets/VIP Services) - Suggested Qty: 2,000 p/m
7600 U.S. 192 West, Kissimmee, FL 34747
Contact: Miquel Cruz
407-396-2500 Ext. 62005

Westgate Blue Tree Resort At Lake Buena Vista

(Welcome Packets) - Suggested Qty: 1,000 p/m
12007 Cypress Run Road, Orlando, FL 32836
Contact: Benjamin Luke
407-597-2200

Westgate Leisure Resort

(Welcome Packets) - Suggested Qty: 1,000 p/m
6950 Villa De Costa Drive
Contact: Padmini Singh
407-239-8855 Ext. 40002

Directions From I-4 West: Take I-4 to exit 75A and merge onto FL-435 S/S Kirkman Road on the left. Turn 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 74A which is Sand Lake 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 64B. Go west on Highway 192 to the traffic light at Entry Point Boulevard. Turn left on 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.

Directions From I-4 West: Take I-4 to exit 64 toward Magic Kingdom. Go west on 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 Services Desk.

Directions From I-4 West: Take I-4 to exit 68 which is SR 535N. 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 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.

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

Distribution

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

International Drive

- Bargain World
- Best Western (2)
- Celebration Gift Shop
- Comfort Inn
- Comfort Suites
- Country Suites
- Days Inn Civic Center
- Denny's Restaurant
- Discount Tickets
- Dunkin' Donuts
- Econolodge Inn & Suites
- Extended Stay Hotel
- Florida Outlet
- Golden Corral
- Hawthorn Suites
- HoJo
- IHOP
- International Palm Hotel
- La Quinta
- Main St. Clinic
- McDonald's (2)
- MIC Plaza
- Motel Super 8
- Official Visitor Center
- Orlando Inn
- Orlando Premium Outlet
- Perkins
- Ramada Inn
- Rosen Plaza
- SeaWorld
- Special-Tee-Golf
- Sizzler
- TIC Dairy Queen
- TIC Dowdy Plaza
- TIC Edy's Ice Cream
- TIC Friday's
- TIC Grand National
- TIC Light House
- TIC Magical Midway (2)
- TIC Shell Gas Station
- Walgreens (5)
- Westgate Leisure Suites
- Westgate Palace

South Orlando

- Best Western Vineland Road
- CFI - Sand Lake & Ocoee
- CFI - Windhover
- Club Orlando
- Comfort Suites
- Galaxi Aviation
- Hyatt Airport
- JW Marriott
- Lake Ellenor
- Main St. Clinic
- Quality Inn McCoy
- Quality Inn Windhover
- Renaissance Airport
- Stone Ridge Apartments
- The Seasons Resort
- Thrifty Car Rental
- Walgreens (2)
- Welcome Center Mystery Fun House
- Westgate Lakes Resort & Spa
- Wingate Inn

Kissimmee

- 192 Flea Market
- 99 Cents Store
- 7-11 (3)
- America's Best Inn
- Bargain World
- Champions World Resort
- CiCi's Pizza
- Continental Plaza
- Discount Ticket
- Dunkin' Donuts
- Edy's Ice Cream
- Elvi's Gift Shop
- Food Market
- Fun Spot
- Gaylord Palms
- Giraffe Gift Shop
- Golden China
- Golden Corral
- Holiday Inn
- Howard Johnson (2)
- IHOP (2)
- Jungle Wizard
- Kart World
- King's Supermarket
- Knights Inn
- Magic Castle (2)
- Main Gate Flea Market
- Minning Co.
- Old Town Vacation Center
- Orlando Courtyard Suites
- Orlando Property Service
- Perkins (2)
- Ponderosa
- Pure Gas Station
- Quality Inn
- RaceTrac
- Ramada Parkway
- Ramada Plaza
- Rodeway Inn
- Shell Gas Station
- Sizzler
- Shoney's
- Studio One (2)
- Sunshine Helicopter
- Target Super Center (2)
- The Vacation Station
- TIC Big Orange
- TIC CITGO
- TIC CVS Pharmacy (2)
- TIC Dowdy
- TIC Kart World
- TIC Passage To India
- TIC Pizza Hut
- TIC Ruby Tuesday
- Travelodge
- Visitor's Flea Market (2)
- Walgreens (4)
- Welcome Center Gala
- Welcome Center Martin
- Welcome Center St. Rd. 535
- Westgate Towers
- Westgate Vacation Villas

East Kissimmee/St. Cloud

- Chamber of Commerce
- Clarion Turnpike
- Main St. Clinic (2)
- Walgreens
- Welcome Center Turnpike (ABC)

Lake Buena Vista

- 7-11 (2)
- Centra Care
- Chevron
- China 3
- Hilton Bonnet Creek
- Hyatt Grand Cypress
- Hyatt Villas
- IHOP (Lake Buena Vista)
- Golden Corral (Lake Buena Vista)
- Lake Buena Vista Factory Outlet
- Orlando Premium Outlets
- Shell Gas Station (2)
- Sizzler
- TIC Giordano's
- TIC Palm Parkway
- TIC Waffle House
- Vista Way
- Walgreens (2)
- Walk-In Clinic
- Walt Disney World Dolphin
- Walt Disney World Shades of Green
- Walt Disney World Swan
- Wendy's
- Westgate Blue Tree At Lake Buena Vista

Additional Distribution

- Bayside, Miami
- Best Value Inn
- Central Florida Concierge Association Desks
- Comfort Suites Princeton
- 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
- Holiday Inn Sunspree, Daytona
- Homestead Suites
- I-75 Official Florida Welcome Center
- I-95 Official Florida Welcome Center
- Lake Park Welcome Center
- Magnuson Hotel
- Marriott Courtyard
- Marriott Downtown Orlando
- Mears Bus
- Ocala Welcome Center
- Orange Co. Regional History Center
- Orlando Museum of Art
- Quality Inn Altamonte Springs
- Sanford Chamber of Commerce
- Sawgrass Mills, Miami
- Sheraton Orlando North
- Spring Hill Suites
- Superior Transportation
- Tampa Chamber of Commerce (3)
- Travelodge Downtown
- Vacation Planner
- VIP Welcome Center
- Wal-Mart Ocoee
- Harbour Beach Resort
- Westgate Miami Beach
- Westgate Resorts International
- Westgate River Ranch
- White's Exxon
- Yeehaw Junction
- Yulee Welcome Center

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2012 Advertising Rates

3 Issues Published Annually

FALL/WINTER (Nov/Dec + Jan/Feb)

SPRING (Mar/Apr + May/Jun)

SUMMER (Jul/Aug + Sep/Oct)

Fall 2011/Winter 2012

Space Deadline	August 31, 2011
Ad Materials Deadline	September 2, 2011
Issue Date Nov/Dec	November 4, 2011
Issue Date Jan/Feb	January 6, 2012

Spring 2012

Space Deadline	December 30, 2011
Ad Materials Deadline	January 6, 2012
Issue Date Mar/Apr	March 2, 2012
Issue Date May/Jun	May 4, 2012

Summer 2012

Space Deadline	April 30, 2012
Ad Materials Deadline	May 4, 2012
Issue Date Jul/Aug	July 2, 2012
Issue Date Sep/Oct	September 3, 2012

Fall 2012/Winter 2013

Space Deadline	August 31, 2012
Ad Materials Deadline	September 7, 2012
Issue Date Nov/Dec	November 2, 2012
Issue Date Jan/Feb	January 4, 2013

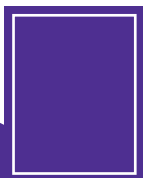
Ad Size (4-Color)	Dimensions	Monthly Rate
One-Page Bleed	8.125" x 10.75"	\$2,240.00
2/3 Page (2 Columns)	4.563" x 10"	\$1,750.00
1/2 Page Horizontal	7" x 4.938"	\$1,260.00
1/3 Page Vertical	2.188" x 10"	\$980.00
1/3 Page Square	4.563" x 4.938"	\$980.00
1/6 Page Vertical	2.188" x 4.938"	\$510.00

Premium Page Ads	Dimensions	Monthly Rate
Back Cover	8.125" x 10.75"	\$2,680.00
Inside (Front or Back)	8.125" x 10.75"	\$2,680.00
Pages 2, 3 or 5	8.125" x 10.75"	\$2,680.00
Chef's Review Special Section	1/3 Page	\$300.00

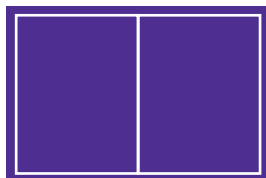
General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2011.

- First month deposit due at contracted signing
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.



One-Page Bleed



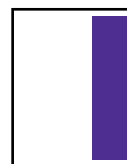
Two-Page Bleed



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 composed using Adobe InDesign, Adobe Photoshop, Adobe Illustrator, or QuarkXPress.

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. All images must be 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.

Include all imported or linked files used in both the ad file and in any placed TIFF or EPS files.

For Adobe Illustrator files, embed (do not link) images and create type outlines. List and include all fonts.

Fonts

Include ALL fonts (screen & printer) used in both the ad file and any placed TIFF or EPS files.

List all fonts used in your document, including those in your logo.

Publisher cannot guarantee legibility of reverse type below 6 pt.

Delivery

Preferred delivery is on CD. Include hard copy.

Please do not submit your only copy of files!

If artwork is under 10 mb, it may be e-mailed in the form of a high resolution pdf.

If you wish to FTP your files, please e-mail production_ilo@wgresorts.com for instructions.

Ad Size	Dimensions
One-Page Bleed	8.125" x 10.75"
Two-Page Bleed	16" x 10.75"
2/3 Page (2 Columns)	4.563" x 10"
1/2 Page Horizontal	7" x 4.938"
1/3 Page Vertical	2.188" x 10"
1/3 Page Square	4.563" x 4.938"
1/6 Page Vertical	2.188" x 4.938"

Trim Size

7.875" W x 10.5" H

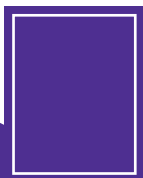
Bleed Specifications

Full page units (width x depth)

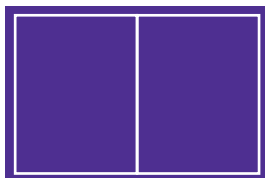
- All live matter should be .5" from trim size.
- Bleed size: .125"

Standard Page Size

Three columns (width x depth)



One-Page Bleed



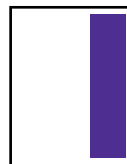
Two-Page Bleed



2/3 Page
(2 Columns)



1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical

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** 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** offer in the **Westgate Hospitality Organization (W.H.O.) Savings Card** distributed to local hospitality employees, and Central Florida Westgate Owners.
- ♥ **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* coupon book.
- ♥ **FREE Listing and Logo on iloveorlando.com.** Coupons on website are available for download.

What our Customers Love!

- ♥ "Coupons often don't work for us, especially in the tourist market. Even though we're in Orlando, most of our audience is local. *I Love Orlando* Magazine is an exception. Our redemption rate has more than justified the cost of the ad. In addition to the coupon, the I Love Orlando team has been extremely supportive in helping us to grow our business in the tourist market. We couldn't do it without them!"
- **Mike Lowe, Orlando Science Center**
- ♥ "*I Love Orlando* Magazine has dramatically increased our attendance and revenue because it's more than advertising in a sleek magazine tourists love to read. We get direct contact with front line hospitality and key tourism partners who recommend our attraction to visitors as well as feature articles, event listings and prime placement for our brochures. Bok Tower Gardens loves I Love Orlando!"
- **Cassie Jacoby, Director of Communications, Bok Tower Gardens**
- ♥ "Ripley's Believe It or Not! has been a strong supporter of *I Love Orlando* Magazine for many years. The publication is a top quality piece in regards to both visual impact and content, in a very competitive marketplace. We greatly value our partnership with their management and staff, and the magazine is one of our strongest Return-on-Investments of all our advertising initiatives." - **Joe Kasinski, Director of Sales & Marketing, Ripley's Believe It of Not! Orlando Odditorium**
- ♥ "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**
- ♥ "After seeing the high quality of this free magazine and the fact that it was more of a "magazine" than other tourist publications it was a match made in heaven. It has been a win-win-win relationship between Walgreens, Westgate and the tourist customer ever since." - **Dennis Pustinger, Walgreens - Pharmacist to the Tourists**