



Central Florida's Premier Vacation Magazine

## Added Value for Advertisers

Advertising partners with *I Love Orlando* enjoy the following benefits!

- ♥ **FREE Weekly insertions** in 200,000 Welcome Packets at **all Westgate Resorts** per year.
- ♥ **FREE Insertions** in Guest Services **FUN Packets** at 50 Westgate Hospitality desks.
- ♥ **FREE Listing offer** on 175,000 **Westgate Hospitality Organization (W.H.O.) Savings Cards** distributed to local hospitality employees.
- ♥ **FREE Placement on Westgate voucher ticket sales program.**
- ♥ **FREE Paycheck insertions** with offer in 6,000 **Westgate employee paychecks.** Limited to one insertion each six months.
- ♥ **FREE Placement on area maps** in *I Love Orlando* magazine.
- ♥ **FREE Coupon in I Love Orlando** coupon book.
- ♥ **FREE Listing and Photograph on Internet.** Coupons on website may be downloaded.

### In addition:

- ♥ Advertise in a high-quality magazine with **1.5 million copies** in annual distribution. **Over one million copies are given away FREE** at **Westgate Resorts** and the **Central Florida Concierge Association** guest services desks.
- ♥ **Distribution outside of Orlando** includes **Travel Agencies** and **Westgate Resorts Sales Centers** in **Gatlinburg, TN, Miami, FL, Las Vegas, NV, Park City, UT, Branson, MO, Houston, TX, Myrtle Beach, SC, & Williamsburg, VA.**

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

## International Drive

- 7-11 (Wet 'n Wild)
- Bargain King
- Bargain World
- Best Western (Intl. Plaza)
- Best Western (Movie Land)
- Celebration Gift Shop
- Clarion
- Comfort Suites
- Continental Plaza (Riande)
- Days Inn Civic Center
- Discount Tickets
- Dunkin Donuts
- Econolodge/Rodeway
- El Patio Cafe
- Enclave
- Goodings Supermarket
- HoJo
- IHOP (2)
- Legacy Grand
- Main St. Clinic
- Master's Inn
- Motel 6
- Motel Super 8
- Official Visitor Center
- Orlando International Hotel
- Park Corniche
- Perkins
- Prime Factory Outlet Mall
- Renaissance
- Rosen Plaza
- SeaWorld
- Sizzler
- Sleep Inn
- The Photo Shop
- TIC Dairy Queen
- TIC Denim World
- TIC Edy's Ice Cream
- TIC Light House
- TIC Magical Midway (2)
- TIC Westwood Blvd.
- Ticketmania
- Travelodge
- Walgreens (6)
- Westgate Leisure Suites
- Westgate Palace

## South Orlando

- 7-11 Turkey Lake
- AmeriSuites
- Borders Book Store (2)
- CFI - Sand Lake & Ocoee
- CFI - Windhover
- Club Orlando
- Comfort Suites
- Cracker Barrel (2)
- Hampton Inn South OBt
- Hyatt Airport
- La Quinta
- Lake Ellenor
- Main St. Clinic
- Midway Airlines
- Orlando International Airport
- Planet Smoothie
- Quality Inn McCoy

- Quiznos
- Renaissance Airport
- Stone Ridge Apartments
- Suburban Hotel
- The Seasons Resort
- Thrifty Car Rental
- Wal-Mart MetroWest/Sand Lake
- Welcome Center Mystery Fun House
- Westgate Lakes Resort & Spa
- Wingate Inn

## Kissimmee

- 192 Flea Market
- .99 Cents Store
- 7-11 (6)
- Billy Boy's
- Cameras Unlimited (2)
- Centra Care
- China 1
- Comfort Suites
- Cracker Barrel (2)
- Days Inn
- Discount Ticket
- Econolodge
- Falcon's Fire Golf Club
- Food Market
- Gatorland
- Gift Wholesale Outlet
- Go Karts
- Golden China
- Golden Corral
- Howard Johnson
- IHOP
- Jungle Wizard
- Kart World
- King's Inn
- La Miranda Plaza
- Legacy Grand
- Magic Castle (2)
- Master's Inn (2)
- McDonald's (1)
- Mini Melts
- Old Town Vacation Center
- Omni Resort
- Perkins (2)
- Pizza Hut
- RaceTrac
- Ramada Plaza
- Rodeway Inn
- Sizzler
- Studio 1
- The Meridian Hotel
- The Photo Shop (1)
- TIC Big Orange
- TIC Citgo (2)
- TIC Dowdy
- TIC Kart World
- Traveler's Inn
- Travelodge (2)
- Visitor's Flea Market
- Walgreens (3)
- Welcome Center Gala
- Welcome Center Martin
- Westgate Towers
- Westgate Vacation Villas

## Distribution

Over 1.5 million copies printed annually

Distribution sites subject to change without notice

## East Kissimmee/St. Cloud

- Chamber of Commerce
- Greyhound Station
- Kissimmee/St. Cloud Convention Bureau
- Main St. Clinic
- Walgreens
- Welcome Center Turnpike (ABC)

## Lake Buena Vista

- 7-11 (2)
- Centra Care
- Chatham
- Chevron
- China 3
- Hotel Royal Plaza
- Hyatt Grand Cypress
- Hyatt Villas
- Lake Buena Vista Suites
- Sizzler
- The Commons
- TIC Super Market
- TIC Waffle House
- Vista Way
- 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
- Best Value Inn
- Central Florida Concierge Association Desks
- Cracker Barrel
- Destination Universal Desks
- Embassy S. Downtown
- Family Medical Center
- Florida Georgia Welcome Center
- Guinevere's Cafe
- Hampton Inn
- High Springs Welcome Center
- Hilton Orlando North
- Holiday Inn Sunspree, Daytona
- Lake Park Welcome Center
- Marriott Courtyard
- Marriott Downtown Orlando
- Mears Bus
- Ocala Welcome Center
- Orange Co. Regional History Center
- Orlando Museum of Art
- Sanford Airport (3)
- Sanford Chamber of Commerce
- Sawgrass Mills, Miami
- 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
- Westin Grand Bohemian
- White's Exxon
- Wilshire Plaza
- Yulee Welcome Center

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

## Promotional Flyers Directions for delivery

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

### **Westgate Palace (Welcome Packets)**

6145 Carrier Drive, Orlando, FL 32819  
Contact: Tianny Lizardo, Juan Flores, Allen Cramer,  
& Eddy Torres  
407-996-6000 Ext. 3306 or 8939

### **Westgate Lakes Resort & Spa (Welcome Packets)**

10,000 Turkey Lake Road, Orlando, FL 32819  
Contact: William Fay  
407-345-0000 Ext. 8045

### **Westgate Vacation Villas & Westgate Towers (Welcome Packets)**

2770 Old Lake Wilson Road, Kissimmee, FL 34747  
Contact: Pablo Vega at Westgate Vacation Villas &  
Miguel Cruz at Westgate Towers  
407-396-2500 Ext. 62005

### **Westgate Blue Tree Resort At Lake Buena Vista (Welcome Packets)**

12007 Cypress Run Road, Orlando, FL 32836  
Contact: Chris Boujgard, Antonio Greenlee  
407-597-2200

### **Ramada Plaza Hotel & Inn Gateway (Welcome Packets)**

7470 US 192 West, Kissimmee, FL 34744  
Contact: Carlos Calvo  
407-396-4400 Ext. 601

### **Westgate Leisure Resort (Welcome Packets)**

6950 Villa De Costa Drive  
Contact: Anne Pateracki, Padmini Singh,  
Ken Lawson & Michelle Sisulu  
407-239-8855 Ext. 40002

### **CFI Sales & Marketing (Fun Packets)**

5601 Windhover Drive, Orlando, FL 32819  
Contact: Chris Heslep  
407-351-3351 Ext. 537

**Directions:** 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:** 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 Guest Services Desk.

**Directions:** 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 Club House. Upon entering the Club House the first desk to your left will be the Guest Services Desk.

**Directions:** 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:** Take I-4 to exit 64B to US 192 West toward Walt Disney World. The property is located on the left.

**Directions:** 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:** Take I-4 to exit 75B. Go north on Kirkman Road to Vineland. Turn right on Vineland, turn left on Windhover Drive. The CFI building will be on your right side. Coming from South Kirkman to Vineland, turn left on Vineland then left on Windhover. The CFI building will be on your right. Enter the CFI main lobby and at the security desk ask for Chris.

**For inquiries regarding other Westgate Resorts (Westgate River Ranch, Grenelefe Golf and Tennis Resort, Westgate Miami Beach), please contact 407-351-3351 Ext. 284.**

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

## 2007 Advertising Rates

3 Issues Published Annually

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

SPRING (Mar/Apr + May/Jun)

SUMMER (Jul/Aug + Sep/Oct)

### Fall 2006/Winter 2007

Space Deadline	September 1, 2006
Ad Materials Deadline	September 8, 2006
Issue Date Nov/Dec	October 30, 2006
Issue Date Jan/Feb	January 3, 2007

### Spring 2007

Space Deadline	December 29, 2006
Ad Materials Deadline	January 5, 2007
Issue Date Mar/Apr	March 5, 2007
Issue Date May/Jun	April 30, 2007

### Summer 2007

Space Deadline	April 27, 2007
Ad Materials Deadline	May 4, 2007
Issue Date Jul/Aug	July 2, 2007
Issue Date Sep/Oct	Sept 3, 2007

### Fall 2007/Winter 2008

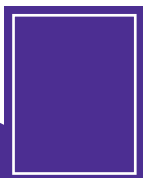
Space Deadline	August 31, 2007
Ad Materials Deadline	September 7, 2007
Issue Date Nov/Dec	November 5, 2007
Issue Date Jan/Feb	January 3, 2008

Ad Size (4-Color)	Dimensions	Monthly Rate
<b>One-Page Bleed</b>	<b>8.5" x 11.375"</b>	<b>\$2,240.00</b>
<b>2/3 Page (2 Columns)</b>	<b>4.563" x 10"</b>	<b>\$1,750.00</b>
<b>1/2 Page Horizontal</b>	<b>7" x 4.938"</b>	<b>\$1,260.00</b>
<b>1/3 Page Vertical</b>	<b>2.188" x 10"</b>	<b>\$980.00</b>
<b>1/3 Page Square</b>	<b>4.563" x 4.938"</b>	<b>\$980.00</b>
<b>1/6 Page Vertical</b>	<b>2.188" x 4.938"</b>	<b>\$510.00</b>

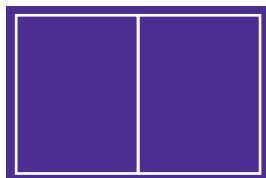
Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>8.5" x 11.375"</b>	<b>\$2,680.00</b>
<b>Inside (Front or Back)</b>	<b>8.5" x 11.375"</b>	<b>\$2,680.00</b>
<b>Pages 2, 3 or 5</b>	<b>8.5" x 11.375"</b>	<b>\$2,680.00</b>

### General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2007.
- 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



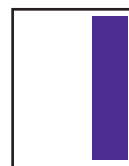
Two-Page Bleed



2/3 Page  
(2 Columns)



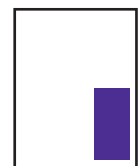
1/2 Page  
Horizontal



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.

### Delivery

Preferred delivery is on CD. Include hard copy. Please do not submit your only copy of files!

If you wish to FTP your files, please call for instructions.

Ad Size	Dimensions
One-Page Bleed	8.5" x 11.375"
Two-Page Bleed	16" x 11.375"
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

8" W x 10.875" H

### Bleed Specifications

Full page units (width x depth)

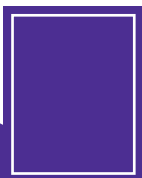
- All live matter should be .5" from trim size.

### Standard Page Size

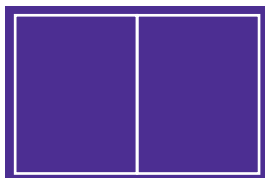
Three columns (width x depth)

### Printing

- Heat-set web offset.
- Binding is saddle stitch.
- Cover stock 100# coated.
- Paper stock 50#, No 3 coated free sheet (no ground wood).
- Publisher cannot guarantee legibility of reverse type below 6 pt.



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