

Distribution

Over 1.5 million copies printed annually
Distribution sites subject to change without notice

International Drive

- 7-11
- Bargain King
- Blue Palm
- Celebration Gift Shop
- Comfort Inn
- Comfort Suites
- Country Suites
- Days Inn Civic Center
- Discount Tickets
- Econolodge Inn & Suites
- Florida Outlet
- Golden Corral
- Hawthorn Suites
- HoJo
- IHOP
- La Quinta
- Main St. Clinic
- Master's Inn
- McDonald's (2)
- MIC Plaza
- Motel Super 8
- Official Visitor Center
- Perkins
- Ramada Inn
- Rosen Plaza
- SeaWorld
- Sizzler
- TIC Dairy Queen
- TIC Edy's Ice Cream
- TIC Espeto Restaurant
- TIC Friday's
- TIC Light House
- TIC Magical Midway (2)
- TIC Shell Gas Station
- Walgreens (5)
- Westgate Leisure Suites
- Westgate Palace

South Orlando

- Best Western Vineland Road
- Best Western
- Borders Book Store (2)
- CFI - Sand Lake & Ocoee
- CFI - Windhover
- Club Orlando
- Comfort Suites
- Galaxi Aviation
- Hyatt Airport
- 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
- Welcome Center Turkey Lake
- Westgate Lakes Resort & Spa
- Wingate Inn

Kissimmee

- 192 Flea Market
- .99 Cents Store
- 7-11 (3)
- Best Western
- Cameras Unlimited
- CiCi's Pizza
- Continental Plaza
- Discount Ticket
- Dunkin' Donuts
- Food Market
- Fun Spot
- Giraffe Gift Shop
- Golden China
- Golden Corral
- Holiday Inn
- Howard Johnson (2)
- IHOP (2)
- Jungle Wizard
- Kart World
- Knights Inn
- Magic Castle (2)
- Main Gate Flea Market
- Mini Melts
- Minning Co.
- Old Town Vacation Center
- Orlando Courtyard Suites
- Orlando Property Service
- Perkins (2)
- Pure Gas Station
- Quality Inn
- RaceTrac
- Ramada Parkway
- Ramada Plaza
- Red Roof Inn
- Rodeway Inn
- Shell Gas Station
- Sizzler
- Studio One (2)
- Sunshine Helicopter
- Target Super Center
- The Vacation Station
- TIC Big Orange
- TIC CVS Pharmacy
- 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 Martin
- Welcome Center Super Target
- Westgate Inn
- Westgate Towers
- Westgate Vacation Villas

East Kissimmee/St. Cloud

- Chamber of Commerce
- Greyhound Station
- 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 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
- Clarion Altamonte Springs
- Comfort Suites Princeton
- Destination Universal Desks
- 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
- 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
- Westin Grand Bohemian
- White's Exxon
- Yeehaw Junction
- Yulee Welcome Center

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



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** in the **Westgate Hospitality Organization (W.H.O.) Savings Card** 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 iloveorlando.com.** 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.**

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: Bill Fay & Tianny Lizardo
407-996-6000 Ext. 3306 or 8939

Westgate Lakes Resort & Spa (Welcome Packets)

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

Westgate Vacation Villas & Westgate Towers (Welcome Packets)

2770 Old Lake Wilson Road, Kissimmee, FL 34747
Contact: Pablo Baez at Westgate Vacation Villas &
Miguel Cruz at Westgate Towers
407-396-8523 Ext. 41161

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

12007 Cypress Run Road, Orlando, FL 32836
Contact: Ralfy Aviles
407-597-2200

Ramada Plaza Hotel & Inn Gateway (Welcome Packets)

7470 US 192 West, Kissimmee, FL 34744
Contact: Josh Otterbacher
407-396-4400

Westgate Leisure Resort (Welcome Packets)

6950 Villa De Costa Drive
Contact: Padmini Singh
407-239-8855 Ext. 40002

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. Please deliver collateral to Concierge desk on left upon entering resort.

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.

**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

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

| Ad Size | Dimensions |
|----------------------|-----------------|
| One-Page Bleed | 8" 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

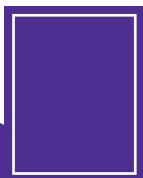
Bleed Specifications

Full page units (width x depth)

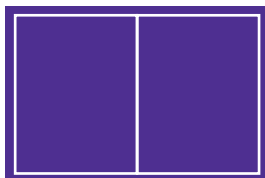
- All live matter should be .5" from trim size.

Standard Page Size

Three columns (width x depth)



One-Page Bleed



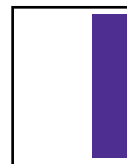
Two-Page Bleed



2/3 Page
(2 Columns)



1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical

2011 Advertising Rates

3 Issues Published Annually

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

SPRING (Mar/Apr + May/June)

SUMMER (Jul/Aug + Sep/Oct)

Fall 2010/Winter 2011

| | |
|-----------------------|-------------------|
| Space Deadline | August 31, 2010 |
| Ad Materials Deadline | September 3, 2010 |
| Issue Date Nov/Dec | November 5, 2010 |
| Issue Date Jan/Feb | January 3, 2011 |

Spring 2011

| | |
|-----------------------|-------------------|
| Space Deadline | December 30, 2010 |
| Ad Materials Deadline | January 7, 2011 |
| Issue Date Mar/Apr | March 4, 2011 |
| Issue Date May/June | May 6, 2011 |

Summer 2011

| | |
|-----------------------|-------------------|
| Space Deadline | April 29, 2011 |
| Ad Materials Deadline | May 6, 2011 |
| Issue Date Jul/Aug | July 1, 2011 |
| Issue Date Sep/Oct | September 2, 2011 |

Fall 2011/Winter 2012

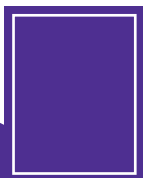
| | |
|-----------------------|-------------------|
| Space Deadline | August 31, 2011 |
| Ad Materials Deadline | September 2, 2011 |
| Issue Date Nov/Dec | November 4, 2011 |
| Issue Date Jan/Feb | January 6, 2012 |

| Ad Size (4-Color) | Dimensions | Monthly Rate |
|----------------------|-----------------|--------------|
| One-Page Bleed | 8" 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 |

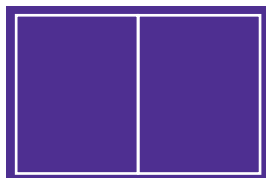
| Premium Page Ads | Dimensions | Monthly Rate |
|----------------------------------|-------------|--------------|
| Back Cover | 8" x 10.75" | \$2,680.00 |
| Inside (Front or Back) | 8" x 10.75" | \$2,680.00 |
| Pages 2, 3 or 5 | 8" x 10.75" | \$2,680.00 |
| Chef's Review Special Section | 1/3 Page | \$300.00 |

General Information:

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