

## Added Value for Advertisers

Advertising partners with *I Love Orlando* enjoy the following benefits concurrent with contracted edition.

Please note added values subject to change.

- ♥ **FREE flyer insertions** in our Digital Welcome Packages.
- ♥ **FREE weekly insertion in Resort Guest's Welcome Packets** at select Westgate Resorts in Central Florida.
- ♥ **FREE opportunity for Referral Generation** at Westgate Resorts' Guest Services Desks and Marketing Locations.
- ♥ **FREE listing in advertising category in *I Love Orlando* Magazine.**
- ♥ **FREE opportunity for posts on ILO Social Media.** Use hashtag #ILO.

- ♥ **FREE digital link to featured restaurant menus.**
- ♥ **FREE placement on area maps in *I Love Orlando* Magazine.**
- ♥ **FREE coupon in *I Love Orlando* centerfold coupon book.**
- ♥ **FREE listing and logo on [iloveorlando.com](http://iloveorlando.com).** Coupons on website are available for download.
- ♥ **FREE logo presence on Westgate Resorts in-room television programming** at our Central Florida properties.
- ♥ **FREE opportunity to showcase in our Virtual Tradeshow.**

### What Our Customers Love!

“Merlin Entertainments is a proud partner of the *I Love Orlando* Magazine. Our long-term partnership has been beneficial in increasing the visitation and visibility for our Legoland Park, Madame Tussauds and Sea Life Aquarium. Advertising in the magazine has extraordinary benefits and added value opportunities. In addition, working with the *ILO* team is a true delight. They are all incredibly supportive and responsive with any inquiries. We are looking forward to continuing to grow our business and network in Orlando through our *ILO* partnership.” - **Roxanna Torrens, Regional Trade Sales Director, North America, Merlin Entertainments Limited**

“We at Giordano's Lake Buena Vista & Kissimmee, Florida have a great partnership with *I Love Orlando*, as it brings us into close partnerships with our Orlando hospitality community. As the publication has grown, other quality companies who participate in the magazine have become networking partners in a very competitive market. The professionalism and expertise of their staff is only surpassed by the great business results their efforts produce. We also enjoy the camaraderie of the entire Westgate Family. They are always eager to help and support Giordano's.” - **Frederick Schneider II, Director of Marketing, Giordano's Lake Buena Vista & Kissimmee, Florida**

“*I Love Orlando* is the perfect partner for any tourist attraction. I have been working with them at Boggy Creek Airboat Adventures and I can guarantee that they always deliver quality service and go out of their way to ensure visitors have a great experience. They truly care about helping our businesses reach as many people as possible and do whatever it takes to get the word out there.” - **Nick Romeo, Director of Marketing, Sales and Events, Boggy Creek Airboat Adventures**

“For over ten years now, we have placed multiple ads in every addition of *I Love Orlando* Magazine for our company A&W All American Food. We find the magazine to be the highest quality of any advertisement we have ever used. *I Love Orlando* consistently produces the highest redemption rate of coupons and referrals of all the other tourist/local market magazines combined. The staff have always been the best to work with; any time we ask for a change or anything related to our ads they have always jumped on it with the highest level of professionalism and efficiency. We look forward to continuing business together for many years to come. We feel we are treated like a team!” - **Bobby Lance, President/CEO, All American Restaurants Inc.**

“The Orlando Magic have been proud supporters of *I Love Orlando* Magazine for many years. We truly value the partnership and support the *ILO* team provides to our efforts in engaging the tourism community, and we look forward to many more years of successful partnership.” - **Haley Meier, Director of Tourism & Group Sales, Orlando Magic**

“Wild Florida has been advertising with *I Love Orlando* for several years...almost from the day we opened our doors in 2010 and have had the best experience with this organization. Their team is very easy to work with, so supportive of our attraction and full of great advice. The coupons we run in the magazines provide excellent redemptions for our products and offer a great response in the market.” - **Sam Haught, Owner of Wild Florida**

“Fun Spot America has been partnering with *I Love Orlando* for over 10 years. They are a great example of delivering on their services. The *ILO* team is fully committed to the Tourism Industry and its partners. The breadth of their client base and expertise makes them an essential partner for Fun Spot America. We continue to see a return on our investment. We look forward to working with them, as we both continue to grow in the Central Florida Market.” - **Renee Patterson, Director of Sales, Fun Spot America**

## International Drive

- Air Florida Helicopter
- Air Force Fun
- Avanti Resort Orlando
- Comfort Inn
- Continental Plaza
- Country Suites Inn
- Days Inn (2)
- EconoLodge
- Enterprise Shingle Creek
- Floridian Hotel
- Golden Corral
- Hawthorne Inn
- Hyatt (Alamo Rent A Car)
- MIC Plaza
- Memories of Peru
- Metropolitan Hotel
- Motel Super 8
- Movieland Hotel
- Orlando Ticket Store
- Paradise Gift Shop
- Pointe Orlando
- Premium Outlets (3)
- Quality Inn Canada
- Quality Suites
- Ramada Inn
- Ramada Plaza
- Rosen Centre Hotel (Enterprise Rent-A-Car)
- Seabra Foods
- Señor Frogs
- Sheraton (Alamo Rent A Car)
- Sheraton 4 Points
- Sun Sol Hotel
- Super 8 Hotel
- The Floridian Express
- TIC Denny's
- TIC Dowdy Plaza
- TIC IHOP
- TIC Magical Midway
- TIC Vacay More
- Walgreens (6)
- Welcome Center International Drive
- Welcome Center Vue 360
- Westgate Leisure Resort
- Westgate Palace Resort

## South Orlando

- Alamo Rent A Car - MCO Terminal A & B
- Atlantic Aviation
- Best Western Vineland Road
- CFI - Sand Lake & Ocoee
- CFI - Windhover
- Club Orlando
- Comfort Suites
- Days Inn
- Enterprise Rent-A-Car - MCO Terminal A & B
- Hyatt Airport
- JW Marriott
- Main St. Clinic
- Payless Car Rental
- Quality Inn McCoy
- Quality Inn Turkey Lake
- Renaissance Airport
- Sandlake Medical
- Shooter's World
- Walgreens (2)
- Walmart #5420
- Walmart #4332
- Westgate Lakes Resort & Spa
- Wingate Inn

## Kissimmee

- 7-11
- Bravo
- Bobby's Garage Bar
- CICI's Pizza
- Clarion
- Comfort Inn
- Days Inn
- Discount Ticket
- Dunkin'
- EconoLodge
- Fantasy World Resort
- Fun Spot
- Giraffe Gift Shop
- Golden Corral
- Heli Tours Kissimmee
- Howard Johnson
- Kissimmee Airport (Enterprise Rent-A-Car)
- Kissimmee Bay Golf Club
- Kissimmee Outlet Gift Shop
- Kissimmee Remington Golf Club
- Main Gate Flea Market (2)
- Mermaid Gift Shop
- Minning Co.
- Museum of Military History
- Old Town Store at Old Town
- Orlando Property Service
- Osceola County Welcome Center
- Palazzo Resort
- Quality Inn & Suites
- RaceTrac (2)
- Ramada Plaza
- Red Lion Hotel
- Shell Gas Station
- Shoney's
- Studio One (2)
- Sunoco Gas Station
- TIC Branigan's
- TIC Cici's Pizza
- TIC Clarion
- TIC CVS Pharmacy
- TIC Entry Point Blvd.
- TIC Maze
- TIC Oranges
- TIC Tattoo Shop
- Travelodge
- Visitor's Flea Market (2)
- Walgreens (4)
- Walmart #5214
- Welcome Center Fruit Stand
- Welcome Center Gala
- Welcome Center Martin
- Welcome Center Old Town
- Welcome Center Triangle
- Westgate Towers Resort
- Westgate Vacation Villas & Town Center Resort

## Distribution

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

## East Kissimmee/St. Cloud

- Orlando Resort
- Osceola County Welcome Center
- Plaza Del Sol

## Lake Buena Vista

- 2nd City Gas Station
- AC Hotel by Marriott
- Astro Spring Training
- B Resort & Spa (Enterprise Rent-A-Car)
- Buena Vista Palace (Alamo Rent A Car)
- Golden Corral
- Hilton Bonnet Creek
- Hyatt Grand Cypress
- Premium Outlets (3)
- RaceTrac
- TIC IHOP
- TIC Palm Parkway
- TIC Quick Stop
- TIC Solcar Investors
- TIC SR. 536
- Waldorf Astoria
- Walgreens (2)
- Walt Disney World Dolphin
- Walt Disney World Swan
- Westgate Blue Tree Resort

## Additional Distribution

- Altamonte Hotels & Suites
- Central Florida Concierge Association Desks
- Days Inn W. South St.
- Embassy S. Downtown
- Enterprise at Port Canaveral
- Family Medical Center
- Florida Georgia Welcome Center
- Florida Turnpike Canoe Creek Service Plaza
- Florida Turnpike Fort Drum Service Plaza
- Florida Turnpike Okahumpka Service Plaza
- Florida Turnpike Turkey Lake Service Plaza
- Golden Corral (2)
- Great Street Outdoors
- Hampton Inn Altamonte Springs
- High Springs Welcome Center
- Hilton Orlando North
- HOJO Altamonte Springs
- Holiday Inn Sunspree, Daytona
- I-75 Official Florida Welcome Center
- I-95 Official Florida Welcome Center
- Jet Set
- Lake Park Welcome Center
- Marriott Courtyard
- Residence Inn Altamonte Springs
- Residence Inn Orlando Downtown
- Sanford Airport
- Sheraton Orlando North
- Spring Hill Suites Altamonte Springs
- Superior Transportation
- Swiss Village
- Tampa Chamber of Commerce (3)
- Travelodge Downtown
- Vacation Planner
- VIP Welcome Center
- Victory Casino Cruise
- Welcome Center Cape Canaveral
- Welcome Center Lake City
- Welcome Center Yulee
- Westgate Cocoa Beach Pier (2)
- Westgate Cocoa Beach Resort
- Westgate South Beach Oceanfront Resort
- Westgate Resorts International
- Westgate River Ranch Resort & Rodeo
- Westgate Road Program
- Westgate South Park
- Yeehaw Junction

## 2024 Advertising Rates

3 Issues Published Annually

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

SPRING (Mar/Apr + May/Jun)

SUMMER (Jul/Aug + Sep/Oct)

### Fall 2023/Winter 2024

Space Deadline	August 18, 2023
Ad Materials Deadline	September 1, 2023
Issue Date Nov/Dec	November 1, 2023
Issue Date Jan/Feb	January 2, 2024

### Spring 2024

Space Deadline	December 15, 2023
Ad Materials Deadline	January 3, 2024
Issue Date Mar/Apr	March 1, 2024
Issue Date May/Jun	May 1, 2024

### Summer 2024

Space Deadline	April 19, 2024
Ad Materials Deadline	April 26, 2024
Issue Date Jul/Aug	July 1, 2024
Issue Date Sep/Oct	September 2, 2024

### Fall 2024/Winter 2025

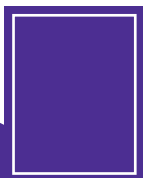
Space Deadline	August 16, 2024
Ad Materials Deadline	September 4, 2024
Issue Date Nov/Dec	November 1, 2024
Issue Date Jan/Feb	January 2, 2025

Ad Size (4-Color)	Dimensions	Monthly Rate
<b>One-Page Bleed</b>	<b>8.125" x 10.75"</b>	<b>\$2,350.00</b>
<b>2/3 Page (2 Columns)</b>	<b>4.563" x 10"</b>	<b>\$1,835.00</b>
<b>1/2 Page Horizontal</b>	<b>7" x 4.938"</b>	<b>\$1,325.00</b>
<b>1/3 Page Vertical</b>	<b>2.188" x 10"</b>	<b>\$1,030.00</b>
<b>1/3 Page Square</b>	<b>4.563" x 4.938"</b>	<b>\$1,030.00</b>
<b>1/6 Page Vertical</b>	<b>2.188" x 4.938"</b>	<b>\$535.00</b>

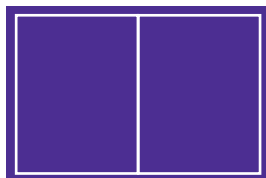
Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Inside (Front or Back)</b>	<b>8.125" x 10.75"</b>	<b>\$2,800.00</b>
<b>Pages 2, 3 or 5</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Chef's Review Special Section</b>	<b>1/3 Page</b>	<b>\$325.00</b>
<b>Golf Listing</b>	<b>1/6 Page</b>	<b>\$265.00</b>

### General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2024.
- Cancellation not accepted after space deadline closing date.
- First month deposit due at contracted signing.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.



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 designed by using Adobe InDesign, Adobe Photoshop or Adobe Illustrator.

### 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.

*For Adobe Illustrator files, embed (do not link) images and create type outlines. List and include all fonts. Use the package function in Adobe InDesign to collect images and fonts.*

*Publisher cannot guarantee legibility of reverse type below 6 pt. font.*

All images must be provided at 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.

*Publisher is not responsible for the color quality of incorrectly produced files.*

### Magazine Ad Sizes

Ad Type	Ad Dimensions	Ad Dimensions with Bleed (.125")
<b>One-Page Bleed</b>	<b>7.875"w x 10.5"h</b>	<b>8.125"w x 10.75"h</b>
<b>Two-Page Bleed</b>	<b>15.75"w x 10.5"h</b>	<b>16"w x 10.75"h</b>
<b>2/3 Page (2 Columns)</b>	<b>4.563"w x 10"h</b>	-
<b>1/2 Page Horizontal</b>	<b>7"w x 4.938"h</b>	-
<b>1/3 Page Vertical</b>	<b>2.188"w x 10"h</b>	-
<b>1/3 Page Square</b>	<b>4.563"w x 4.938"h</b>	-
<b>1/6 Page Vertical</b>	<b>2.188"w x 4.938"h</b>	-

### Coupon Book Ad Sizes

Ad Type	Ad Dimensions	Ad Dimensions with Bleed (.125")
<b>One-Page Bleed</b>	<b>5.75"w x 10.5"h</b>	<b>6"w x 10.75"h</b>
<b>1/2 Page Horizontal</b>	<b>5.49"w x 4.24"h</b>	-

### Mechanical Specifications:

**Trim Size:** 7.875" w x 10.5" h

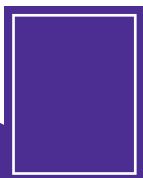
**Bleed size:** .125"

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

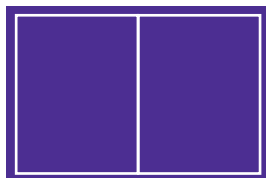
Standard page size is 3 columns (width x height).

### Delivery

If artwork is under 10 MB, it may be emailed in the form of a high resolution PDF. If you wish to FTP your files, please email [production\\_ilo@wgresorts.com](mailto:production_ilo@wgresorts.com) for instructions.



One-Page Bleed



Two-Page Bleed



2/3 Page  
(2 Columns)



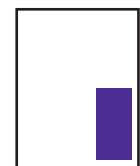
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical