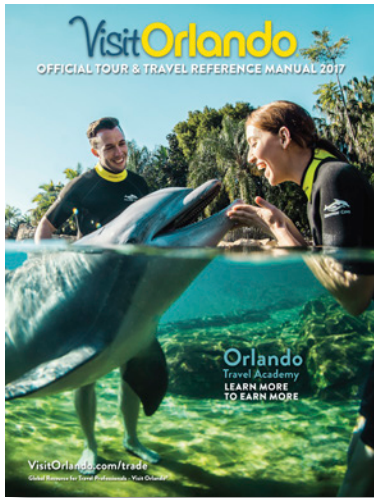
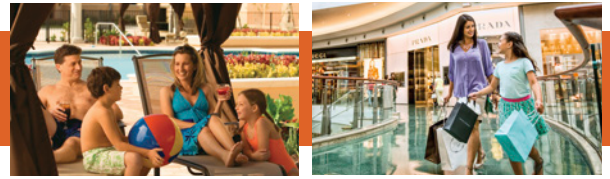


# 2018 OFFICIAL TOUR & TRAVEL REFERENCE MANUAL



Orlando's **Official Tour & Travel Reference Manual** remains the primary marketing resource tool for the global travel professional. The majority of respondents to an annual survey of travel agents who receive the manual rated the publication *excellent* on

delivering comprehensive, relevant, and up-to-date information in an easy-to-use format.

## VisitOrlando.com/trade

In addition to the exposure available as an advertiser in the *Official Tour & Travel Reference Manual*, Visit Orlando is pleased to offer additional benefits through the Travel Professional area of the Visit Orlando website at [VisitOrlando.com/trade](http://VisitOrlando.com/trade). This is the perfect complement to the *Official Tour & Travel Reference Manual*, and allows member advertisers to take advantage of an enhanced listing on Web search pages.

## ANNUAL DISTRIBUTION: 80,000

- Print and electronic versions online
- Distribute during all domestic and international travel trade events
- Primary resource tool used by our Global Travel Industry Sales and Marketing team during sales calls, trade shows, global missions, agency certification training and other events
- Distributed worldwide to travel professionals in Orlando's key markets

- Fulfillment for direct requests from travel professionals
- A digital version of the **2018 Official Tour & Travel Reference Manual** will appear on [VisitOrlando.com/trade](http://VisitOrlando.com/trade)

## CLOSING DATES

Space Deadline: ..... April 11, 2017  
*(Non-cancelable 30 days prior to space closing)*  
 Materials Deadline: ..... April 18, 2017  
 Publication Date: ..... August 2017

## COVER RATES (GROSS)

Inside Front Cover, 4/C ..... \$10,087  
 Inside Back Cover, 4/C ..... \$9,674  
 Back Cover, 4/C ..... \$10,508  
*10% additional charge for non-cover premium positions, when available*

## ADVERTISING RATES (GROSS)

Page Size	4-Color
2-Pg Spread .....	\$16,470
Full Page .....	\$8,409
1/2 Page .....	\$6,601
1/3 Page .....	\$5,537
1/6 Page .....	\$3,892

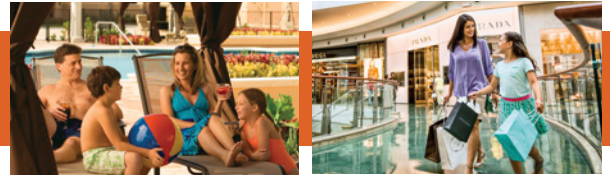
**Cluster advertisements** — defined as two or more products, flags, owners or management groups sharing ad space — will be subject to a space-sharing charge equal to the gross rate of the ad space. No additional discounts will apply.

NOTE: 2017 programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.

The **Official Tour & Travel Reference Manual** is published by Visit Orlando®  
 6277 Sea Harbor Drive, Suite 400  
 Orlando, FL 32821-8043  
 407-363-5800 • [VisitOrlando.com](http://VisitOrlando.com)



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## AD SIZES

### 2-Page Spread

Live Area.....	16" x 10-3/8"
Crops/Trim Size.....	16-1/2" x 10-7/8"
Bleed Size .....	16-3/4" x 11-1/8"

### PAGE 1, INSIDE FRONT & INSIDE BACK COVER ADS –

Ads for the page 1 and inside cover positions may have special requirements due to binding considerations. Please call for specifications.

GATEFOLD— Please call for specific sizes and availability.

NOTE— If background extends to crops but does not bleed, a white edge may appear on side(s) of ad when book is trimmed.

### Full Page Ad

Live Area.....	7-3/4" x 10-3/8"
Crops/Trim Size.....	8-1/4" x 10-7/8"
Bleed Size .....	8-1/2" x 11-1/8"

### Partial-Page Ads

1/2-Page horizontal .....	7-3/8" x 4-7/8"
1/3-Page square .....	4-7/8" x 4-7/8"
1/6-Page vertical.....	2-1/4" x 4-7/8"

## CLOSING DATES

Space Deadline .....April 11, 2017  
(Non-cancelable 30 days prior to space closing)

## MATERIALS DUE

Materials Deadline..... April 18, 2017  
Publication Date ..... August 2017

## ADVERTISING SPECIFICATIONS

### Document Construction

- All ads should be constructed using CMYK graphics and colors – no PMS colors or RGB images. Resolution of graphics should be at least 300 dpi when placed at 100%.
- **Full-page ads** – Ad should be built to trim size. If ad is to bleed, background image must be extended an additional 1/8" beyond the trim size on all four sides. Live area should be 1/4" inside the trim size on all four sides. Spreads should be supplied as spreads, not as individual pages. Proof should include crop marks and bleeds.
- **Partial-page ads** – Ad should be built to the dimensions of the specified ad size; partial-page ads do not bleed. If an ad does not have a defined edge, a border may be applied at the publisher's discretion.

### Digital Formats

- PDF/X-1a is the preferred format for file submission. All high-resolution images must be included and fonts embedded when the high-resolution PDF file is saved.

- TIFF and JPEG files are also acceptable formats. Resolution should be 300 dpi and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

### File Submission

- Files may be submitted electronically in one of the acceptable formats specified under **Digital Formats**, or provided on a CD-ROM.
- A printed, 4-color proof that represents the final digital ad file at 100% should be provided for all ads submitted, for verification that ad elements (artwork, fonts, etc.) output correctly. *If ad files are submitted electronically, the color proof should be mailed separately to the address given below.*

NOTE: Accurate verification of color in an ad requires a SWOP-certified proof with color bars, which has been calibrated to printing industry standards. **In the absence of a hard-copy proof supplied by the advertiser/agent, and of a SWOP-certified proof for color ads, Visit Orlando® will not in any way be held responsible for errors, omissions or color reproduction of the ad, and will not refund contracted advertising rates or other amounts should unnoted errors be subsequently printed.**

- Ads should be labeled with the publication name and issue date, along with the advertiser contact and phone number. We do NOT return CDs or other advertising materials unless requested. Materials that are not returned will be discarded after one year from insertion.

## SEND AD MATERIAL TO:

**Visit Orlando, Publications Advertising Coordinator**  
**6277 Sea Harbor Drive, Suite 400 • Orlando, FL 32821-8043**

### VISIT ORLANDO POLICY ON MEMBER ADVERTISING

Please give consideration to the targeting and marketing strategy for each of the marketing communication vehicles in which you are advertising. All advertising is subject to review and approval by Visit Orlando for appropriate messaging and adherence to guidelines. Member advertising may not include a coupon (no dashed lines) or language that encourages the reader to remove the page from the publication (i.e., cut here, clip here, or tear here). Acceptable language: please present this ad to receive offer. • Advertisements carrying references to anything other than the member's primary business purpose will be subject to review and approval by the President. Cross-over advertising – messages that may conflict with the main focus of the publication – is not permitted. • Member advertising may not include language or photos that are foul, obscene or suggestive. Ads must be of a style that is wholesome, clean and non-offensive. • Ads may not include references to non-member companies. This extends to chain advertising in which multiple locations are listed in the copy. The advertisement must limit itself to naming only those locations that are Visit Orlando members. • Member advertisement should not include language that would encourage the reader to travel to or vacation in another destination (i.e., a tour operator promoting an Orlando/Key West vacation). Promotion of location that would be a day trip is acceptable. • Members are only allowed to use the Visit Orlando logo if it includes "Member of" with it. As a private corporation, Visit Orlando reserves the right to deny inclusion of any member advertisement at any time in any of its publications, and to change or cancel any programs at our discretion.