

**LARGEST  
IN-ROOM DISTRIBUTION**

**GUIDE  
FOR TOURIST INFORMATION**

**1.7M  
COPIES ANNUALLY**

20  
17

## ABOUT VISITOR'S PLANNING GUIDE

The largest network of in-room distribution available.

Visitor's Planning Guide is an informative magazine designed for the guest to gather information and plan their stay.

Boasts the largest circulation of any in-room visitor magazine with 1.7 million copies annually.

In addition to the magazine, a companion coupon book is located in over 200 high-traffic locations including Central Florida's best hotels, vacation homes and timeshare properties, as well as restaurants, shopping centers, ticket outlets, guest service desks, welcome centers and free-standing outdoor racks.

90% of the distribution is in hotel rooms, placed near the TV or on the night stand by the housekeeping staff.

### PRINT CYCLES:

**May - October**  
**November - April**

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IN-ROOM DISTRIBUTION



## ADVERTISING SPECIFICATIONS

Trim size .....5.25" W x 7.25" H  
Full Page W/Bleed ..... 5.75" W x 7.75" H  
Live Area..... 4.75" W x 6.5625" H  
2-Page Spread W/Bleed.....11.0" W x 7.75" H  
2-Page Spread Live Area..... 9.875" W x 6.5625 H  
1/2 page.....4.75" W x 3.25" H  
1/4 page..... 2.34" W x 3.25" H

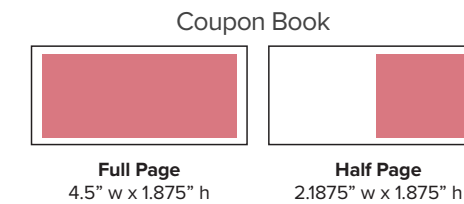
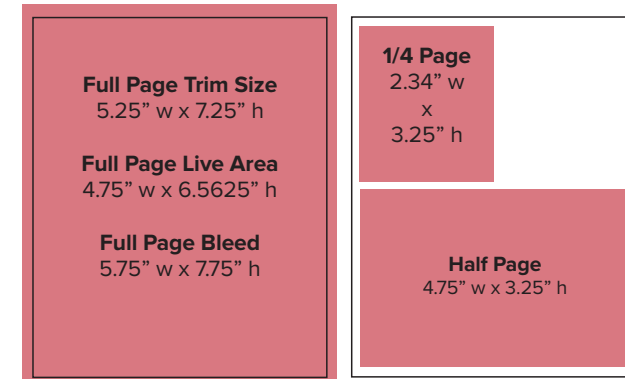
### Coupon Book:

This is a separate publication.  
Trim size ..... 5.25" W x 2.375" H  
Full Page .....4.50" W x 1.875" H  
Half Page ..... 2.1875" W x 1.875" H

**NOTE:** You will receive one formatted coupon in the coupon section of the magazine. This coupon will be designed by VS Media Group.

## AD REQUIREMENTS

- **High Resolution PDFs preferred, with all fonts and images embedded.**  
Create ad composition in Adobe Creative Suites: Illustrator, Photoshop & Indesign
- **PLEASE MAKE SURE ALL IMAGES ARE HIGH RESOLUTION**
- Images must be 300 DPI resolution at 100% of the size they are to be used or bigger.
- All photos must be in CMYK format and saved as TIFF or EPS files.
- Please do not flatten layered files.
- Maximum density for color build is 280.
- Coupon borders around offers in ads will not be accepted.
- If we receive materials that do not meet our specifications, a production charge will be incurred.
- A "VG", or your computer code, must be on print coupon for tracking & VSM code on mobile coupons.



## ADVERTISING RATES

Monthly rates (net)  
Rates are based on annual contract.

FULL PAGE - PREMIUM .....	\$2695
2 PAGE SPREAD .....	\$2400
FULL PAGE .....	\$1995
1/2 PAGE .....	\$1495
1/4 PAGE .....	\$695





# CONTACT US

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# Target **Your** Audience.

