

# 2020 AAA DIGITAL CO-OP

**WHAT IS THIS?** An integrated digital package that reaches AAA members in the Southeast and Midwest through a AAA Living featured editorial story that is promoted within two AAA emails, AAA social media channels and a formatted sponsored story banner ad on AAA's Visit Orlando content page.

**WHO DOES IT REACH?** Estimates total impressions on maximum participants: 4MM per flight/partner.

**MESSAGING?** Perfect for your branding and awareness message or deals + special offers.



**AAA Living** will create a featured story featuring all partners participating in each flight. This story will be then be promoted through two AAA Living emails, social posts and a sponsored banner ad on the Visit Orlando AAA Living content page.

## SPRING FLIGHT: APRIL-JUNE

Space Close: February 10, 2020

Materials Due: March 2, 2020

## FALL FLIGHT: AUGUST-OCTOBER

Space Close: June 8, 2020

Materials Due: July 6, 2020

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

## Visit Orlando

6277 Sea Harbor Drive, Suite 400  
Orlando, FL 32821-8043  
407-363-5800 • VisitOrlando.com

### QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

### REPORTING/CAMPAIGN IMPLEMENTATION

[advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com)

### INVOICE/BILLING

[advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com)

### 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.