



ADVERTISING SPECIFICATIONS

The featured AAA story and the sponsored story banner ad will be created with the below materials.

MATERIALS NEEDED:

- 1. Image** – Please provide one high resolution image with horizontal (landscape), no less than 300dpi.
- 2. Offers** – Provide 2-3 offers, maximum 60 characters each offer.
- 3. Member or Property Name (Sponsored By)** – Maximum 30 characters
- 4. Website URL and tracking tags (if using tags)** – Link provided must be active.

USE OF TRACKING TAGS:

Digital advertising may NOT be served directly from your third party ad server as all co-op creative is served through our ad server utilizing shared impression inventory. However, Visit Orlando may add up to two of your Tracking Tags upon request. Additional restrictions apply.

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



REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@
visitorlando.com

INVOICE/BILLING

advertising.coordinator@
visitorlando.com

PRODUCTION CONTACT:

Alison Wanta at 407-354-5573
with questions related to
artwork guidelines and specs.

ART SUBMISSION:

Send creative to
Alison.Wanta@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.