

# 2020 CONSUMER DIGITAL DISPLAY CO-OP

**WHAT IS THIS?** As the top performing travel ad networks, Adara and Sojern offer co-op partners the opportunity to leverage first party travel data to reach consumers who are planning a trip to Orlando. Three flight options available.

**WHO DOES IT REACH?** Women ages 25-54 with an average household income of \$75K+, kids in the home, leisure travelers, family vacationers, interest in Orlando. Estimated total impressions based on maximum participants: 1.5MM per advertiser per flight.

**MESSAGING?** Perfect for your branding and awareness message, what's new and deals + special offers.

## DIGITAL CAMPAIGN

Digital destination campaign using Sojern and Adara targeting technology.



**SOJERN**



## SPRING FLIGHT – APRIL-JUNE

Space Close: February 17, 2020

Materials Due: March 2, 2020

## SUMMER FLIGHT – JULY-SEPTEMBER

Space Close: May 18, 2020

Materials Due: June 5, 2020

## FALL FLIGHT – OCTOBER-DECEMBER

Space Close: August 17, 2020

Materials Due: August 31, 2020

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

All materials will be reviewed and approved by Visit Orlando marketing and executive teams before placement. Visit Orlando reserves the right to edit any descriptions or copy to comply with the ad format, space limits, brand guidelines and/or to deny the inclusion of any member advertisement.

**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.