

CONSUMER DIGITAL DISPLAY CO-OP

ADVERTISING SPECIFICATIONS

This digital package contains **4 Visit Orlando-created display HTML5 banner ads including mobile unit.**

IMPORTANT: We can only make copy edits and photo changes during the creation and proofing stages of the production process. The proof and copy that you approve for each component will run for the entire campaign. We are unable to edit or modify any part of the package once these components go live.

DIGITAL BANNERS

Five Sizes: 160x600, 300x600, 300x250, 728x90 & 320x50
(See examples to the right)

NOTE: The 320x50 will use the logo and call to action supplied for the 300x250. Due to the size of the mobile ad unit, it will not have an image or offer.

Visit Orlando creates these banners for you using the materials supplied below. Co-op banner design is determined by Visit Orlando. See banner examples for current design. No third party or member-created banners will be accepted.

MATERIAL NEEDED:

- Images** — Please supply the following:
 - **1 High-resolution photo with horizontal (landscape) orientation**, no less than 300dpi. This horizontal image will be used in the 300x250 and 728x90 banners.
 - **1 High-resolution photo with vertical (portrait) orientation**, no less than 300dpi. This vertical image will be used in the 160x600 and 300x600 banners.
- Logo** — Illustrator eps/ai file preferred or high-resolution jpg/png/tif. Your logo will appear on Frame 3 only and will be set as shown in the banner examples. The Visit Orlando logo appears on all three frames.
- Call to Action** — Choose either Book Now, Learn More or Buy Now
- Offer** — Frame 1 — Maximum 45 characters* (*character count includes spaces and punctuation)
- Offer** — Frame 2 — Maximum 45 characters* (*character count includes spaces and punctuation)

The copy in Frame 1 and Frame 2 are combined on Frame 3. Frame 3 is a combination of these offers only and may not be edited or changed. Copy may only be edited in Frame 1 and Frame 2.

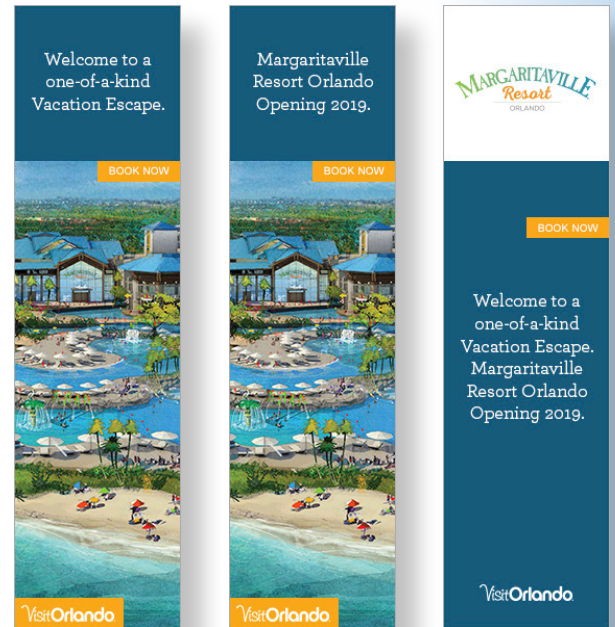
- Website URL** — Link provided must be active. Tracking link is OK.

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.

DIGITAL BANNER EXAMPLES

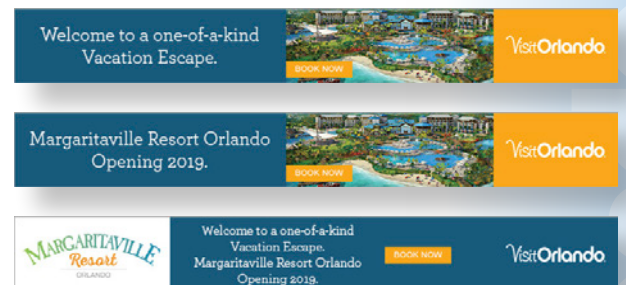
160x600



300x250



728x90



Visit Orlando

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