

CONVENTION ATTENDEE GUIDE

ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

AD SIZES

Full-Page Ad

Live Area.....	4-1/2" x 7-5/8"
Crops/Trim Size.....	5-1/4" x 8-3/8"
Bleed Size.....	5-1/2" x 8-5/8"

Half-Page Ad

1/2-Page horizontal.....	4-1/2" x 3-3/4"
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Quarter-Page Ad

1/4-Page vertical.....	2-1/8" x 3-5/8"
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Document Construction

- All ads should be constructed using CMYK graphics and colors - no PMS colors or RGB images. Resolution of graphics should be at least 300 dpi when placed at 100%.
- **Full-page ads** - Ad should be built to trim size. If ad bleeds, background image must be extended an additional 1/8" beyond the trim size on all four sides. Live area should be 1/4" inside the trim size on all four sides. Spreads should be supplied as spreads, not as individual pages. Proof should include crop marks and bleeds.
- **Partial-page ads** - Ad should be built to the dimensions of the specified ad size; partial-page ads do not bleed. If an ad does not have a defined edge, a border may be applied at the publisher's discretion.

Digital Formats

- PDF/X-1a is the preferred format. All high-resolution images must be included and fonts embedded when the high-resolution PDF file is saved.
- TIFF and JPEG files are also acceptable formats. Resolution should be 300 dpi and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

File Submission

- Files may be submitted electronically in one of the acceptable formats specified under **Digital Formats**.
- A printed, 4-color proof that represents the final digital ad file at 100% should be provided for all ads submitted, for verification that ad elements (artwork, fonts, etc.) output correctly. *If ad files are submitted electronically, the color proof should be mailed separately to the Visit Orlando address above.*

NOTE: Accurate verification of color in an ad requires a SWOP-certified proof with color bars, which has been calibrated to printing industry standards. **In the absence of a hard-copy proof supplied by the advertiser/agent, and of a SWOP-certified proof for color ads, Visit Orlando® will not in any way be held responsible for errors, omissions or color reproduction of the ad, and will not refund contracted advertising rates or other amounts should unnoted errors be subsequently printed.**



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

PRODUCTION CONTACT:

Liana Colón at 407-363-5887
with questions related to
artwork guidelines and specs.

ART SUBMISSION:

Send creative to
Liana.Colon@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.