

# CONVENTION SALES CO-OP CAMPAIGN

## ADVERTISING SPECIFICATIONS

### Print File Formats

- PDF/X-1a is the preferred format for file submission. 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.

A printed, 4-color proof that represents the final digital ad file at 100% should be provided for all display 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 a display 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.**

#### Full Page Ad

Live Area.....6.625" x 9.5"  
Crops/Trim Size .....7.625" x 10.5"  
Bleed Size.....8.125" x 11"

#### Half Page Ad

Horizontal.....6.875" x 4.75"

- 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 ad**—Ad should be built to trim size. If ad is to bleed, background image must be extended an additional 1/4" beyond the trim size on all four sides. **Live area should be 1" 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.
- **Half page ad**—Ad should be built to the dimensions of the specified ad size; partial-pages ads do not bleed. If an ad does not have a defined edge, a border may be applied at the publisher's discretion.

### Digital File Formats

#### Co-op Email

- 1 High resolution photo
- Headline – maximum 50 characters including spaces
- Copy – maximum 300 characters including spaces
- URL

#### Meetings Insider Newsletter

- 1 High resolution photo
- Headline – maximum 35 characters including spaces
- Copy – maximum 150 characters including spaces
- URL

#### Digital Banner Ad

**HTML5 Ad: 300x250; 728x90; 160x600; 300x600; 320x50 (provide all sizes for greatest impressions)**

- HTML file and support files (javascript, fonts, graphics) should be zipped with a maximum file size of 100k
- Static backup file (gif or jpg format) – maximum file size of 50k
- URL

#### Static Only Ad:

- Static ad (gif or jpg format) – maximum file size of 50k
- URL

NOTE: Digital specs and deadline grid provided to co-op partners by Convention Marketing team in December. Only 3rd party 1x1 click-tracker tag accepted due to shared impressions inventory to be served through Visit Orlando ad server. Tracking report provided upon request.



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.