

2020 GOOGLE SEM CO-OP

WHAT IS THIS? Visit Orlando will run a special Google SEM (Search Engine Marketing) Ad group campaign utilizing Visit Orlando's proven search terms and first party data.

WHO DOES IT REACH? Directs consumers searching for information on Orlando hotels to a dedicated landing page on **VisitOrlando.com**. This landing page displays hotel deals for a maximum of eight partners.

MESSAGING? Perfect for deals and special offers.

PROGRAM COST: The cost per advertiser is \$3,799 for a two-month flight. Eight advertisers are able to participate per flight.



ADVERTISING SPECS

Visit Orlando will provide production. Members will need to provide:

- Color photo (high resolution, 300 dpi jpeg)
- Featured offer - 30 words (must include a compelling offer)
- a Vanity URL and a telephone number
- a click-through link

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



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 with any questions regarding this advertising opportunity.

MATERIAL CONTACT

advertising.coordinator@visitorlando.com

INVOICE/BILLING

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.

CLOSING DATES

Space Deadline

Feb/Mar	January 8, 2020
April/May	February 18, 2020
June/July	April 22, 2020
Aug/Sept	June 24, 2020
Oct/Nov	August 19, 2020
Dec/Jan	October 21, 2020

Materials Deadline

Feb/Mar	January 21, 2020
April/May	March 4, 2020
June/July	May 6, 2020
Aug/Sept	July 8, 2020
Oct/Nov	September 2, 2020
Dec/Jan	November 4, 2020

Invoicing is at time of placement