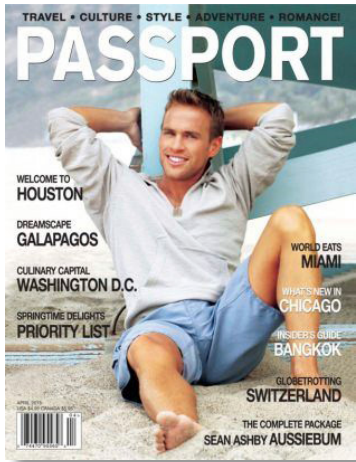


2020 LGBTQ+ PRINT MARKETING CO-OP

WHAT IS THIS? Reach a niche LGBTQ+ audience with this print co-op package that utilizes national print magazines.

MAGAZINE PRINT PACKAGE

Package includes Visit Orlando-created formatted ads in *Passport*, *Curve* and *Gay Parent* magazines during key travel seasons. **Package includes all four issues.**



PASSPORT Magazine – SUMMER & FALL ISSUES

WHO DOES IT REACH? Passport magazine is the #1 national gay travel publication.

Distribution: National

Circulation: 155,187 plus digital download per advertiser

of Ad Spaces: 4 per page

Space Close: February 17, 2020

SUMMER Issue – May-June

Materials Due: March 4, 2020

FALL Issue – September-October

Materials Due: June 22, 2020



CURVE Magazine – FALL ISSUE

WHO DOES IT REACH? Curve is the nation's best selling lesbian magazine.

Distribution: National

Circulation: Total circulation of 55,000 (5,000 printed, 50,000 online.)

of Ad Spaces: 4 per page

Space Close: February 17, 2020

Materials Due: July 15, 2020



GAY PARENT Magazine – SUMMER ISSUE

WHO DOES IT REACH? Gay Parent reaches a family audience, mostly couples between ages 30-39, who take 1-3 vacations per year.

Distribution: National

Circulation: Total circulation of 10,000, plus digital download per advertiser.

of Ad Spaces: 4 per page

Space Close: February 17, 2020

Materials Due: May 4, 2020

Total Impressions: 320,374

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 with any questions regarding this advertising opportunity.

INVOICE/BILLING

advertising.coordinator@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

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.

2020 LGBTQ+ DIGITAL MARKETING CO-OP



WHAT IS THIS? Reach a niche LGBTQ+ audience with digital co-op packages that utilize paid social media and digital display banners.

DIGITAL PACKAGE

Package includes Visit Orlando-created formatted co-op digital display banner ads and a Facebook and Instagram sponsored post to leverage first-party travel, data, and retargeting across the web. Two flight options available – spring and fall.

Both the Spring and Fall digital packages contain:

SOJERN –

Created Formatted Digital Display

Banners – 5 Sizes: 728x90, 300x250, 160x600, 300x600 & 320x50

WHO DOES IT REACH? LGBTQ+ travelers between ages 25-54 with an average household income of \$75,000+. Estimated total impressions based on maximum participants: 750,000 per advertiser.

FACEBOOK & INSTAGRAM –

1 Formatted Single Image Ad

WHO DOES IT REACH? Interests include Gay Pride, Pride, Friendly, Gay Travel, etc. Ages 25-54 with an average household income of \$75,000+. Estimated total impressions based on maximum participants: 1,125,000 per advertiser.

SPRING DIGITAL PACKAGE –

March-May

Space Close: January 17, 2020

Materials Due: January 31, 2020

FALL DIGITAL PACKAGE –

July-September

Space Close: May 6, 2020

Materials Due: May 20, 2020

Total Package Impressions (based on maximum participants): 1.8 million per advertiser.



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REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

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