

LGBTQ PRINT MARKETING CO-OP

ADVERTISING SPECIFICATIONS

Please provide the following ad materials.

MATERIAL NEEDED:

- 1. Color Photo** – One high-resolution horizontal color photo, 300 dpi (minimum) in either jpeg, tif or eps format. Photo should measure approx. 3 inches wide by 2 inches high. Third-party images used to represent a property or attraction will be refused. Logos are not accepted.
- 2. Property or Attraction Name**
- 3. 25 Words of Copy** – Bold, italicized, “ALL CAPS” or “bullets” may not be used.
- 4. One Phone Number** – Preferably a toll-free #.
- 5. One Website Address** – Must be a print-friendly URL. Email addresses are not accepted.



Property Name Here

This is where your 25 words of copy will appear. Please be sure to limit your descriptions to 25 words.

XXX-XXX-XXXX
propertyname.com

SAMPLE FORMATTED AD (not actual size)

Members must provide room nights booked from this ad.

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.

IMPORTANT: Accommodation offers can include best wholesale rate with added amenities such as late checkout, room upgrades, kids eat free, etc., OR a free night or “rates starting at” offer. Only one rate will be allowed. All other offers can include rate discounts with front-of-the-line access, early hours, dining discounts, behind-the-scenes tour discounts, etc.



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.

LGBTQ DIGITAL MARKETING CO-OP

ADVERTISING SPECIFICATIONS

Two parts to this package: **Visit Orlando-created display banner ads**, and a **Facebook/Instagram advertisement**. Materials are needed for each component.

TIP: The Target Audience of this package is **LGBTQ couple focused**.

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.

A. 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:

- 1. 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.
- 2. 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.
- 3. Call to Action** — Choose either Book Now, Learn More or Buy Now
- 4. Offer** — Frame 1 — Maximum 45 characters* (*character count includes spaces and punctuation)
- 5. 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.

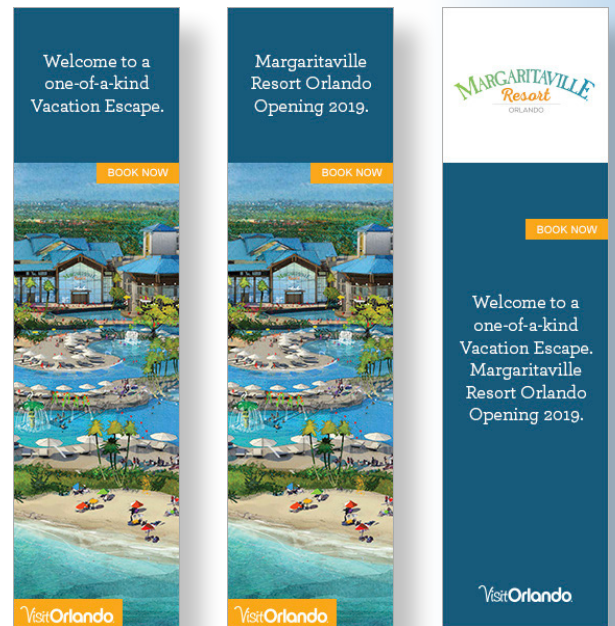
- 6. Website URL** — Link provided must be active. Tracking link is OK.

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.

A. DIGITAL BANNER EXAMPLES

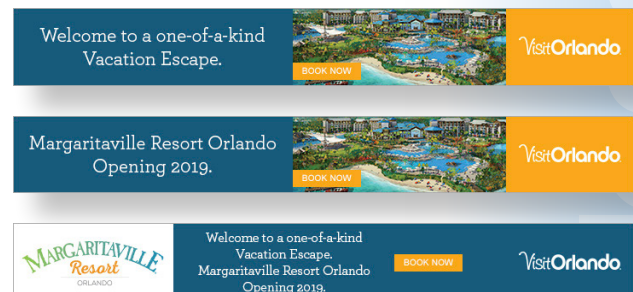
160x600



300x250



728x90



LGBTQ DIGITAL MARKETING CO-OP

B. FACEBOOK/INSTAGRAM ADVERTISEMENT

One formatted Facebook/Instagram ad will be created with these materials.

SAMPLE ADS:



MATERIAL NEEDED:

- 1. Image** – High resolution photo with horizontal (landscape) orientation, no less than 300dpi. Image must be a photograph and contain no copy or logos.
- 2. Member or Property Name** – Maximum 20 characters
- 3. Offer/Copy Headline** – Maximum 40 characters
- 4. Call to action** – Choose either Book Now or Learn More
- 5. Website URL** – Link provided must be active. Tracking link is OK.

QUESTIONS:

Contact your **Member Development Consultant** at advertising.coordinator@visitorlando.com with any questions regarding this advertising opportunity.

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Visit Orlando

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

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