

## ADVERTISING SPECIFICATIONS

There are three parts to this package: **Video/B-Roll for Connected TV and materials for the High Impact Unit and Native Unit.**

**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. CONNECTED TV

Please supply the following - the B-Roll supplied will be edited to a :30 second destination spot (to include another co-op partner):

- 1:00-2:00 B-Roll with :05 clip preferences
- Destination URL/tracking tags

### B. HIGH IMPACT UNIT

Please supply the following:

- 5-6 High Resolution Images, no less than 300dpi. Images must be photographs and contain no copy or logos.
- 3-4 copy points. Less than 60 characters that you would like to promote.
- Destination URL/tracking tags

### C. NATIVE UNIT

The native unit will be created with materials listed below.

### MATERIALS NEEDED:

- 1. Image** - Please provide one high resolution image with horizontal (landscape), no less than 300dpi. Image will be cropped to 1200x900 and 900x900.
- 2. Headline Description (Offer)** - Maximum 60 characters
- 3. Member or Property Name (Sponsored By)** - Maximum 30 characters
- 4. Website URL and tracking tags (if using tags)** - Link provided must be active.



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### QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

### REPORTING/CAMPAIGN IMPLEMENTATION

[advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com)

### INVOICE/BILLING

[advertising.coordinator@visitorlando.com](mailto: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](mailto:Liana.Colon@VisitOrlando.com)