

2020 M&C SPRING & FALL DIGITAL CO-OP

WHAT IS THIS? Reach meeting professionals through this programmatic (1:1 targeting) digital display ad offering cost-efficient exposure to drive traffic to your website.

WHO DOES IT REACH? Meeting, convention and event planners.

DIGITAL PROGRAM Deliver qualified meetings website visitation with your digital banner ad and leverage third-party data to target meeting professionals on the web.

M&C SPRING & FALL DIGITAL CO-OP

Spring (March-May), Fall (August-October)

3-month Digital Flight – 3 month minimum required. Limited space available, sold on first come, first serve basis.

PACKAGE A

2,200,000 estimated impressions

PACKAGE B

1,450,000 estimated impressions

AVERAGE PERFORMANCE

CPM: \$6.80 CTR: 0.16% CPC: >\$3

SPRING DIGITAL PACKAGE –

March-May

Space Close: January 17, 2020

Materials Due: January 31, 2020

FALL DIGITAL PACKAGE –

August-October

Space Close: June 19, 2020

Materials Due: July 3, 2020

ADVERTISING SPECIFICATIONS

DIGITAL BANNER ADS – Supply either HTML5 and/or static banners, in the following sizes: 300x250, 728x90, 160x600, 300x600 and 320x50. Please provide all sizes for greatest impressions.

HTML5 Ad:

- 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: 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.

VisitOrlando

6277 Sea Harbor Drive, Suite 400
Orlando, FL 32821-8043
407-363-5800, VisitOrlando.com

QUESTIONS:

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

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visit Orlando.com

INVOICE/BILLING

advertising.coordinator@visit Orlando.com

ART SUBMISSION:

Send creative to MaryBeth.Pierre@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.