

MEETINGS WEBSITE ADVERTISING

ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

1 AD UNIT – 300X250 Tile Ad

REQUIRED SPECS (Submit one of the following):

Static

File Size Maximum: 50k

When submitting a static ad, please include a gif, png or jpg file and the click-through link

Animated GIF

File Size Maximum: 50k

Maximum Duration: 4 loops

When submitting an animated GIF ad, please include the click-through link and a GIF file

HTML5

Third party hosted is preferred; otherwise, please follow these requirements.

File Size Maximum: 100k

Maximum Duration: 15 seconds

When submitting an HTML5 ad, please include the click-through link and a zip file that contains all of the files called from within the HTML file (HTML, CSS, Java-Script, images). All files must be in the same folder and there is a limit of 20 files.

Third Party Tags

Ad tag must display backup jpg or GIF for browsers that do not support rich media

OPTIONAL SPECS:

- PIXEL Tracking
- PETRA Tracking

2 AD UNIT – Featured Listing

REQUIRED SPECS:

- 300-word company description
- Up to 10 high-resolution images, plus 1 logo (jpg or .gif format only; 800X600 pixel minimum size)
- Physical address, email address, website address (can be a tracking link), phone number

OPTIONAL SPECS:

- Video (formats accepted: .asf, .avi, .f4v, .flv, .m2v, .mov, .mp2, .mp4, .mpg, .ogv, .ogg, .qt, .vob, .wmv; up to 5 minutes in length)
- Social Media Links (Facebook, Twitter, YouTube, Instagram, Pinterest)
- 1 link to a Virtual Tour hosted on your site
- Toll-free number
- PIXEL Tracking



1 300X250 TILE AD

A featured listing for Wyndham Orlando Resort International Drive. The listing includes the hotel name, address (8001 International Drive, Orlando, FL 32819), and a 'Visit Website' link. It features a large image of a conference room and a list of amenities such as 'Wireless Internet Access: Yes', 'Wheelchair Accessible: Yes', 'Swimming Pool: Yes', 'Shuttle to Attractions: Yes', 'Room Service: Yes', 'Restaurant/Cafe: Yes', 'Pets Allowed: Yes', 'Laundry: Yes', 'Fitness/Exercise Facility: Yes', and 'Electric Vehicle Charging Station: Yes'. It also lists the number of sleeping rooms (5370), total meeting space (60,000 sq ft), number of meeting rooms (36), and total number of rooms (6130). The listing includes a 'Share' button with social media icons and an 'ADD TO MY FAVS' button.

2 FEATURED LISTING

PRODUCTION CONTACT:

Alex Scott at 407-354-5552
with questions related to
artwork guidelines and specs.

ART SUBMISSION:

Send creative to
Alex.Scott@VisitOrlando.com

Visit Orlando

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