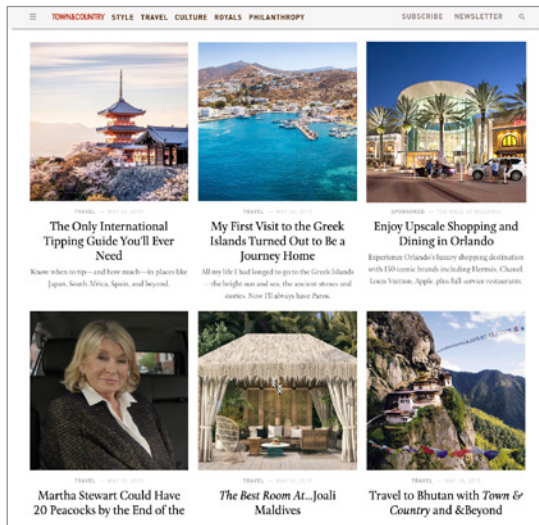


# 2020 DIGITAL NATIVE UNIT CO-OP

**WHAT IS THIS?** A native unit resembles a website's editorial content. The unit efficiently drives site visitation and offers flexible, creative opportunities.

**WHO DOES IT REACH?** Women ages 25-54 with an average household income of \$75K+, kids in the home, travelers and interest in theme parks. Target market areas: Miami, Tampa, Jacksonville, West Palm Beach, New York City, Philadelphia, Atlanta, Boston, Chicago, Washington, D.C. and Hartford. Estimates total impressions on maximum participants: 2MM per flight/partner.

**MESSAGING?** Perfect for your branding and awareness message or deals + special offers.



## SPRING FLIGHT: MARCH-MAY

Space Close: January 13, 2020

Materials Due: January 27, 2020

## FALL FLIGHT: AUGUST-OCTOBER

Space Close: June 1, 2020

Materials Due: June 15, 2020

## ADVERTISING SPECIFICATIONS

The native unit will be created with the below materials.

### 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.

### MATERIAL SUBMISSION:

Send creative to [Liana.Colon@VisitOrlando.com](mailto:Liana.Colon@VisitOrlando.com)

### PRODUCTION CONTACT:

Liana Colón at 407-363-5887 with questions related to artwork guidelines and specs.

### 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.

NOTE: Programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.

## VisitOrlando

6277 Sea Harbor Drive, Suite 400  
Orlando, FL 32821-8043  
407-363-5800 • [VisitOrlando.com](http://VisitOrlando.com)

### 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)

### 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.