

OFFICIAL VISITOR CENTER

ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

VIDEO WALL

Videos run on sixteen 55" LED Video Monitors displayed in 4x4 format and rotate between advertising partners. Please supply the following:

- 15-30 second video – No Audio*

*Please note there is no sound when video is played. You may supply a video with sound, but it will not be heard.

- File Type: MP4 or WMV
- Size: 1920x1080 pixels
- Bitrate: 10,000
- Frame Rate: 29 frames/second

TV MONITOR

Static ads on the TV monitor rotate every 10 seconds.

Please supply the following:

- File Type: PNG
- Size: 1920x1080 pixels
- Color Format: RGB

BANNER or TEXT AD on VisitOrlando.com

1 300X250 Banner Ad

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, JavaScript, 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 Text Ad – (Submit one of the following):

Member name (4-word maximum)

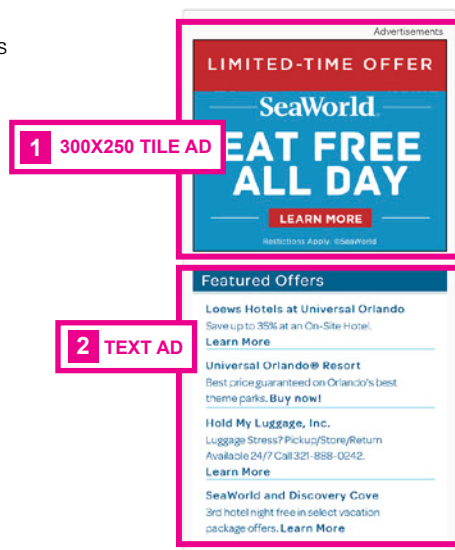
Ad text (10-word maximum)

Click-through link

Note: ALL CAPS is not permitted

OPTIONAL SPECS:

- PIXEL Tracking
- PETRA Tracking



VisitOrlando

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Suite 400
Orlando, FL 32821-8043
407-363-5800
VisitOrlando.com

PRODUCTION CONTACT:

Alison Wanta at 407-354-5573
with questions related to
artwork guidelines and specs.

ART SUBMISSION:

Send creative to
Alison.Wanta@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.