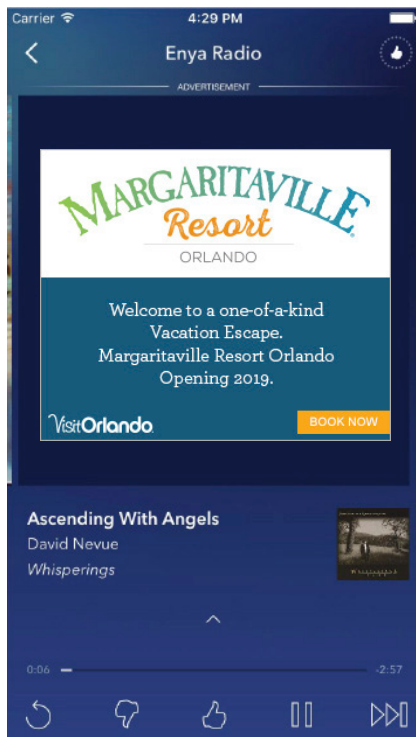


# 2020 PANDORA CO-OP

**WHAT IS THIS?** The Pandora Radio co-op package features one formatted co-op digital banner ad and a :15 second tag following a Visit Orlando destination :15 audio spot (totaling :30 second ad), which targets listeners in key travel markets to Orlando – Miami, Tampa, Jacksonville, and West Palm Beach. Two flights available.

**WHO DOES IT REACH?** Leisure and theme park travelers with an average household income of \$50,000+. Estimated total impressions based on maximum participants: 250,000 per flight.

**MESSAGING?** Perfect for timely reasons to come now, what's new and deals + special offers.



## SPRING FLIGHT – MARCH-MAY (3 MOS. FLIGHT)

Space Close: January 20, 2020

Materials Due: February 10, 2020

## FALL FLIGHT – AUGUST-OCTOBER (3 MOS. FLIGHT)

Space Close: June 8, 2020

Materials Due: July 6, 2020

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

## Visit Orlando

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

### 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.