

ADVERTISING SPECIFICATIONS

There are two parts to this package: **one Visit Orlando-created static digital 300x250 display banner ad and the audio spot.** Materials are needed for each component.

IMPORTANT: We can only make copy edits during the creation and proofing stages of the production process. The proof and copy that you approve will run for the entire campaign. We are unable to edit or modify the ad once the component goes live.

A. DIGITAL BANNER – SIZE: 300X250

Visit Orlando creates this banner for you using the materials supplied below. Co-op banner design is determined by Visit Orlando. See banner example for current design. No third party or member-created banners will be accepted.

MATERIAL NEEDED:

1. **Logo** - Illustrator eps/ai file preferred or high-resolution jpg/png/tif.
2. **Call to action** - Choose either Book Now, Learn More or Buy Now
3. **Offer** - Maximum 90 characters* (*character count includes spaces and punctuation)
4. **Website URL** - Link provided must be active. Tracking link is OK.

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.

B. AUDIO SPOT

MATERIAL NEEDED:

1. **Full property or attraction name**
2. **Key offer with details including available dates**
3. **Any legal language that needs to be mentioned** - including exclusions, etc.

From these details, we will craft a script that will be shared for approval before being recorded. Below is a sample intro of the audio spot and where your offer will be included in the script:

*“In Orlando, you can immerse yourself in one-of-a-kind experiences that capture your imagination. And Visit Orlando is here to help you plan YOUR uniquely Orlando vacation with expert advice and exclusive offers like this one: **YOUR OFFER HERE.**”*

IMPORTANT: Audio ads are not clickable. The 300x250 display ad appears after the audio unit.

Visit Orlando reserves the right to edit any descriptions or copy to comply with the ad format, space limits, brand guidelines and/or to deny the inclusion of any member advertisement.



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407-363-5800
VisitOrlando.com

QUESTIONS:

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

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

advertising.coordinator@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

