

# FLORIDA NEWSPAPER CO-OP PACKAGE

## ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

### 1. Color Photo

One high-resolution horizontal color photo, 300 dpi (minimum) in either jpeg, tif or eps format. Photo should measure approx. 3 inches wide by 2 inches high. Third-party images used to represent a property or attraction will be refused. Logos are not accepted.

### 2. Property or Attraction Name

### 3. 25 Words of Copy

Bold, italicized, "ALL CAPS" or "bullets" may not be used.

### 4. One Phone Number

Preferably a toll-free #.

### 5. One Website Address

Must be a print-friendly URL. Email addresses are not accepted.

## SAMPLE FORMATTED AD (not actual size)



*Uniquely*  
**ADVENTUROUS.**

Plan your vacation at [VisitOrlando.com](http://VisitOrlando.com)

**Margaritaville Resort Orlando**  
Opening early 2019, Margaritaville Resort Orlando features a lagoon-style pool and soft sand beach, 14-acre water park and so much more, located minutes from area theme parks.  
1-855-995-9099 • [MargaritavilleResortOrlando.com](http://MargaritavilleResortOrlando.com)

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.

**IMPORTANT:** Accommodation offers can include best wholesale rate with added amenities such as late checkout, room upgrades, kids eat free, etc., OR a free night or "rates starting at" offer. Only one rate will be allowed. All other offers can include rate discounts with front-of-the-line access, early hours, dining discounts, behind-the-scenes tour discounts, etc.

**VisitOrlando**

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