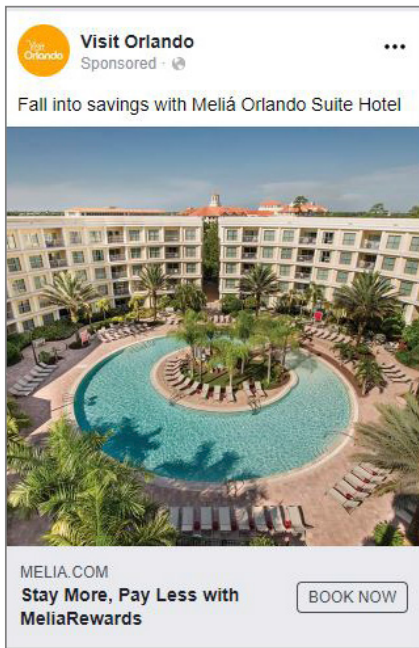


SOCIAL CO-OP – DOMESTIC

ADVERTISING SPECIFICATIONS

One formatted Facebook ad will be created with these materials.

SAMPLE ADS:



MATERIAL NEEDED:

- 1. Image** – High resolution photo with horizontal (landscape) orientation, no less than 300dpi. Image must be a photograph and contain no copy or logos.
- 2. Member or Property Name** – Maximum 20 characters
- 3. Offer/Copy Headline** – Maximum 40 characters
- 4. Call to action** – Choose either Book Now or Learn More
- 5. 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.

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.

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 with any questions regarding this advertising opportunity.

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

advertising.coordinator@visitorlando.com

PRODUCTION CONTACT:

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

ART SUBMISSION:

Send creative to Liana.Colon@VisitOrlando.com

VisitOrlando