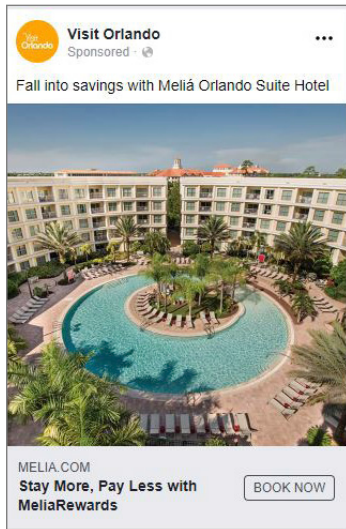


2020 SOCIAL CO-OP – INTERNATIONAL

WHAT IS THIS? A Facebook and Instagram Sponsored Post that promotes Visit Orlando and co-op partners, leveraging Visit Orlando first-party data and retargeting in core markets to enhance your paid social efforts. Four flight options available – two for Brazil and two for Canada.

MESSAGING? Perfect for branding and awareness, what's new and special deals + offers. Post will link to partner website.

SAMPLE ADS:



BRAZIL

WHO DOES IT REACH? Women ages 25-49 with and without children in the household; Men ages 25-49 without children in the household. A/B class. National reach with focus on the biggest cities, such as Sao Paulo and Rio de Janeiro. Estimated 1,500,000 views per flight/partner.

SPRING FLIGHT – MARCH-MAY

Space Close: January 20, 2020
Materials Due: February 3, 2020

FALL/WINTER FLIGHT – AUGUST -OCTOBER

Space Close: June 8, 2020
Materials Due: June 22, 2020

CANADA

WHO DOES IT REACH? Ages 25-54 who are frequent travelers and/or interested in vacations. Target Canada top geos-Golden Horseshoe and Kitchener Waterloo. Estimated 1,000,000 views per flight/partner.

SUMMER FLIGHT – MAY-JUNE

Space Close: March 23, 2020
Materials Due: April 6, 2020

FLIGHT #2: FALL/WINTER – NOVEMBER-DECEMBER

Space Close: September 21, 2020
Materials Due: October 2, 2020

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

VisitOrlando

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.

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.