

2020 STREAMING (CONNECTED) TV/VIDEO CO-OP

WHAT IS THIS? :15 or :30 second video ads that run across device platforms reaching consumers wherever they are watching video. These video ads are non-skippable.

WHO DOES IT REACH? Women ages 25-54 with an average household income of \$50K+ with kids in the home. Target market areas: Miami, Tampa, Jacksonville, and West Palm Beach. This co-op has data driven capabilities that reaches this core target audience whenever they are watching. Estimates total impressions on maximum participants: 121,875 views per flight/partner (CPCV model).

MESSAGING? Perfect for your branding and awareness message or deals + special offers.



SPRING FLIGHT: MARCH-MAY

Space Close: January 13, 2020
Materials Due: January 27, 2020

FALL FLIGHT: AUGUST-OCTOBER

Space Close: June 1, 2020
Materials Due: June 15, 2020

ADVERTISING SPECIFICATIONS

Please supply the following - the B-Roll supplied will be edited to a :30 second destination spot, which Visit Orlando will produce (includes other participating members).

- 1:00-2:00 B-Roll with :05 clip preferences
- Destination URL/tracking tags

Be sure to supply the destination URL and tracking tags (if using tags).

VIDEO SUBMISSION:

Send creative to Advertising.Coordinator@VisitOrlando.com

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.

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

advertising.coordinator@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.