

TRAVEL TRADE DIGITAL NEWSLETTER ADVERTISING

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. A company logo may also be included on the image (optional). Logo must be supplied as a vector file only, and placement will depend on the image supplied. Logos that are not vector will be refused.

2. Featured Offer – 30 Characters Max

This is the ad headline. The offer must be the ad headline with the exception of cities, airports, etc.

NOTE: Character count includes spaces, registration marks and punctuation.

3. Descriptive Paragraph of Offer – 125 Characters Max

Bold, italicized, “ALL CAPS” or “bullets” may not be used. Property or attraction name must be included in the copy block. A phone number and promo code are acceptable within the copy block.

NOTE: Character count includes spaces, registration marks and punctuation.

4. Click-through Link to Offer

SAMPLE FORMATTED AD (not actual size)



Featured Offer Here – 30 Characters

This is where your 125 characters will appear.

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.

Visit Orlando

6277 Sea Harbor Drive
Suite 400
Orlando, FL 32821-8043
407-363-5800
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

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.