

2020 TRIPADVISOR CO-OP

WHAT IS THIS? An exclusive opportunity to advertise on a top travel planning website with co-op digital banner ads located on the TripAdvisor website, including the exclusive Orlando destination page. Three flight options available.

WHO DOES IT REACH? Reaches consumers already interested in Orlando, providing national exposure to qualified audience of travel intenders. Estimated total impressions based on maximum participants: 150,000 per advertiser.

MESSAGING? Perfect for your branding and awareness or special offer messaging.



SPRING FLIGHT – APRIL-JUNE

Space Close: February 17, 2020

Materials Due: March 2, 2020

SUMMER FLIGHT – JULY-SEPTEMBER

Space Close: May 18, 2020

Materials Due: June 5, 2020

FALL FLIGHT – OCTOBER-DECEMBER

Space Close: August 17, 2020

Materials Due: August 31, 2020

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

All materials will be reviewed and approved by Visit Orlando marketing and executive teams before placement. 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.



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

407-363-5800

VisitOrlando.com

QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visit Orlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visit Orlando.com

INVOICE/BILLING

advertising.coordinator@visit Orlando.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.