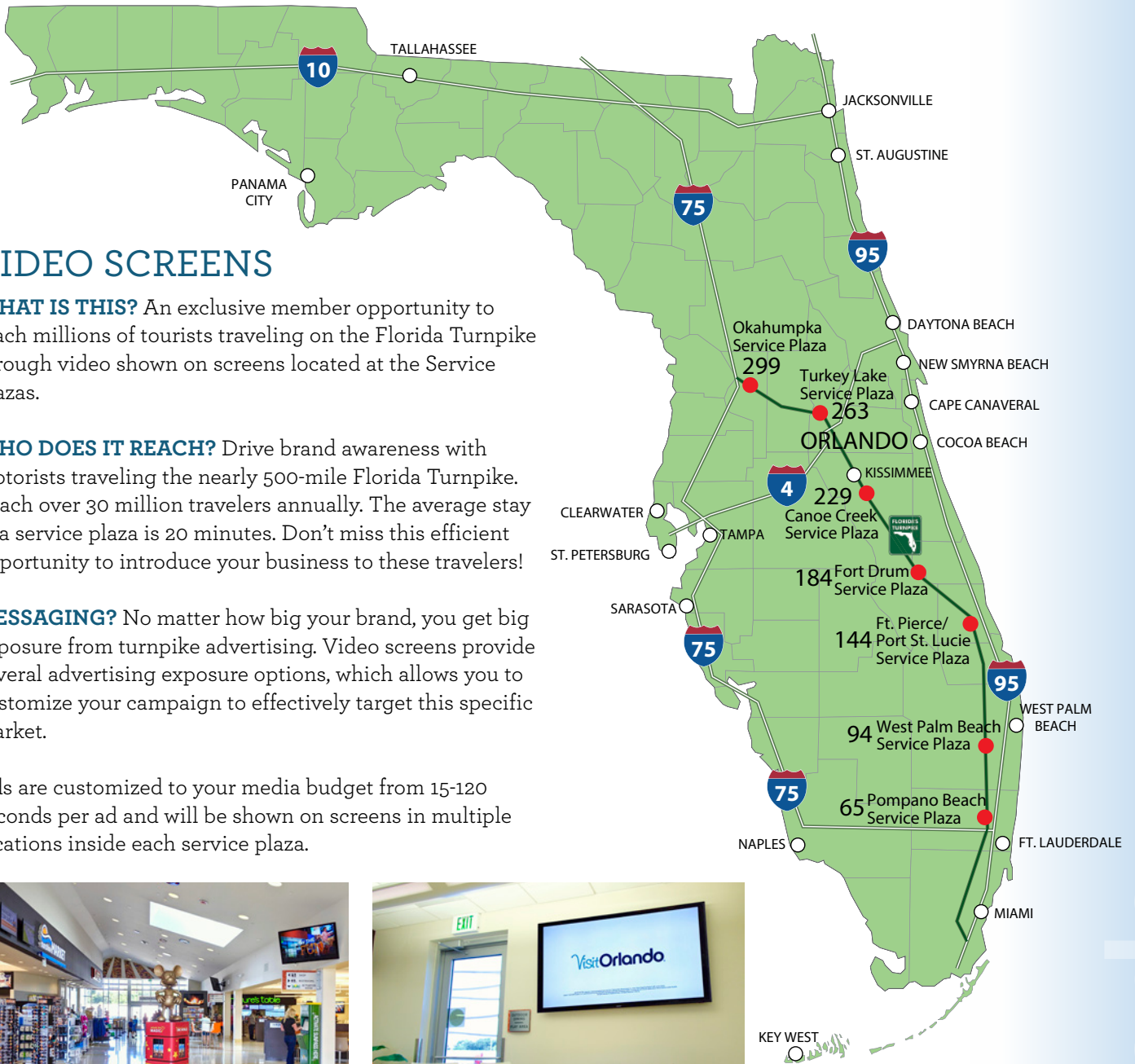


2020 TURNPIKE SERVICE PLAZA VIDEO SCREENS



VIDEO SCREENS

WHAT IS THIS? An exclusive member opportunity to reach millions of tourists traveling on the Florida Turnpike through video shown on screens located at the Service Plazas.

WHO DOES IT REACH? Drive brand awareness with motorists traveling the nearly 500-mile Florida Turnpike. Reach over 30 million travelers annually. The average stay at a service plaza is 20 minutes. Don't miss this efficient opportunity to introduce your business to these travelers!

MESSAGING? No matter how big your brand, you get big exposure from turnpike advertising. Video screens provide several advertising exposure options, which allows you to customize your campaign to effectively target this specific market.

Ads are customized to your media budget from 15-120 seconds per ad and will be shown on screens in multiple locations inside each service plaza.



15, 30, 60, 90 or 120 second video spots available. Video will run throughout all seven plaza locations that contain a total of 34 Video Screens.

QUESTIONS:

Contact your Member Development Consultant at advertising.coordinator@visitorlando.com with any questions regarding this advertising opportunity.

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