

TURNPIKE SERVICE PLAZA VIDEO SCREENS

ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

VIDEO SCREENS

Paid advertiser videos run on screens in multiple locations inside each Service Plaza and rotate between other advertising partners and Visit Orlando messaging.

Please supply the following:

- Video in the length of spot chosen – please note that there is no sound when video is played on the monitors. You may supply a video with sound, but it will not be heard.
- File Type: MP4
- Size: 1920x1080 pixels
- Maximum File Size: 25MB



NOTE: Turnpike Service Plaza marketing activities are subject to FDOT authorization. Visit Orlando will submit all advertising for FDOT approval before placement.

Visit Orlando

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.

VIDEO SUBMISSION:

Send creative to
Alisa.Jacoby@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.