

# ARTS & CULTURE PACKAGE - DISPLAY

## Advertising Specifications

**Asset Due Date: 2 weeks prior**



## Ad Specifications

Dimensions*:	300x250, 728x90, 300x600, 160x600, 320x50, 300x50 <b>The VISIT FLORIDA Coop Logo is required on all display assets <u>with the exception of the 320x50 and 300x50</u></b>
File Types Accepted:	JPEG, GIF, or HTML5
Max File Size for JPEG/GIF:	100KB
Max File Size for HTML5:	200KB (compressed zipped folder)
Max Animation Loops:	Max Animation Loops: 3X; Max Animation Time: :15
Click-Through URL:	Partner to provide click-through URL

## Additional Information

- > **This program requires the VISIT FLORIDA logo. To view logo guidelines and logo options, [please click here](#)**
- > All creative must contain 1 pixel dark border
- > HTML5 : Please send in compressed zipped folder. Please note, uncompressed assets when totaled should equal 200K or less. HTML5 must include separate static back up for each HTML5 compressed folder, <100KB
- > Partners have the option to place a vendor retargeting pixel on their site prior to launching a campaign. A retargeting pixel is a way to remind users of your ad/brand by identifying users who have visited your website previously. If desired, please reach out to your RPM to request a pixel from the vendor. Once the pixel has been placed on the partner website, please notify your RPM and the vendor will confirm that the pixel is working properly and troubleshoot if needed. The deadline for pixel placement is 2 weeks prior to campaign launch date.

## Submit Creative

- > We advise that all creative assets are submitted by the asset due date to avoid any delays and incurring any additional associated program fees.
- > Advertiser must prepare full list of assets and specs contained in this document for each co-op program.
- > Email files to: [VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com)

For file specs, material extension and creative questions  
contact: [VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com) or  
(303) 867-8237

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