

ARTS & CULTURE - VIDEO

Advertising Specifications

Asset Due Date: 2 weeks prior

Creative Requirements

Video Asset



Ad Specifications

Max File Dimensions*:	Up to 1920x1080
File Types Accepted:	MP4
Max File Size:	Up to 100MB
Minimum Resolution:	24FPS
Aspect Ratio:	4:3, 16:9
Length:	:15 or :30 seconds
Click Thru URL	Partner to Provide

Additional Information:

- > **This program requires the VISIT FLORIDA Coop logo on all submitted video assets. To view logo guidelines and logo options, [please click here](#).**
- > 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

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