

DIGITAL BILLBOARDS + REMARKETING

Advertising Specifications

Asset Due Date: 2 weeks prior



Ad Specifications

Digital Billboard Dimensions:	1400x400, 840x400, 1080x1920, 1920x1080, 1800x600 *Banners sizes required, additional sizes optional
Display Dimensions*:	300x250, 728x90, 300x600, 160x600, 320x50, 300x50 The VISIT FLORIDA Coop Logo is required on all display assets <u>with the exception of the 320x50 and 300x50</u>
File Types Accepted:	JPEG
Max File Size	100KB
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
- > 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

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