

# Always-On Programs

IN PARTNERSHIP WITH **VISIT FLORIDA**<sup>®</sup>

## Program Overview:

- > Available: July 1, 2026 – June 30, 2027
- > VISIT FLORIDA Co-Investment: 25%

- > Commitment Deadline: 4 weeks prior to start date
- > Assets Due: 2 weeks prior to start date

Publisher Name	Type of Program	Partner Cost	VF Investment	Total Media Value
<a href="#">VISIT FLORIDA.com Remarketing</a>	Display	Basic: \$3,750 Premium: \$18,750	Basic: \$1,250 Premium: \$6,250	Basic: \$5,000 Premium: \$25,000
<a href="#">VISIT FLORIDA.com Remarketing</a>	Video	Standard: \$7,500 Premium: \$18,750	Standard: \$2,500 Premium: \$6,250	Standard: \$10,000 Premium: \$25,000
<a href="#">Digital Out-of-Home</a> <i>Partner provides two markets</i>	Digital OOH	\$7,500	\$2,500	\$10,000
<a href="#">Disney Streaming Network</a>	Streaming TV	\$18,750	\$6,250	\$25,000
<a href="#">iHeartmedia Digital Audio</a>	Streaming Radio or Podcast	\$7,500	\$2,500	\$10,000
<a href="#">Prime Streaming TV</a>	Streaming TV	Basic: \$7,500 Standard: \$11,250	Basic: 2,500 Standard: \$3,750	Basic: \$10,000 Standard: \$15,000
<a href="#">Meetings in Florida</a>	Display (may include Native)	Standard: \$7,500 Premium: \$18,750	Standard: \$2,500 Premium: \$6,250	Standard: \$10,000 Premium: \$25,000
<a href="#">OTA Network</a>	Display	Basic: \$7,500 Standard: \$11,250	Basic: 2,500 Standard: \$3,750	Basic: \$10,000 Standard: \$15,000
<a href="#">Premium Content Network</a>	Display	Basic: \$3,750 Standard: \$7,500	Basic: \$1,250 Standard: \$2,500	Basic: \$5,000 Standard: \$10,000
<a href="#">Travelspike</a>	Display	\$3,750	\$1,250	\$5,000
<a href="#">Weather Sites Network</a>	Pre-Roll or Display	Display: \$3,750 Pre-Roll: \$7,500	Display: \$1,250 Pre-Roll: \$2,500	Display: \$5,000 Pre-Roll: \$10,000

**Geo Targeting:** National (finding the right person regardless of where they are)

**General Target Audience:** Travel Intenders - Past travelers to Florida and/or competitive destinations, travelers showing travel interest and travel-ready indicators, travelers actively researching and looking to book travel, frequent travelers, etc.

### To Participate



[AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org)

\*Coop assets are subject to VISIT FLORIDA coop logo guidelines. Logo guidelines and logo options can be found [here](#).

IN PARTNERSHIP WITH  
**VISIT FLORIDA**<sup>®</sup>

# Always-On Programs

IN PARTNERSHIP WITH 

**Social:** These programs do not require the use of the VF co-op logo

Program Name	Type of Program	Partner Cost	VF Investment	Total Media Value
<a href="#">Social Media Bundle - Florida Package</a>	Includes Meta, Youtube and Pinterest	Standard: \$7,500 Premium: \$18,750	Standard: \$2,500 Premium: \$6,250	Standard: \$10,000 Premium: \$25,000
<a href="#">Social Media Bundle - Social Buzz Package</a>	Includes Meta, Reddit, and X	Standard: \$7,500 Premium: \$18,750	Standard: \$2,500 Premium: \$6,250	Standard: \$10,000 Premium: \$25,000
<a href="#">Social Media - Professional Traveler Package</a>	Includes Meta, Youtube and LinkedIn	\$18,750	\$6,250	\$25,000

**Geo Targeting:** National (finding the right person regardless of where they are)

**General Target Audience:** Travel Intenders - Past travelers to Florida and/or competitive destinations, travelers showing travel interest and travel-ready indicators, travelers actively researching and looking to book travel, frequent travelers, etc.

To Participate



[AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org)

IN PARTNERSHIP WITH  
