

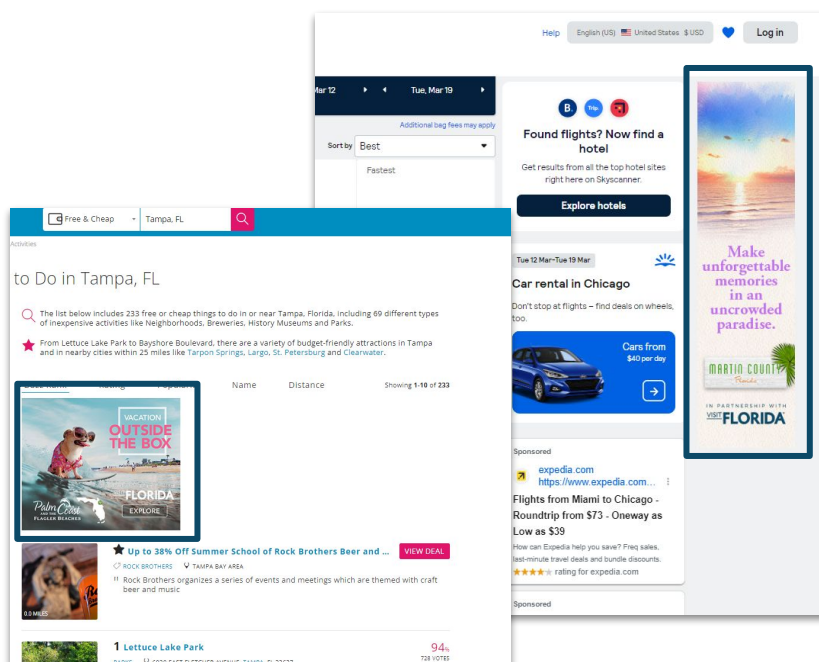
TRAVELSPIKE – DISPLAY ADS

Advertising Specifications

Asset Due Date: 2 weeks prior

Creative Requirements

Display Ads



Ad Specifications

Ad Sizes:	300x250, 160x600, 728x90, 300x50, 320x50 The VISIT FLORIDA Coop Logo is required on all display assets <u>with the exception of</u> the 300x50 and 320x50
File Types Accepted:	GIF, JPEG, PNG, or HTML5
File Size:	100KB initial load, 150KB max
Click-Through URL:	Partner to provide click-through URL

Additional Information

- > HTML5 : Please send in compressed zipped folder.
- > HTML5 must include separate static back up for each HTML5 compressed folder, <100KB
- > **This program requires the VISIT FLORIDA logo. To view logo guidelines and logo options, [please click here.](#)**

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