

Video Opportunities: Video Production & Distribution



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

A custom cooperative program designed to inspire travelers with specialty video content that highlights local culture and experiences across Florida's many exciting destinations.

SB



Reach 24 million unique travelers annually!

More than 10 million points-of-interest in the US with more added every day!



The Roadtrippers Platform includes:

- ✓ 2.5 million unique visits per month
- ✓ 350,000 trips planned per month
- ✓ 20 million page views per month
- ✓ 550,000 email subscribers
- ✓ 4 minutes of engagement per session
- ✓ 2.4 million Facebook audience
- ✓ Audience includes 22% in northeast, 19% in southeast, 17% in Midwest
- ✓ 59% female
- ✓ 48% age 25-44

Video Production and Marketing

Tell your own story in a video up to :90 seconds long. You will be met by a video professional to discuss the location and content you wish to highlight. Videos must have a specific theme and should not be a sales video but rather focus on a unique and story-telling approach to your business.

- Working with each partner to discuss the filming location(s)
- Each video will be set to music and up to :90 seconds long
- Videos will be posted to each Partner's listing page on VISITFLORIDA.com
- Add Roadtrippers distribution to put your video and content in front of highly qualified travelers looking to be inspired
- Add Facebook promoted video and receive 10% off that program
- Please ask about additional costs to edit video to :30 or :15 second spots and/or to add a professional voiceover

Video Production & Roadtrippers Distribution bundle

Small Business: \$4,100
Non-Small Business: \$6,600

MEDIA VALUE:
Video Production: \$10,000
Roadtrippers: \$7,200

Partners receive 10% off when bundling Video Production & Distribution with the Official Florida Vacation Guide!

Sales Close: 9/14/2018

Video Distribution: Roadtrippers

Roadtrippers is a revolutionary map platform where travelers can seamlessly discover, plan, book and navigate their next trip, all in one place. With millions of the best diners, national parks, museums, hotels & more... it's the ultimate road trip companion. It's easily accessible on any device or platform and forever free to users!

- Editorial Roadtrippers Chronicles (Blog) Post to accompany the video: \$2,500 value
- Feature Email Distribution through Roadtrippers.com: \$2,500 value
- Social Media exposure through Roadtrippers' channels: \$1,000+ value
- 1 month rotating home page feature (collection of 5 stories): \$1,200 value

To participate, please contact: ✉ VFCoop@MilesPartnership.com | ☎ (941) 342-2390

To view all programs: VISITFLORIDA.org/Planner

Video Production and Marketing add-on pricing options:

DRONE ADD-ON: \$1,500

- › This is pending permission from the location to use drone and confirming that it's not a no-fly zone of any kind.

SOCIAL CUT EDITING: \$2,400

- › 15 & 30-second cuts created and then partner has choice of one of those also being a 1x1 version.

VOICEOVER ADD-ON: \$1,500

- › Miles will work with partner to create a voiceover for the vignette, partner will be able to choose voiceover artist.

B-ROLL ACCESS THROUGH HARD DRIVE: : \$500

- › *VISIT FLORIDA and Partner will be co-owners of all copyright in the video content (including B-roll) we deliver, and will have full rights to use the materials in their promotions. Although the assets created as part of this co-op program will be co-branded, any use of this footage by the Partner beyond this co-op is only for their own initiatives and cannot be co-branded with the state without additional state approval.*