

# Daytona Beach Shores – Advertising Campaign Participation Agreement

## Visit The Shores

\*\*\*WEB Advertising CAMPAIGN\*\*\*

“Your Invitation to Advertise on the Official #DBS City Tourism Website showcasing Life is Better Here!”

Today’s Date: \_\_\_\_\_ Co-op Advertiser # \_\_\_\_\_

The creative media department is seeking **co-op advertisers** by invitation only to purchase thru the commitment of a semi-annual contract, a banner ad that will lead viewers to your business webpage linked from VisitTheShores.com. The cost for your business to participate is only \$50/X6 mo. per sponsorship (\$300 total), plus production of graphics if needed.

Business: \_\_\_\_\_ Owner/Manager: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_ Web: \_\_\_\_\_

### Web airtime Information

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Business Category: (circle one) Shop Play Eat Stay

In order to target different demographics based on your needs and company category, we are currently placing all banner ads on one page until page fills up, then we will place you on appropriate page. The overall goal is to have high frequency on the top genre and blend with other like businesses via website placement as needed. Future placement may include rotating ads on other pages throughout the site. **All banner sizes below are included in this OFFER current rate expires 12/18/2015.**

Target Demographic: \_\_\_\_\_

Banner Ad Size: Each business may choose from one of 4 banner sizes (120x240) or (180x150) or (234x60) or (125x125)



Placement Fee: \$ 300.00  
Production for Banner: \$ \_\_\_\_\_ (\$75 if needed)  
Total Cost \$ \_\_\_\_\_

PAYMENT AGREEMENT: Due upon signing of this agreement. **AD runs for 6-months from date when ad placed.**

Approved by: \_\_\_\_\_ Accepted by: \_\_\_\_\_

All checks to be made payable to New Vision Videos LLC prior to each campaign start. Memo line should read “VTS Web Banner”



Presented by Kathryn McMillan, on behalf of New Vision Videos LLC  
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Ownership of Visit The Shores Campaign is held by the City of DBS- under direction of New Vision Videos LLC who works with the City to oversee all phases of video production, creative, website banner ads and media buys. Social Media ads are done through another vendor.