

## BUILD YOUR OWN CAMPAIGN: BILLBOARD

### In-State Billboard Advertising February 1 – June 30, 2021

Billboards will run in-state, be approximately 14'x48' in size with digital screens. Ad spots will show on an :08 rotation.

#### Available Markets (DMAs):

Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport



Media team will work with participating CVBs to determine best available city and location for selected time period

#### Participation

To participate in the campaign buy-in, you will need to complete the Build-Your-Own Campaign buy-in form.

This form will allow you to select campaign dates, media tactics and investment level. **All participation forms are due by 4:00 PM December 15, 2020 to participate in the February-June 2021 program.**

#### CVB Investment & Number of Boards

CVB Investment Tiers	Number of Boards
Tier I \$1,250 Buy-In	-----
Tier II \$2,500 Buy-In	2 Boards for 4 Weeks
Tier III \$5,000 Buy-In	4 Boards for 4 Weeks

#### Duration of Media Buy:

4 weeks

#### Specifications and Creative Guidelines:

- Based on market purchased, size may vary; however, most 14'x48' billboards should be a published size of 400 pixels high by 1400 pixels wide at 72 ppi. Final specs will be provided once buy is placed.
- Save all RGB artwork as a .JPG at maximum quality
- Include any fonts/images/assets in the file
- No more than two creative versions at 50/50 rotation at a time. Partners can change messaging or rotation one time during total flight purchased after media has begun



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**Feed Your Soul Requirement:**

Logo must be of equal size to the DMO/CVB logo, at a minimum of 6.5' x 3.5' on a 48' x14' board

**Deadlines:**

- December 15, 2020, with plans starting as early as February 1, 2021
- Creative materials must be submitted for review 3 weeks prior to the campaign launch. Please submit your existing creative to: LeAnne Weill [lweill@crt.la.gov](mailto:lweill@crt.la.gov) and Regan Davis [rdavis@crt.la.gov](mailto:rdavis@crt.la.gov)

Contact LeAnne Weill, [lweill@crt.la.gov](mailto:lweill@crt.la.gov) for further information.

