

# BUILD YOUR OWN CAMPAIGN: DIGITAL DISPLAY

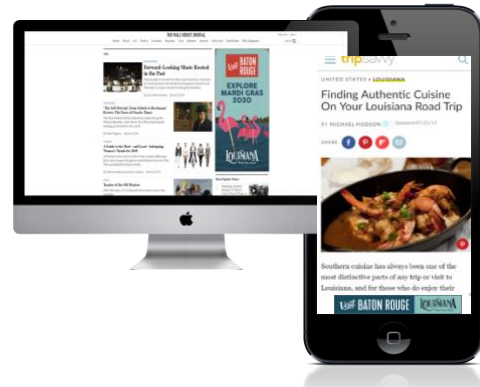
## Build Your Own Campaign

### Digital Display Advertising

February 1 – June 30, 2021

#### Base Audience Demographics

- Adults 25-54
- Who have recently taken a leisure trip or researched leisure trips
- Who have an affinity for Louisiana culture



#### Geography (Choice of)



#### In-state

Statewide (all 7 major markets): Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport



#### West

Beaumont, Houston, Tyler-Longview, Dallas-Ft. Worth, Austin, San Antonio



#### East

Little Rock-Pine Bluff, Memphis, Greenwood-Greenville, Jackson, Laurel-Hattiesburg, Biloxi-Gulfport, Birmingham, Mobile-Pensacola

#### 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.**



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### CVB Investment & Monthly Impressions

CVB Investment Tiers	Estimated Monthly Impressions
Tier I \$1,250 Buy-In	550,00
Tier II \$2,500 Buy-In	1,100,000
Tier III \$5,000 Buy-In	2,200,000

### Duration of Media Buy:

One month

### Specifications and Creative Guidelines:

- GIF, JPG or HTML5
- Dimensions (choose one)
  - 728x90
  - 300x250
  - 160x600
  - 300x600
- All banners must have a 1 pixel black border
- Published size must be under 40k
- 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
- Include URL for banner ad click-through, with any UTM tracking appended

### Feed Your Soul Requirement:

The Feed Your Soul logo must hold the same weight as the DMO/CVB logo on the creative

### Deadlines:

- 4:00 PM December 15, 2020, with plans starting as early as February 1, 2021
- All creative materials must be submitted for review 3 weeks prior to the media start date. 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)
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Contact LeAnne Weill, [lweill@crt.la.gov](mailto:lweill@crt.la.gov) for further information.



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### Example Placements

The New York Times

ESPN

Vox

90  
WAFB

FOX  
NEWS  
channel

food  
network

nola  
.com

msn

TRAVEL+  
LEISURE

NEWS  
CHANNEL  
5  
KALB

The  
Weather  
Channel

CNN

AND 1000s MORE!!

