

# BUILD YOUR OWN CAMPAIGN: DIGITAL VIDEO

## Build Your Own Campaign

### Digital Video 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.**



## BUILD YOUR OWN CAMPAIGN: DIGITAL VIDEO

### CVB Investment & Monthly Impressions

| CVB Investment Tiers       | Estimated Monthly Impressions |
|----------------------------|-------------------------------|
| Tier I<br>\$1,250 Buy-In   | 150,00                        |
| Tier II<br>\$2,500 Buy-In  | 310,000                       |
| Tier III<br>\$5,000 Buy-In | 630,000                       |

### Duration of Media Buy:

One month

### Specifications and Creative Guidelines:

- 30-second spot
- The maximum size allowed is 1 GB
- Always upload a source file with the highest possible specifications you have available. We recommend you use a high-definition video that meets the following requirements:
  - Video
    - File format: .mov or .mp4
    - Dimensions: 1280 × 720, 1920 × 1080, or 1440 × 1080 (landscape/horizontal)
    - Aspect ratio: 16:9 or 4:3
    - Codec: H.264
    - Frame Rate: 23.98 or 29.97
    - Bitrate: At least 20 Mbps
    - Black bars/letterboxing: No black bars or letterboxing
  - Audio
    - Codec: PCM (preferred) or AAC
    - Bitrate: At least 192 Kbps
    - Bit: 16 or 24 bit only
    - Sample rate: 48 kHz
    - Audio settings: Required
- 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:

Logo must appear for a minimum of 4 seconds at equal size to CVB logo.

### 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)



## BUILD YOUR OWN CAMPAIGN: DIGITAL VIDEO

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



## BUILD YOUR OWN CAMPAIGN: DIGITAL VIDEO

### 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!!

