

BUILD YOUR OWN CAMPAIGN: NEWSPAPER

Build Your Own Campaign

Newspaper Advertising

February 1 – June 30, 2021

Louisiana Office of Tourism has an ongoing agreement with the Louisiana Print Association, which includes access to 72 newspapers statewide.

THE
TOWN TALK

daily advertiser

Shreveport Times

dailycomet.com
Lafourche Parish, Louisiana

THE
ADVOCATE

Participation in this program would include a $\frac{1}{4}$ page print ad in up to 72 newspapers in the Sunday Travel section (or comparable).

CVBs can select what week(s) they run, assuming availability. Availability is limited to one participant per week and is awarded on a first-come basis.

Participation

To participate in the campaign buy-in, you will need to complete the Build-Your-Own Campaign buy-in form. Please contact Leanne Weill, lweill@crt.la.gov to receive partner buy-in form.

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

CVB Investment

Rate: \$720 buy-in

CVB investments are **matched 100% by Louisiana Office of Tourism**

Duration of Media Buy:

One day (single insertion in participating newspapers statewide)

Specifications and Creative Guidelines:

- Sizes (all sizes required)
 - 4.66"w x 4.92"h
 - 4.78"w x 6.28"h
 - 4.94"w x 8.5"h
 - 4.95"w x 10"h
 - 5.5"w x 8.5"h
- No bleed
- Provided as a Hi-Res Camera-Ready PDF
- Provide each size in both black and white and 4C
- Include any fonts/images/assets in the file



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Feed Your Soul Requirement:

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

Deadlines:

- December 15, 2020, with plans starting as early as February 1, 2021 – ***Availability is extremely limited; reserve your date as soon as possible.***
- Creative materials must be submitted for review 4 weeks prior to the advertising insertion date
- If CVB partner participates in multiple insertion dates, creative must be resubmitted for each insertion

Contact Leanne Weill, lweill@crt.la.gov for further information.

