

BUILD YOUR OWN CAMPAIGN: IN-STATE CABLE

Build Your Own Campaign

In-State Cable

February 1 – June 30, 2021

Cable TV available for buy-in will be :30 in length and run across major cable networks in Louisiana.

Available Markets (DMAs):

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

Actual spot counts may vary due to time of year (i.e.: political, holiday, etc.) and market weight. Media team will work with participating CVBs to determine best available schedule.

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, Spots and Markets

CVB Investment Tiers	Estimated Monthly TV Spots	Available TV Markets
Tier I \$1,250 Buy-In	-----	-----
Tier II \$2,500 Buy-In	533	Choice of 1 In-State Major Market
Tier III \$5,000 Buy-In	1535	Statewide

Duration of Media Buy:

One month

Specifications and Creative Guidelines:

- 30-second video
- Once the spot is approved by LOT, partners are responsible for delivering the completed spot to Extreme Reach for distribution to media outlets
- Detailed Extreme Reach specs can be found [here](#)
- Include any fonts/images/assets in the file
- No more than two creative versions at 50/50 rotation at a time.
- Partners can change spot or rotation one time during total flight purchased after media has begun



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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
- TV spot must be uploaded to Extreme Reach 2 weeks prior to planned start date. Please submit your existing creative to: LeAnne Weill lweill@crt.la.gov and Regan Davis rdavis@crt.la.gov

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

