

BUILD YOUR OWN CAMPAIGN: RADIO

Build Your Own Campaign

In-State Radio Advertising

February 1 – June 30, 2021

Radio ads available for buy-in will be :30 in length and run across major radio stations 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 December 15, 2020 to participate in the February-June 2021 program.**

CVB Investment, Spots and Markets

CVB Investment Tiers	Estimated Monthly Radio Spots	Available Radio Markets
Tier I \$1,250 Buy-In	-----	-----
Tier II \$2,500 Buy-In	115	Choice of 1 Station In-State Major Market
Tier III \$5,000 Buy-In	655	14 Stations Statewide

Duration of Media Buy:

One month

Specifications and Creative Guidelines:

- 30-second spot
- Provided as .mp3 or .wav 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



Feed Your Soul Requirement:

“Louisiana-Travel-dot-com” must be heard.



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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

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

