

# CO-OP PROGRAMS

## PROGRAMATIC MEDIA

Partner with the Louisiana Office of Tourism to reach adults age 25 – 54 who have an affinity for Louisiana culture and have either recently taken a leisure trip or researched leisure trips. Digital placements will be targeted to specifically reach these people who are most likely to visit the state. Co-branding with LOT's campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

### GEOGRAPHY (CHOICE OF)

In-State: all of Louisiana

Regional:

- States: Alabama, Arkansas, Florida, Georgia, Mississippi, Missouri, Tennessee
- DMAs: Houston, Dallas-Ft. Worth, San Antonio, Austin, Oklahoma City, Tulsa
- Long Haul DMAs: Chicago, Charlotte, NC, New York, Seattle, San Francisco, Oakland, Washington DC, Las Vegas, Denver, Phoenix, Philadelphia

### CAMPAIGNS (CHOICE OF)

- My Louisiana (always on; decreased coverage in July-Aug and Nov-Dec)
- Year of Music (2024)
- Mardi Gras/Festivals (Nov 2023 – June 2024)

### DEADLINES

4 weeks prior to desired time period, using own creative

6 weeks prior to desired time period, using LOT creative

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS	TOTAL COST
<b>\$1,250 PACKAGE</b> (\$2,500 PLACEMENT VALUE WITH LOT MATCH) <b>2 week flight</b>					
Display	Industry Standard Banners	30 days	\$7	357,143	\$2,500
Pre-Roll* Video	:15 or :30 Video	30 days	\$16		
<b>\$2,500 PACKAGE</b> (\$5,000 PLACEMENT VALUE WITH LOT MATCH) <b>4 week flight</b>					
Display	Industry Standard Banners	30 days	\$7	357,143	\$2,500
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	156,250	\$2,500
<b>\$5,000 PACKAGE</b> (\$10,000 PLACEMENT VALUE WITH LOT MATCH) <b>8 week flight</b>					
Display	Industry Standard Banners	30 days	\$7	714,286	\$5,000
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	312,500	\$5,000