



Louisiana Office of Tourism FY25 Co-Op Opportunities
Mardi Gras, Year of Food & My Louisiana

MARDI GRAS CAMPAIGN DIGITAL MEDIA CO-OPS

Jump on the Louisiana Office of Tourism’s new Mardi Gras campaign launching late Fall 2024. The primary focus will be Adults 25-54 with a household income of \$75,000+. They exhibit an affinity for Louisiana, with a demonstrated interest and desire to travel in the period leading up to and during the Mardi Gras season throughout Louisiana. Co-op opportunities are of digital nature and will be designed to engage and encourage audiences throughout the travel planning and booking process. Co-branding with LOT’s campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

YEAR OF FOOD CAMPAIGN DIGITAL MEDIA CO-OPS

Participate in Louisiana Office of Tourism’s initiative of the Year of Food. This campaign will utilize digital tactics that engage and attract the attention of potential travelers that have indicated their interest in Louisiana and fall in demographic profile of adults 21-54 with a household income of \$100,000+. Co-branding with LOT’s campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

MY LOUISIANA CAMPAIGN DIGITAL MEDIA CO-OPS

Partner with Louisiana Office of Tourism to reach travelers interested in Louisiana and focused on planning their travels. Primary audience focus will revolve around adults 25-64 with a household income of \$75,000+. They possess an affinity for Louisiana and are regular/frequent travelers to Louisiana who exhibit a tendency to take last minute travel. Co-branding with LOT’s campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

DEADLINES

- Using Own Creative; 4 weeks prior to selected start month.
- Using LOT creative; 6 weeks prior to selected start month.

\$1,250 PACKAGE (\$2,500 PLACEMENT VALUE)

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS
Display	Banners (Standard)	30 days	\$7	357,143

\$2,500 PACKAGE (\$5,000 PLACEMENT VALUE)

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS
Display	Banners (Standard)	30 days	\$7	714,286
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	312,500

\$5,000 PACKAGE (\$10,000 PLACEMENT VALUE)

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS
Display	Banners (Standard)	30 days	\$7	1,428,571
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	625,000

Louisiana Office of Tourism FY25 Co-Op Specs
Mardi Gras, Year of Food & My Louisiana

	Desktop Pre-Roll Video	Companion Banner (Desktop Pre-Roll Only)	Mobile Pre-Roll Video	Display (Standard)
Dimensions	640x360, 640x480, 1920x1080, 1280x720	300x250	320x480, 600x337, 768x1024, 470x320, 640x360, 1024x768, 550x309	IAB Standard: 20x600, 160x600, 200x200, 240x400, 250x250, 250x360, 300x250, 300x600, 300x1050, 320x50, 320x100, 336x280, 468x60, 580x400, 728x90, 930x180, 970x90, 970x250, 980x120
Aspect Ratio	4:3 or 16:9	N/A	Phone: 16:9 Tablet: 4:3; 16:9	N/A
File Type	3PS: MP4 preferred, MOV and FLV accepted Site-Served: MP4	JPG, GIF, SWF, HTML5	3PS: MP4 preferred, MOV and FLV accepted Site-Served: MP4	Image: JPG/JPEG, PNG, GIF HTML5: GIF, JPG/JPEG, PNG, SVG Flash content and Flash fallback (SWFs and FLVs) are not allowed to serve with an HTML5 ad
Max File Size	3PS: 200 MB Site-Served: 30 MB	40K *For HTML5, max file size varies by 3rd party server's specs	3PS: 200 MB Site-Served: 30 MB	Initial load size: 150 KB Viewer-initiated load size: Up to 10 MB per interaction
Duration/Animation	:15/:30/Long Form	:15 max, 3x loop max	:15/:30/Long Form	Max host-initiated play: 30 seconds Max user-initiated play (click required): 4 minutes
Frame Rate	All accepted; 24 fps - 30 fps standard			N/A
Audio	User initiated only Standard Def: 4.1 or 4.8kHz stereo High Def: 48kHz stereo Max kbps: 128 kbps	No audio accepted	User initiated only Standard Def: 4.1 or 4.8kHz stereo High Def: 48kHz stereo Max kbps: 128 kbps	No audio accepted
Bit Rate	4.5 mbps or higher	N/A	4.5 mbps or higher	N/A
Audio	User initiated only Standard Def: 4.1 or 4.8kHz stereo High Def: 48kHz stereo Max kbps: 128 kbps	No audio accepted	User initiated only Standard Def: 4.1 or 4.8kHz stereo High Def: 48kHz stereo Max kbps: 128 kbps	No audio accepted

Creative Guidelines:

- Include any fonts/images/assets in the file
- No more than two creative versions at 50/50 rotation at a time
- Include URL for banner ad click-through, with any UTM tracking appended
- **Feed Your Soul Requirement**
 - *Display: The Feed Your Soul logo must hold the same weight as the DMO/CVB logo on the creative.*
 - *Video: Logo must appear for a minimum of 4 seconds at equal size to the DMO/CVB logo*

Louisiana Office of Tourism FY25 Co-Op Order Form

Mardi Gras, Year of Food & My Louisiana

DMO/CVB: _____

CONTACT: _____ TITLE: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

SIGNATURE: _____ DATE: _____

By signing this form, you agree to the terms outlined in the previous pages.

MARDI GRAS Order Form — Enter desired month(s) in the box(es) below.

Tier Cost is PER MONTH	Tier 1 \$1,250	Tier 2 \$2,500	Tier 3 \$5,000
In-State Digital Display			
In-State Digital Video	n/a		
Regional Digital Display			
Regional Digital Video			
Long-Haul Digital Display	n/a		
Long-Haul Digital Video			

GEOGRAPHY (Circle Your Choice of 3 Markets per PHASE):

PHASE I (11/11/2024-12/29/2024):

- LONG HAUL: Chicago, Denver, New York, Philadelphia, Seattle-Tacoma, San Francisco, Washington DC
- REGIONAL: Atlanta, Austin, Beaumont-Port Arthur, Dallas-Ft. Worth, Houston, Memphis, Nashville, Tampa-St. Petersburg, Tyler-Longview

PHASE II (12/30/2024-2/16/2025):

- REGIONAL: Atlanta, Austin, Beaumont-Port Arthur, Dallas-Ft. Worth, Houston, Memphis, Nashville, Tampa-St. Petersburg, Tyler-Longview
- IN-STATE: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, Shreveport

YEAR OF FOOD Order Form — Enter desired month(s) in the box(es) below

Tier Cost is PER MONTH	Tier 1 \$1,250	Tier 2 \$2,500	Tier 3 \$5,000
In-State Digital Display	n/a		
In-State Digital Video			
Regional Digital Display			
Regional Digital Video			
Long-Haul Digital Display	n/a		
Long-Haul Digital Video			

GEOGRAPHY (Circle Your Choice of 3 Markets Total):

- REGIONAL (1/6/2025-12/30/2025): Atlanta, Austin, Birmingham, Dallas, Houston, Little Rock, Memphis, Mobile-Pensacola, St. Louis

- LONG HAUL (1/6/2025-12/30/2025): Chicago, Denver, New York, Philadelphia, San Francisco, Seattle-Tacoma, Washington DC

My Louisiana Order Form — Enter desired month(s) in the box(es) below.

Tier Cost is PER MONTH	Tier 1 \$1,250	Tier 2 \$2,500	Tier 3 \$5,000
In-State Digital Display			
In-State Digital Video	<i>n/a</i>		
Regional Digital Display			
Regional Digital Video			

GEOGRAPHY (Circle Your Choice of 3 Markets Total):

- IN-STATE (1/1/2025-6/30/2025): Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, Shreveport (LA); Beaumont-Port Arthur, Tyler-Longview (TX); Greenwood-Greenville, Hattiesburg-Laurel (MS)
- REGIONAL (1/1/2025-6/30/2025): Alabama; Arkansas; Atlanta (GA); Austin, Dallas-Ft. Worth, Houston (TX); Biloxi-Gulfport, Jackson (MS); Memphis, Nashville (TN); Mobile-Pensacola, Panama City (FL); Oklahoma City, Tulsa (OK); St. Louis (MO)

Please mark your choice(s) in the box(es) below:

- ☐ Check here if you are using your own creative, adding LOT's logo ([download LOT logos here](#)).
- ☐ Check here if you are sending your logo to add to LOT's creative (PNG or JPEG file preferred).

URL or Campaign UTM: _____

AGENCY/PERSON RESPONSIBLE FOR CREATIVE (if different from above):

CONTACT: _____ PHONE: _____

EMAIL: _____