



Louisiana Office of Tourism FY26 Co-Op Opportunities

OVERVIEW

Explore Louisiana offers **co-branding advertising opportunities** that are designed to engage with and encourage audiences throughout the travel planning and booking process.

Co-branding with LOT's campaigns or logo **will increase your visibility and ultimately encourage visitation to your destination.**

100% Match Rate

Explore Louisiana is pleased to announce the continuation of our 1:1 dollar match.

What This Means

For every advertising dollar your CVB commits, Explore Louisiana will match that exact amount in paid advertising.

TARGET AUDIENCE: THE LOUISIANA TRAVELER

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.

FLIGHT DATES:

Explore Louisiana's campaigns will run throughout the year; however, co-op participation is limited either Spring or Fall promotional periods. This mirrors when Explore Louisiana's messaging will be heaviest as well.

Spring: January, February, March April, May

Fall: September, October, November, December

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)	3 months	\$3.33	750,750

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

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS
Display	Banners (Standard)	3 months	\$3.33	1,501,500

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

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS
Display	Banners (Standard)	3 months	\$3.33	1,501,500
Online Video	:15 or :30 Video	3 months	\$16	858,386

Louisiana Office of Tourism FY26 Co-Op Specs

	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: 200x600, 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

***Not all units are required, but recommend the following dimensions:**

- **Display: 160x600, 300x250, 728x90, 320x50, 300x50, 300x600, 320x480**
- **Pre-Roll Video: 16:9 or 4:3 (640x480, 1920x1080, 1440x1080)**

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 FY26 Co-Op Order Form

DMO/CVB: _____

CONTACT: _____ TITLE: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

SIGNATURE: _____ DATE: _____

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

Complete the form below— 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
Digital Display			
Online Video	n/a	n/a	

GEOGRAPHY* *(Co-Op Participants can select any or all the following markets for placements:)*

- **Atlanta**
- **Dallas**
- **Houston**
- **Jackson, MS**
- **Nashville**

**We recommend focusing your investment on the market(s) that best match your goals. Concentrating the ad spend in a single, priority market helps maximize reach and performance.*

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: _____