

IN & NEAR-STATE “LOUISIANA IS A TRIP” CAMPAIGN

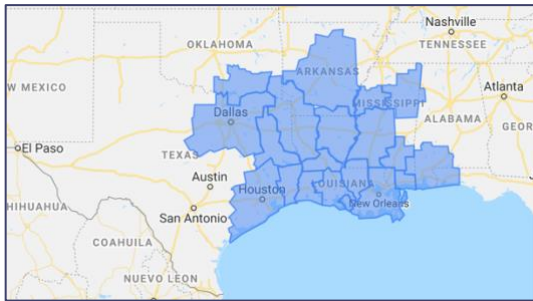
Be A Part of LOT's Ongoing Campaign—[Louisiana is a Trip](#)

This campaign encourages people in LA and our drive-in markets to explore all the close by, far from ordinary experiences the state offers. Take advantage of the weight of our existing media buy, our well-researched markets and our low negotiated rates.

Timing

Flight 1: February 2021 – June 2021

< Flight 2: July 2021 – December 2021 >



Geography

In-State: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport

Out-of-State (within 150 miles): Mobile/Pensacola, Jackson, Greenwood/Greenville, Meridian, Hattiesburg/Laurel, Biloxi/Gulfport, Little Rock/Pine Bluff, Dallas/Ft. Worth, Tyler/Longview, Beaumont/Port Arthur, Houston

Audience Profile:

- Adults 25-54
- Recently taken a leisure trip or researched leisure trips
- Have an affinity for Louisiana culture

Tactic:

- Digital display through programmatic vendor Acuity.
- Digital video included.

Participation

To participate in the campaign buy-in, you will need to complete the 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 March-June 2021 program.**

If you have any questions, please contact Sharon Broussard at sbroussard@crt.la.gov or LeAnne Weill at lweill@crt.la.gov



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CVB Investment & Monthly Impressions

CVB Investment Tiers	Estimated Monthly Impressions Digital Display	Estimated Monthly Impressions Digital Display
Tier I \$1,250 Buy-In	514,403	150,000
Tier II \$2,500 Buy-In	1,028,807	310,000
Tier III \$5,000 Buy-In	2,057,613	630,000

Creative Assistance

No ads? No problem! LOT will produce a version of our creative but with your logo. Just check the box on your order form. These ads will be available for you to use for other purposes.

Specifications and Creative Guidelines

If you have Digital display already

- GIF, JPG or HTML5
- Dimensions (you may send any of these sizes)
 - 728x90
 - 300x250
 - 160x600
 - 300x600
- All banners must have a 1 pixel black border
- Published size must be under 40k
- Include any fonts/images/assets in the file
- Permitted up to two creative versions at 50/50 rotation for the duration of the campaign
- Include URL for banner ad click-through, with any UTM tracking appended

If you have Digital Video already

- 30-second spot
- The maximum size allowed is 1 GB
- We recommend you use a high-definition video that meets the following requirements:
 - Video
 - File format: .mov or .mp4
 - Dimensions: 1280 × 720, 1920 × 1080, or 1440 × 1080 (landscape/horizontal)
 - Aspect ratio: 16:9 or 4:3
 - Codec: H.264
 - Frame Rate: 23.98 or 29.97
 - Bitrate: At least 20 Mbps
 - Black bars/letterboxing: No black bars or letterboxing
 - Audio
 - Codec: PCM (preferred) or AAC
 - Bitrate: At least 192 Kbps
 - Bit: 16 or 24 bit only



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- Sample rate: 48 kHz
- Audio settings: Required

- No more than two creative versions at 50/50 rotation at a time. Partners can change messaging or rotation one time during total flight purchased after media has begun
- Include URL for video ad click-through, with any UTM tracking appended

Feed Your Soul Requirement:

The Feed Your Soul logo must hold the same weight as the DMO/CVB logo on the creative

Deadlines:

- December 15, 2020, with campaign starting February 1, 2021
- All creative materials must be submitted for review 3 weeks prior to the media start date. Please submit creative materials to sbroussard@crt.la.gov and lweill@ct.la.gov

