

## Louisiana Office of Tourism 2013 Fall Interactive Campaign Cover Sheet

### DEADLINE: August 22, 2013, 4:30pm

- LOT is offering a \$1 to \$1 partner buy-in opportunity for our 2013 Fall Interactive Campaign.
  - Maximum budget for partner buy-ins is \$50,000. Spots will be awarded on a first come-first served basis.
  - Participation requires you to add the LOT Pick Your Passion logo to your creative
  - Interactive banner units will link to your page on the LouisianaTravel.com website (example: <http://www.louisianatravel.com/shreveportbossier>)
  - This program is subject to change based on industry participation.

### PRODUCTION & DELIVERY

Creative Specifications: There are three (3) banner sizes to choose from – 728x90, 300x250, 160x600. You may send one, two or all three. Static or Flash creative is acceptable, but no Rich Media please. LOT will supply the Pick Your Passion logo to you for inclusion in your creative.

Creative files should be delivered to [jenny@trumpetgroup.com](mailto:jenny@trumpetgroup.com) and must meet the below specs.

- .FLA file
- Flash CS6 or lower
- Sized to correct dimensions (728x90, 300x250 and/or 160x600)
- Published size must be under 40k
- Include any fonts/images/assets in the flash file

### Instructions:

- Where indicated, insert the package level that you wish to invest.
- Return completed form to Misty Velasquez via email ([mvelasquez@crt.la.gov](mailto:mvelasquez@crt.la.gov)) or fax (225-342-1051) by **4:30pm Thursday, August 22 2013**.
- LOT will send confirmation email upon receipt of application.

### TIMELINE

<b>8/22</b>	Application/participation deadline for media commitment
<b>9/9</b>	Deadline to submit creative to LOT for review/approval
<b>9/25</b>	Deadline for creative approval by LOT
<b>9/30</b>	Approved creative distributed to media outlets
<b>10/14</b>	Partner Buy-In Campaign Launches (Campaign will run for 3 weeks through Sunday, November 3)

**Louisiana Office of Tourism 2013 Fall Interactive Campaign Order Form**

DMO/CVB: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

**CONTACT INFO FOR PERSON RESPONSIBLE FOR CREATIVE:**

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Interactive buy-in program will run on the Specific Media ad network, geo-targeted to the following markets – Austin, Denver, Memphis, Nashville, San Antonio, Dallas, Houston. The interactive campaign will also be behaviorally targeted to those users who exhibit interest in Louisiana attributes (IE: Food, Culture, Music, Outdoor).

**INTERACTIVE – ESTIMATED IMPRESSION LEVEL PACKAGES**

<b>MARKETS</b>	<b>Level I</b>	<b>Level II</b>
Austin, Denver, Memphis, Nashville, San Antonio, Dallas, Houston	\$2,500 1,200,000 IMPs	\$5,000 2,440,000 IMPs

*Note: Creative will run in all markets on a rotator basis. You cannot remove or add markets in package levels. "Impression" refers to the measurement of viewership of an ad or webpage.*

**Circle ONE package of your choice:**

**Level I**

**Level II**

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

*(by signing this form you agree to the terms outlined in the Fall 2013 Interactive Campaign cover sheet)*