


PROGRAMMATIC CO-OP MEDIA PROGRAM

Programmatic advertising delivers your message to a highly qualified, targeted audience. Display (banner) ads include your logo and the Memphis Tourism logo, leveraging the Memphis Tourism brand to your benefit. Native ads feature your logo and your brand in the “Ad by” line.

NATIVE AD EXAMPLE:



Ad by Memphis Tourism 

Get Memphis Hotel Deals

Experience Memphis' iconic hotels – plus new boutique properties you'll love – for less.

NATIVE AD CONTENT:

Advertiser to:

- Provide up to 25 characters (with spaces) for native ad headline
- Provide up to 90 characters (with spaces) for native ad body copy
- Provide one JPG image at exactly 1200x627 pixels; max file size 200KB
- Provide your logo as a JPG at exactly 240x240 pixels
- Click-through URL will be the same as your display ad

DISPLAY (BANNER) AD EXAMPLE:

MODERN



300x250*

RETRO



300x250*

DISPLAY (BANNER) AD CONTENT:

Advertiser to:

- Choose Retro or Modern template per the examples shown above
- Provide 3 to 6 images to give our designer enough options to fit the various ad sizes:
 - 728 x 728 pixel minimum size
 - JPG, TIF or PNG
- Provide your logo per the following specs:
 - EPS or PNG
 - Minimum 240x240 pixels
- Provide up to 25 characters of copy (with spaces) for display ad copy
- Provide up to 10 characters (with spaces) for display ad CTA
- URL display ad should direct to

*Not to scale

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