

### PROGRAMATIC MEDIA

Partner with the Louisiana Office of Tourism to reach adults ages 25–54 who have an affinity for Louisiana culture and have either recently taken a leisure trip or researched leisure trips. Digital placements will be targeted to specifically reach these people who are most likely to visit the state. Co-branding with LOT's campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

### GEOGRAPHY CHOICE OF

- **In-State:** all of Louisiana
- **Regional:**
  - States: Alabama, Arkansas, Florida, Georgia, Mississippi, Missouri, Tennessee
  - DMAs: Houston, Dallas-Ft. Worth, San Antonio, Austin, Oklahoma City, Tulsa
- **Long-Haul DMAs:** Chicago, Charlotte NC, New York, Seattle, San Francisco, Oakland, Washington DC, Las Vegas, Denver, Phoenix, Philadelphia

### CAMPAIGNS CHOICE OF

- **My Louisiana** (always on; decreased coverage in July-Aug and Nov-Dec)
- **Year of Music** (2024)
- **Mardi Gras/Festivals** (Nov 2023 – June 2024)

### DEADLINES

- **4 weeks prior** to desired time period, if using own creative.
- **6 weeks prior** to desired time period, if using LOT creative.

### DISPLAY AD SIZES STATIC AND/OR HTML FORMATS

### ONLINE VIDEO 15 & 30 SECOND SPOT

**File Type Accepted:** MP4 • **Aspect Ratio:** 16:9 recommended, 16:10, 5:2 or 4:3  
**File Size:** Maximum 25MB • **Video Length:** 15 or 30 second recommended; 60 permitted  
**Ad Sizes:** Minimum height of 144 pixels

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS	TOTAL COST
<b>\$1,250 PACKAGE (\$2,500 PLACEMENT VALUE WITH LOT MATCH)</b>					
Display	Industry Standard Banners	30 days	\$7	357,143	\$1,250
<b>\$2,500 PACKAGE (\$5,000 PLACEMENT VALUE WITH LOT MATCH)</b>					
Display	Industry Standard Banners	30 days	\$7	714,286	\$2,500
Pre-Roll Video	:15 or :30 Video	30 days	\$16	312,500	\$2,500
<b>\$5,000 PACKAGE (\$10,000 PLACEMENT VALUE WITH LOT MATCH)</b>					
Display	Industry Standard Banners	30 days	\$7	1,428,571	\$5,000
Pre-Roll Video	:15 or :30 Video	30 days	\$16	625,000	\$5,000

### TO BOOK YOUR PACKAGE

Lisa Saturday • 303-867-8301  
 Lisa.Saturday@MilesPartnership.com

### SUBMIT AD MATERIALS TO

Cynthia Hazell-Cutchin • 800-683-0010, ext. 4684  
 Cynthia.Hazell@MilesPartnership.com