

3-Frame Formatted Banner Ads

1 465(w) X 145(h)

NEW ORLEANS NOLA COUPONS

Download these free coupons for deals at hotels, attractions and restaurants around the city.

CLICK HERE

2 300(w) X 250(h)

NEW ORLEANS FREE VISITORS GUIDE

Get your free visitors guide for recommendations, itineraries, free activity guides and more.

CLICK HERE

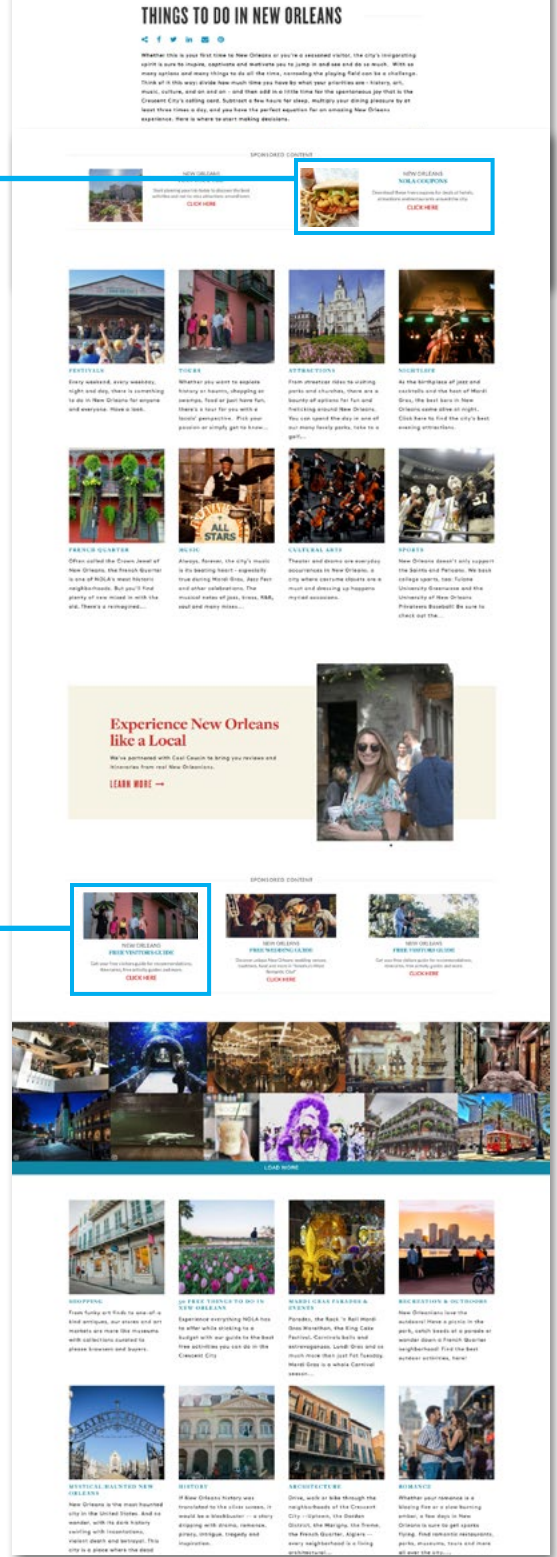
TIPS ON CREATIVE

FORMATTED BANNERS:

We recommend creating a 3-frame message following the **AIDA funnel**:

- **FRAME ONE (Attention Frame)**
Demand attention by using your best image and tag line that communicates why you are a not-to-be-missed experience.
- **FRAME TWO (Interest/Desire Frame)**
Create interest and desire by pulling the user into the experience by using experiential images and copy.
- **FRAME THREE (Call-To-Action Frame)**
Seal the deal by creating a strong call-to-action.

Representations of digital ads may differ slightly from website due to technical and device variances.



SEND AD MATERIALS TO:

Brittany Knox, Miles | Brittany.Knox@MilesPartnership.com | Phone: 303.867.8277

3-Frame Formatted Banner Ads

The Formatted Banner unit comes with 3-frames. Each frame has a photo, tagline and body copy for you to communicate your message. Simply fill out the gray boxes below for each frame and **supply your photos via email**.

URL for Link:

Business Name: 30 characters max. (including spaces)

FRAME ONE (Attract attention with compelling copy and imagery)

Headline: 20 characters max. (including spaces)

Description Copy: 130 characters max. (including spaces)

Photos: 300px(w) x 120px(h) & 145px(w) x 145px(h) **Format:** JPG, 72 dpi, RGB color

FRAME TWO (Create Interest: Story-telling copy, focused image)

Headline: 20 characters max. (including spaces)

Description Copy: 130 characters max. (including spaces)

Photos: 300px(w) x 120px(h) & 145px(w) x 145px(h) **Format:** JPG, 72 dpi, RGB color

FRAME THREE (Call to Action)

Headline: 20 characters max. (including spaces)

Description Copy: 130 characters max. including spaces)

Photos: 300px(w) x 120px(h) & 145px(w) x 145px(h) **Format:** JPG, 72 dpi, RGB color

Deadline

15 business days prior to start date (date ad goes live).

After completing this form click on the button to the right to send via email to: Brittany.Knox@MilesPartnership.com

DON'T FORGET TO ATTACH YOUR IMAGE/S.

Representations of digital ads may differ slightly from website due to technical and device variances.

Example Ad:

Photos

Two Sizes:

300px (w) x 120px (h)

145px (w) x 145px (h)



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FREE VISITORS GUIDE**

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(Including spaces)

Business Name

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(Including spaces)

Description

130 characters max
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