

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

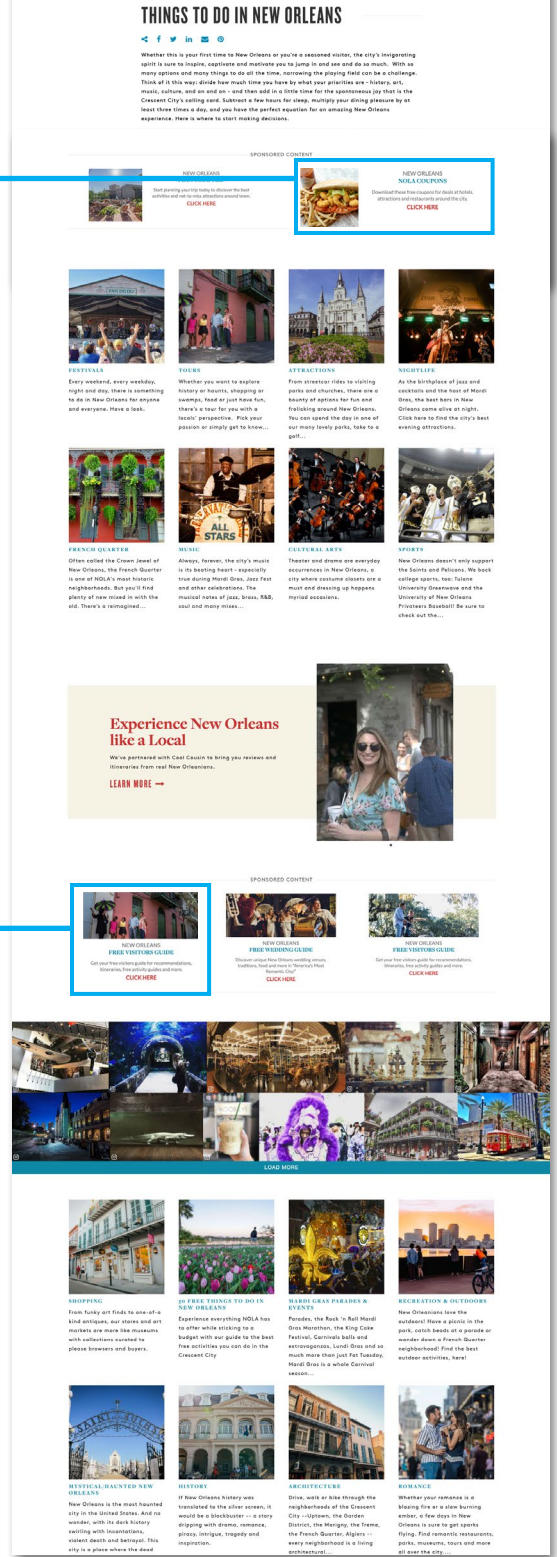
TIPS ON CREATIVE

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.



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)

Call-to-action: 25 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

Example Ad:

The diagram shows a vertical banner ad layout with the following sections and specifications:

- Photos:** Two sizes: 300px (w) x 120px (h) and 145px (w) x 145px (h). An arrow points to a photo of people in front of a pink building.
- Headline:** 20 characters max (including spaces). An arrow points to the text "NEW ORLEANS FREE VISITORS GUIDE".
- Description:** 130 characters max (including spaces). An arrow points to the text "Get your free visitors guide for recommendations, itineraries, free activity guides and more.".
- Call-to-Action Text:** 25 characters max (including spaces). An arrow points to the text "CLICK HERE".
- Business Name:** 30 characters max (including spaces). An arrow points to the text "NEW ORLEANS FREE VISITORS GUIDE".

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: Cynthia.Hazell@MilesPartnership.com
DON'T FORGET TO ATTACH YOUR IMAGE(S).

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