

OTT Targeting

Individual Buy



People are watching as much TV as ever, but the delivery options are growing. Many are using their TV as the screen for their mobile apps and are replacing cable/satellite with streaming. You can reach this fast-growing audience with OTT (Over the Top) impressions. This enables you to marry the emotional power and commercial polish of your TV message with cutting-edge technology and placement. Your message, pinpoint placement and the hottest new media choice... a winning combination!

REPORTING

Custom dashboard that allows you to see your campaign as it progresses. Results show how many people viewed and how long they viewed. Also available at no additional charge is Google Analytics Insights.

TARGETING

Demographics, geotargeting and contextual targeting

AD SPECS

•:30 second commercial or

•:15 second commercial

*Compatible with both TV and Mobile

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time - Can run 30 to 70 days.

PROGRAM

• In-stream (Your TV spot plays during regular commercial breaks)- 55,000 Video Plays

• Pre-Roll (Your TV spot plays right before the program begins)- 62,500 Video Plays

Airs on Roku, Amazon Fire, Apple TV and smart TV in addition to other OTT

Total Video Plays - 117,500

LTA MEMBER RATE

\$2,950

SPACE & MATERIALS DEADLINES

1 month before start date

Ad Representative

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DESTINATION
MARKETING