

Digital Co-op Specs: DISPLAY + VIDEO

DISPLAY

AD SIZES 300x250px and 728x90px (recommended), 320x50px or 300x50 (mobile optional)

FILE TYPE JPG, PNG, GIF

FILE SIZE 200KB Max

BORDER Make sure ad has either a color background or non-white 1px border to delimitate it from a website background

VTC REQUIREMENTS Include VTC logo on all creative

DISPLAY BEST PRACTICES

Engaging image, catchy headline, clear call to action, effective landing page

300x250



728x90

VIDEO

FILE TYPE MP4 is recommended

ASPECT RATIO 16:9 or 4:3 (horizontal), 9:16 (vertical)

FILE SIZE 250MB Max

VIDEO LENGTH 15 seconds, 30 seconds

AD SIZE Minimum height 144px.

Minimum dimensions: 1920x1080 (horizontal), 1080x1920 (vertical).

Maximum dimensions: 4096x2048 (horizontal), 2048x4096 (vertical)

(Recommend submitting videos that are 1920x1080 for 16:9 content and 1440x1080 for 4:3 content. Avoid uploading videos that are higher than ultra-high definition (UHD/4K) resolution.)



Final materials due the 15th of the month before campaign starts

AD PRODUCTION QUESTIONS?

Contact Jenny Dorsey, jdorsey@vistamediainc.com

Digital Co-op Specs:

NATIVE

Native allows your brand to fit into – and not disrupt – the audience experience. Thoughtful ads and messaging blend seamlessly with content the user is already engaged with, building trust and increasing engagement.

NAME Exactly as you want your name to appear

LOGO Minimum 240x240px recommended, transparent PNG

IMAGE JPG – Min 100x750px, Aspect ratio of 1:1 recommended

HEADLINE 20-25 characters (may truncate)

BODY COPY 90-140 characters max. Provide a clear call-to-action.

CLICK URL Recommend this leads directly to related content vs. a generic home page

NATIVE BEST PRACTICES

Image:

- Use images that will resonate with your target audience
- The more cues of experience, the better
- Use close-up photographs that humanize your destination
- Avoid using images overlaid with text

Headline:

- Include the target audience in the headline
- Utilize questions to entice the reader to look for answers

Content:

- Build an engaging and informative narrative
- Provide a clear call-to-action
- Add a personalized touch: use third person terminology



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RETARGETING PIXEL - Universal Pixel (UP)

Once your contract is received, we'll ask if you'd like to add a Universal Pixel to your website. This allows us to retarget all individuals who have been to your site, helping to improve your campaign's performance. If you chose not to use the pixel, no problem! We will still drive quality traffic to your website and are still able to retarget those people who have clicked on your ad.

If you do choose to participate, we'll provide the pixel script along with clear instructions for implementation. Once the pixel is in place, just let us know so we can confirm that it's working correctly.

CO-OP TARGETING

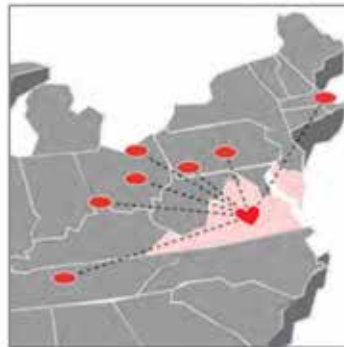
All co-op campaigns will by default use the following markets, unless otherwise requested by client.
GEO includes VTC's delineated target markets (Including Virginia):

DOMESTIC TARGET MARKETS (Excluding Virginia)



Tier 1

- Washington, DC
- Raleigh/Greensboro, NC
- Philadelphia, PA
- Baltimore, MD
- New York City, NY



Tier 2

- Cleveland
- Cincinnati
- Columbus
- Nashville
- Pittsburgh
- Harrisburg
- Boston



Tier 3

- Chicago
- Atlanta
- Hartford
- Charlotte
- Greenville
- Tampa

AUDIENCE TARGETING Default to targeting individuals interested in leisure, overnight, family, travel

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