

Destination Plus

Please fill in the blanks with the requested headline, copy, text and URLs, and save this document on your computer with your organization's name in the title.

It should follow this format: Social_Worksheet_InsertionDate_OrganizationName_Date.pdf.
For example: Social_Worksheet_Oct2022_MyBusiness_20220309

Return this completed form and all requested assets per the instructions provided in the email you received.

FACEBOOK ADVERTISING UNITS – EVENT PROMOTION

For Events Promotion campaigns, you must upload the following assets:

Headline (maximum 40 characters)

Link description (maximum 30 characters)

Body text (maximum 125 characters including spaces)

Link to Facebook event page:

Facebook Page URL:

TARGET AUDIENCE

Select up to **four** of the audiences you would like to target.

Culture Buffs/Event Goers

Interests include art museums, theater, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

Family Focus

Interests include zoos, children's museums, local festivals, theme parks, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Foodies/Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

GEOGRAPHY

Please select whether you would like to target your paid social media in-state, out-of-state or both.

In-State

DMAs: Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs: Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, county names or ZIP codes separated by commas.

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FACEBOOK ADVERTISING UNITS – LINK ADS (single image or video)

For Single Image campaigns, you must upload the following assets:

Headline (maximum 40 characters)

Link description (maximum 30 characters)

Body text (maximum 125 characters including spaces)

URL

Attach one image (1080 x 1080 pixels, JPG/PNG) or one video (MP4, MOV or GIF, Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only, Resolution: At least 1080 x 1080 pixels)

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Custom Geography

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Additional details on requirements can be found in the Creative Specifications document on tocoop.mtlc.com.

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FACEBOOK ADVERTISING UNITS – CAROUSEL ADS (three to five images)

For Carousel campaigns:

Headline (maximum 40 characters)

Link description (maximum 30 characters)

Body text (maximum 125 characters including spaces)

URL

Attach three to five images (1080 x 1080 pixels, JPG/PNG)

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FACEBOOK ADVERTISING UNITS – STORIES

For Stories campaigns:

Headline (maximum 40 characters)

Link description (maximum 30 characters)

Body text (maximum 125 characters)

URL

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Anatomy of a Facebook Ad




 **Ohio. Find It Here.** with **Hartville MarketPlace & Flea Market.** ...
Sponsored · 

Something for everyone. Unique shopping from Flea, to boutique, to hardware. Enjoy homestyle cooking, end with Bakery treats.



EXPERIENCEHARTVILLE.COM
EXPERIENCE the Hartville Tradition [Learn More](#)
Create new memories

  315 36 Comments 126 Shares

 Like  Comment  Share

Body text appears right above the image

Headline appears below the image and URL

Link description appears below the headline