

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. Creative materials are due four weeks prior to anticipated launch date.

Failure to adhere to this deadline may result in cancellation of social program.

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

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

Instagram Handle

Body Text (Max 125 characters)

CTA

URL

Attach one image (Use: .jpg or .png, Maximum file size: 30MB, 1200 x 628 pixels, 1080 x 1080 pixels, 600 x 750 pixels) or one video (1080 x 1920, Ratios: 9:16 and 4:5 to 1.91:1, Max duration: 15 secs, Max file size: 250MB, File types: .mp4, .mov)

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.

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

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.

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

For Carousel campaigns:

Instagram Handle

Body Text (Max 125 characters)

CTA

URL

Attach three to five images (Use: .jpg or .png, Maximum file size: 30MB, 1200 x 628 pixels, 1080 x 1080 pixels, 600 x 750 pixels)

TARGET AUDIENCE

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

Culture Buffs/Event Goers

Interests include art museums, theatre, 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.

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.

INSTAGRAM ADVERTISING UNITS – STORIES (three to five images)

For Carousel campaigns:

Instagram Handle

Body Text (Max 125 characters)

CTA

URL

Attach three to five images (Use: .jpg or .png, Maximum file size: 30MB, 1200 x 628 pixels, 1080 x 1080 pixels, 600 x 750 pixels)

TARGET AUDIENCE

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

Culture Buffs/Event Goers

Interests include art museums, theatre, 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

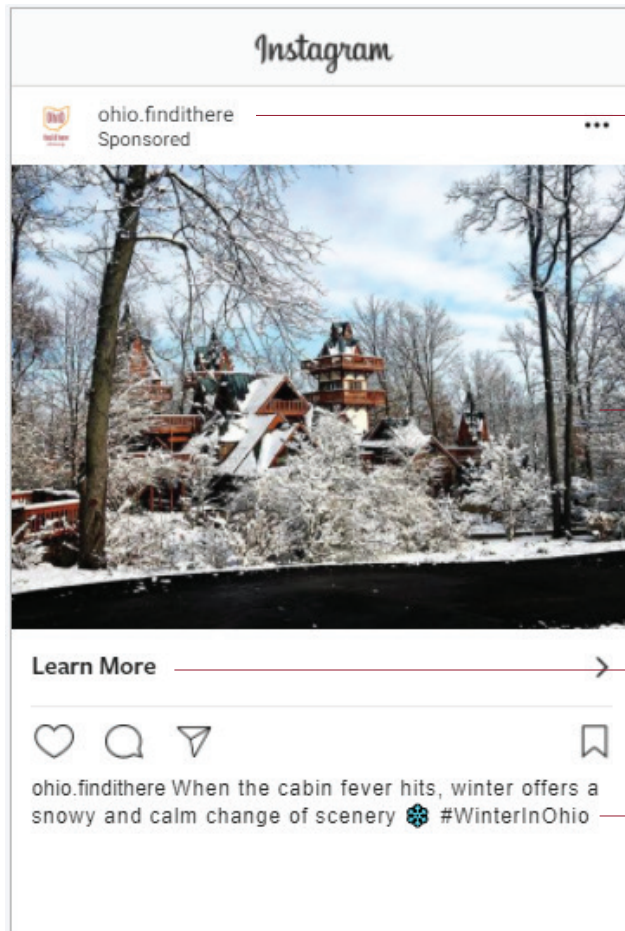
Out-of-State

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.

Anatomy of an Instagram Ad



Instagram Handle appears above the image or video

Image or video

CTA

Text: grab your audience's attention with more information here