



## 2023 Co-Op Advertising Program Paid Instagram Worksheet

### 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 (one image OR one 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.mtllc.com](http://tocoop.mtllc.com).*

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### 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)

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#### INSTAGRAM ADVERTISING UNITS – STORIES (one image OR one video)

##### For Carousel campaigns:

Instagram Handle

Body Text (Max 125 characters)

CTA

URL

Attach one image (1080 x 1920 pixels or 9:16 image ratio, JPG/PNG) OR one video (1080 x 1920 pixels or 9:16 ratio, mp4 or mov)

### TARGET AUDIENCE

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☐ **Out-of-State**

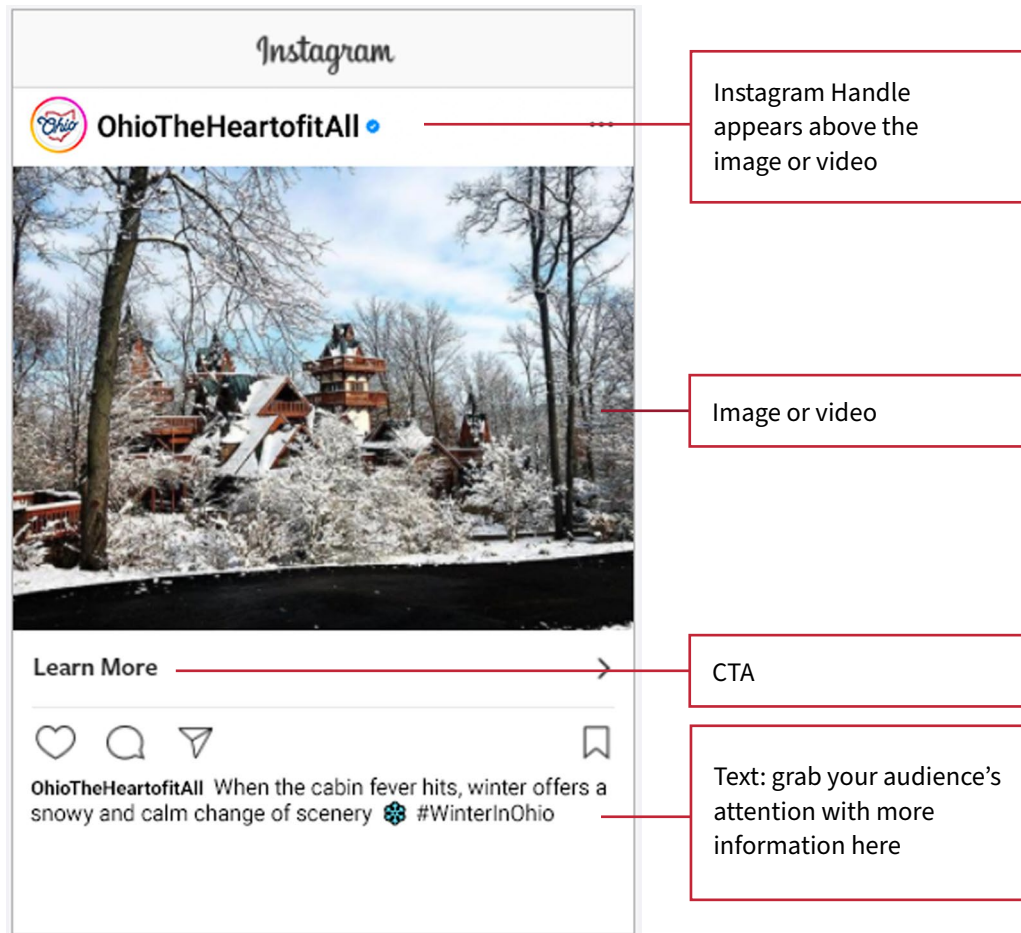
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## Anatomy of an Instagram Ad



The diagram illustrates the components of an Instagram advertisement. It features a central image of a snowy cabin scene. To the right of the image, four red boxes with lines pointing to specific elements provide labels: 'Instagram Handle appears above the image or video' points to the 'OhioTheHeartofitAll' handle; 'Image or video' points to the cabin image; 'CTA' points to the 'Learn More' button; and 'Text: grab your audience's attention with more information here' points to the caption text.

Instagram


 OhioTheHeartofitAll

Image or video

Learn More → CTA

OhioTheHeartofitAll When the cabin fever hits, winter offers a snowy and calm change of scenery ❄️ #WinterInOhio

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