



2023 Co-Op Advertising Program YouTube Worksheet

Destination Plus

YOUTUBE ADVERTISING FORM

For all YouTube campaigns, you must upload the following assets:

YouTube Video URL:

Please note: You must use your brand YouTube channel to upload your video. If your destination does not have one, please create one.

Uploaded videos should have a relevant video title and description. The description is a great way to give information to your viewers as well as add a link to your website.

Landing Page URL:

Call to Action (10 Characters):

Video Headline (15 characters)*:

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

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

Questions? Click on the links to learn more about [how to create a YouTube channel](#) and the [Video & Audio Specifications](#) needed to upload a YouTube video.