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.

❑ **Thrill Seekers/Adventurers**
Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

❑ **Family Focus**
Interests include zoos, children's museums, local festivals, theme parks, etc.

❑ **City Lovers**
Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

❑ **Nature Lovers**
Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, 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.

Destination Plus

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FACEBOOK ADVERTISING UNITS – LINK ADS (one image OR one 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, JGP/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)

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.

❑ **Thrill Seekers/Adventurers**
Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

❑ **Family Focus**
Interests include zoos, children's museums, local festivals, theme parks, etc.

❑ **City Lovers**
Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

❑ **Nature Lovers**
Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, 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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Destination Plus

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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)

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.
- ❑ **Thrill Seekers/Adventurers**
  Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.
- ❑ **Family Focus**
  Interests include zoos, children's museums, local festivals, theme parks, etc.
- ❑ **City Lovers**
  Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.
- ❑ **Nature Lovers**
  Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.
- ❑ **Foodies/Drinkies**
  Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

GEOGRAPHY

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  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.

Destination Plus

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FACEBOOK ADVERTISING UNITS – STORIES (one image OR one video)

For Stories campaigns:

Headline (maximum 40 characters)

Link description (maximum 30 characters)

Body text (maximum 125 characters)

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

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.

❑ **Thrill Seekers/Adventurers**
Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

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GEOGRAPHY

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

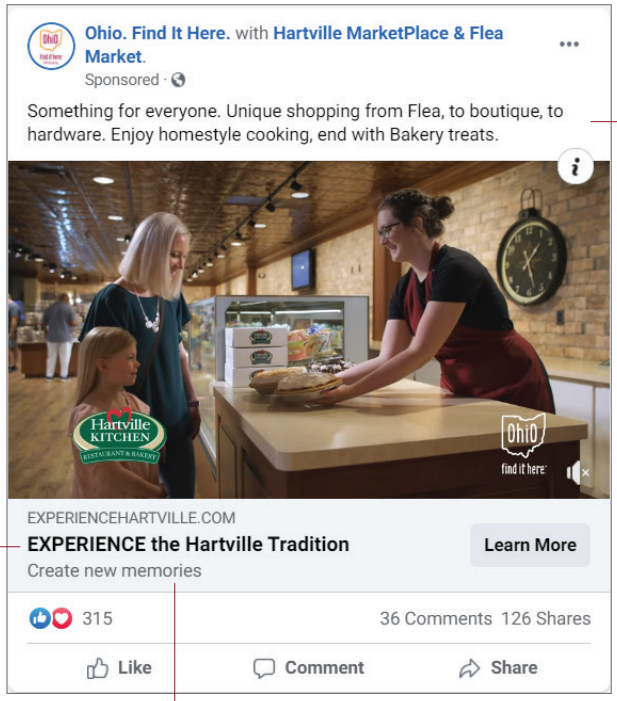
❑ **In-State**
DMAs: Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

❑ **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.

Anatomy of a Facebook Ad



Body text appears right above the image

Headline appears below the image and URL

Link description appears below the headline