

Destination Content Plan - Interim Checklist

The following outlines all of the items necessary to complete your content plan. If your organization does not have one of the items, simply make note of it in your overview Word Doc.

Note that some items are required to make your pages live and are noted with a *

Complete display contact information* Destination name, website, phone number, address, and email.

Your logo* Provide a square .png image, at least 300x300 pixels, with a transparent background.

COPY

Please provide three pages of copy in separate Word docs that can be used in the interim while our professional writers draft your new, search-engine-optimized pages.*

Your three pages on the new TourLouisiana.com will consist of the following:

- o First Page: Destination overview. You can also place the contact info, links, and general notes here.
- o Second page: Things to Do/Attractions
- o Third Page: Annual Events

You will receive an email with your updated and optimized copy for your content pages from our production team once it is completed.

IMAGES

One “hero” image* You may submit 2 or 3 for alternative options if you like.

Photos only - absolutely NO text or logos.

- o 1108 x 360 pixels.

Images for use within the copy and in a slideshow that will appear on your page.*

- o 20 - 30 photos. We might not use them all, but don't limit yourself, so we can choose from the best. Static .gif, .jpg or .png greater than 400px by 400px. The larger the photos, the more useful they can be.

PDF

PDF of your visitor guide

Format: .PDF only (no Flipbook or HTML)

File Size: 5 MB max

Please provide the name and email of the person who will be the main contact for brochure leads and/or reporting.*

LINKS

Links to your website

- o A link to your website homepage.*
- o A link to your newsletter sign up page.
- o A link to your ticket (buy now) page.
- o A link to your book now page.

Links to your social media pages & apps

- o Facebook
- o Twitter
- o Pinterest
- o Instagram
- o iOS
- o Android

VIDEO

YouTube video link URLs - *not your YouTube Channel*

If you don't have videos on YouTube, but do have a video, please upload the video file using a format listed below. Max run time for video is 5 minutes; 95MB Max. Formats: .mp4, .avi, .mov, .mpeg, .mpg, .wmv

UPLOADING YOUR MATERIALS

Materials must be uploaded, preferably in a single upload, to [Materials.AJRmediagroup.com](https://materials.ajrmediagroup.com)

- o The easiest way to upload materials is to contain them in a zip file folder
- o The maximum upload file size is 99 MB. If your zip file exceeds that, you'll need to perform more than one upload
- o On the upload site, select the publication: TourLouisiana.com
- o In the notes section write: For our new TourLouisiana Destination pages

If you have any questions or concerns please reach out to us at:

admin@ajrmediagroup.com

Consolidated List for Upload

(Fill in this portion of this document and include it in your upload)

Items marked with an asterisk* are required in order to make your pages live.

Complete Display Contact Information*

Website URL: _____
Public Contact Phone Number: _____
Physical Address: _____
Public Contact Email: _____

Links to Your Social Media & YouTube Video

Meta (Facebook): _____
X (Twitter): _____
Pinterest: _____
Instagram: _____
YouTube Video: _____

Links to Your Ticketing, Booking, Newsletter, Apps

Booking Page: _____
Ticketing Page: _____
Enewsletter Sign Up: _____
iOS App: _____
Android App: _____

Upload Checklist (See Specs, Requirements and Details on page 1 of this document).

- | | |
|--|---|
| ☐ This page of this document (filled in)* | ☐ Slide Show & Content Images* |
| ☐ Interim Copy Word Doc* | ☐ Your Logo* |
| ☐ Hero Image* | ☐ Visitor Guide |

Materials should be uploaded: preferably in a single upload. (The easiest way to do this is to put all your files into a single .zip file and upload that single .zip file).

- **The max files size** in the upload tool is 99 MB, so if your zip file exceeds that, you may need to split your files into a few zip files or a couple of uploads
- **Upload to:** materials.ajrmediagroup.com
- **Choose TourLouisiana** as the publisher
- **In the notes section** of the form write: Interim assets for our TourLouisiana content pages