



## DIGITAL AD PROGRAM

**You can now buy digital impressions through the LC Trade Desk.**

### LC Trade Desk

This is an online tool Laughlin Constable (LC), Wisconsin Department of Tourism's agency of record, offers a client to buy online advertising space directly from ad exchanges. This allows the agency hands-on access to manage client campaigns for a stronger, more cost-effective impact on target audiences.

### What is programmatic buying?

Programmatic advertising is the use of software to purchase digital media. Programmatic advertising technology is **more efficient**, and is therefore **cheaper** to purchase media.

Laughlin Constable has the in-house capabilities to create, execute and monitor digital ad campaigns to reach a qualified audience. LC monitors performance daily and shifts impressions accordingly.

### Where will my ads appear?

Programmatic buying involves buying an audience vs. purchasing direct-from-site. Therefore, your ad will be seen in the same places the Travel Wisconsin brand ads will appear. These display, local and native impressions can appear on a wide array of travel sites, such as booking.com, frommers.com, hotels.com, hotwire.com, and many, many more.

**Impressions:** Standard display (50%), Local News (35%) and Native (15%)

**Markets:** Chicago (60%), Minneapolis (25%) and Milwaukee (15%)

**Demo:** Adults 25-54

### Package Options:

A:	300,000 impressions	\$1,500
B:	150,000 impressions	\$750

Materials specs will be provided once your package has been reserved. Packages are available May through September, but only a limited number of co-op impressions have been set aside per season!

To secure your spot, contact Sarah Keller at Laughlin Constable:  
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