



LC Trading 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 a more cost-effective way to purchase digital 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 by the same audiences as the Travel Wisconsin brand ads. 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 and Native
Markets: Chicago, Minneapolis, St. Louis and Milwaukee
Demo: Adults 25-54
Timing: May - August 2019

Package Options (Max 1 per partner):

A:	8 Available - 300,000 impressions	\$1,500
B:	8 Available - 150,000 impressions	\$750

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