



You can now buy digital impressions through the LC Trading Desk.

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 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 and local impressions can appear on a wide array of travel sites, such as booking.com, frommers.com, hotels.com, hotwire.com, and many, many more.

Timing: September 4, 2017 to October 30, 2017
Impressions: Standard display (63%) and Local News (37%)
Markets: Chicago (55%), Minneapolis (21%), Milwaukee (13%) and St. Louis (11%)
Demo: Adults 25-54

Package Option:

6 packages available: 150,000 impressions \$750

Materials specs will be provided once your package has been reserved. Packages are available September through October, 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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