

NMTD COOPERATIVE ADVERTISING PROGRAM

FY20 Execute With Excellence

July 16, 2019

NEW MEXICO *True*

Today's Approach

TODAY'S OBJECTIVE

Arm CoOp partners & their creative resources with all the tools needed to "Execute with Excellence" in FY20

QUESTIONS?

Submit any questions via the GoToWebinarControl Panel.
We'll respond to as many as possible at the end of the presentation.

NMTD CoOp-at-a-Glance

2 PLANS

MMP (MEDIA MENU PLAN)



- Set menu of media programs and production options at negotiated rates
- Awarded Partners' funds are matched 1:1 with NMTD \$ prior to program execution
- NMTD CoOp Team responsible for program development & negotiation, execution, trafficking of creative, and performance reporting on Partners' behalf

FLEX (FLEX GRANTS)



- Traditional grant program with initiatives proposed by partner on application
- Awarded Partners are reimbursed with a 1:1 match of NMTD \$ after program execution
- Partner responsible for program development & negotiation, execution, trafficking of creative, and performance reporting

1 INTENTION

Help your community thrive through TOURISM!

FY20 Program Execution: MMP vs Flex



MEDIA MENU PLAN (MMP)



FLEX

Execution Process	<p>NMTD CoOp Team provides:</p> <ul style="list-style-type: none">✓ Vendor negotiations✓ 1:1 media planning consult with partners (& ad agency, if applicable)✓ Custom production timelines & instructions✓ Insertion orders✓ Creative trafficking to media vendors✓ Proof of placement✓ Reporting	<p><u>Partner handles:</u></p> <ul style="list-style-type: none">✓ Vendor negotiations✓ Insertion orders✓ Vendor payments✓ Creative trafficking to media vendors✓ Proof of placement✓ Reporting
Brand Standards	<p>All creative must meet New Mexico True brand standards as detailed on the Ad Builder Toolkit at media.nmtourism.org</p> <p>Any website URL listed in CoOp advertising must feature the entity's custom, "X is New Mexico True" logo above the fold</p>	
Creative Submission for Approval	See MMP Production summary for specific instructions and links	Submit via an Ad Content Execution (ACE) Form at media.nmtourism.org to secure NMTD approval prior to trafficking to media vendor
Due Date	As detailed on your custom MMP Production Summary	3 weeks prior to media vendor deadline

WEBINAR CONTENT

New Mexico True Creative Coaching

Brand Templates Overview & Updates
Design Tips

Tools of the Trade

ACE Form vs JotForm – When To Use

How to Submit an ACE Form

How to Submit a JotForm

Key Contacts

Q&A

STEP ONE: AD BUILDER GUIDEBOOK

NEW MEXICO TOURISM DEPARTMENT

Ad Builder Tool Kit

HomeMy AccountFAQsContactTerms & ConditionsLog Out

NEW MEXICOTrue

AD GUIDEBOOKASSET LIBRARYACE FORMAD APPROVAL

STEP ONE

Ad Builder Guidebook

Find here everything you need to know about New Mexico True branding best practices.

Whether it's your first time or you're here for a refresh, take a moment to review our Terms & Conditions.

DOWNLOAD

STEP TWO

Brand Asset Library

All the tools you need to prepare your content & creative assets, including:

- Ad templates by medium
- Fonts & imagery
- Videos & licensed music
- Destination-specific logos
- Publisher-specific content input forms

DOWNLOAD

STEP THREE

Ad Content Execution (ACE) Form

Complete this online form to trigger the approval process for your ad and upload required content/creative assets.

ACE FORM DUE 3 WEEKS PRIOR TO PUBLISHER DUE DATE, UNLESS OTHERWISE INDICATED

START

STEP FOUR

Final Ad Approval

Team True will review your ACE Form inputs, request revisions as required, and notify for final approval for trafficking.

(For Media Menu Program (MMP) partners ONLY: your ads will be trafficked to publishers by NMTD.)

SUBMIT

Recently Downloaded

Gallup Inter-Tribal is
NEW MEXICOTrue

Edgewood is
NEW MEXICOTrue

Roosevelt County is
NEW MEXICOTrue

Mora is
NEW MEXICOTrue

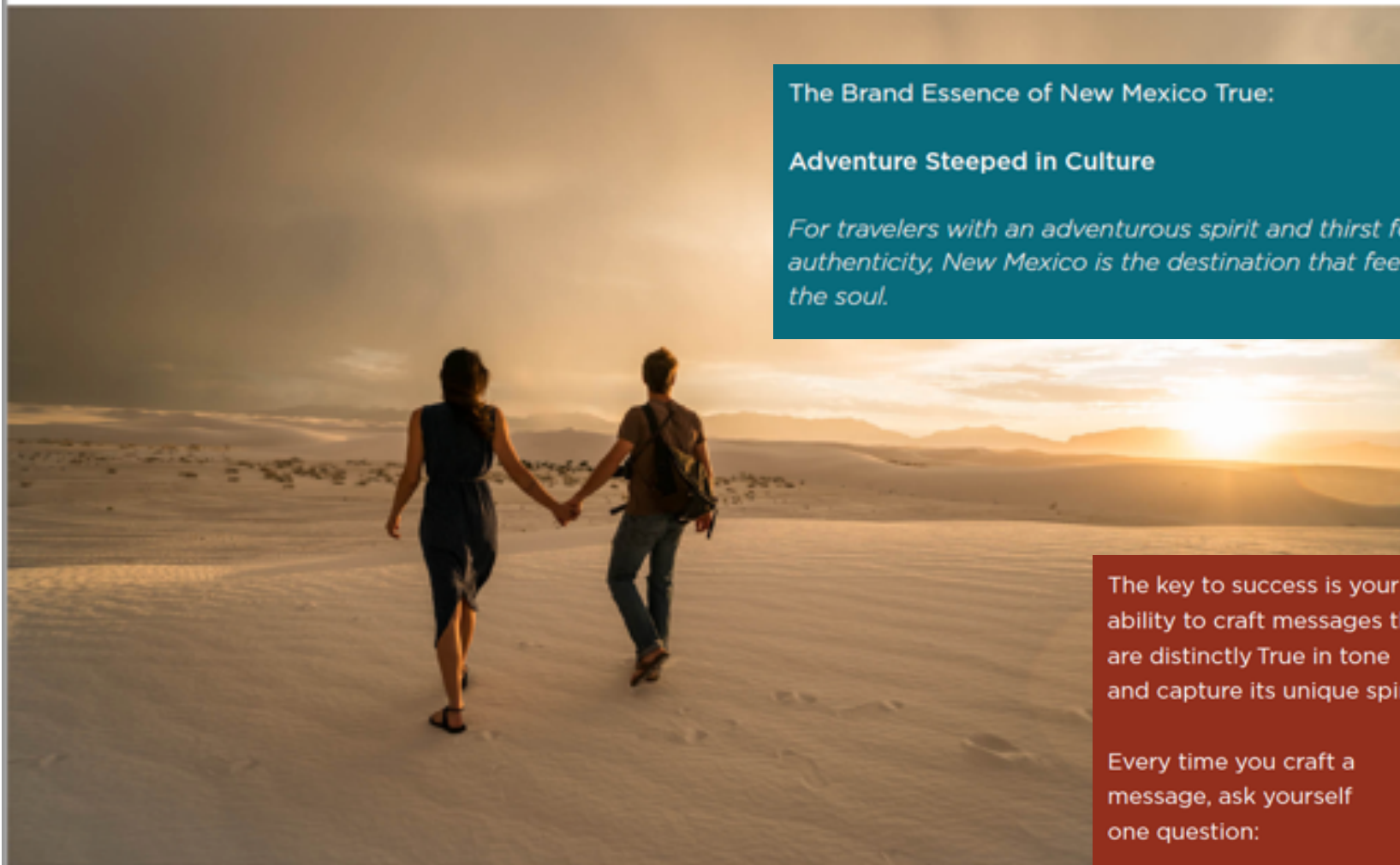
San Miguel County is
NEW MEXICOTrue

Fort Stanton LIVE! is
NEW MEXICOTrue

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New Mexico Tourism Department
491 Old Santa Fe Trail Santa Fe, NM 87501
[NEW Ad Builder Guidebook](#)

NEW MEXICOTrue

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The Brand Essence of New Mexico True:

Adventure Steeped in Culture

For travelers with an adventurous spirit and thirst for authenticity, New Mexico is the destination that feeds the soul.

The key to success is your ability to craft messages that are distinctly True in tone and capture its unique spirit.

Every time you craft a message, ask yourself one question:

Is the message and imagery unique to your destination?

What is your “True”?

When asking yourself this question, think about the following:

What is the authentic experience to be found my destination?

What can travelers discover?

What might be unexpected?

Where is the adventure in the experience? And not just outdoor adventure, but adventure that truly feeds the soul—going to a museum, visiting an art gallery, attending a cooking class, being part of a festival, seeing a cultural performance, etc.

How does the experience reflect the connectedness that is inherent in New Mexico—with the past, the land, your family and yourself?

When crafting messages
New Mexico True is:
Welcoming
Authentically enthusiastic
Unscripted
Soulful
Simple and to the point
Cool (without "trying")

When choosing photography
New Mexico True imagery is:
Colorful
Inspiring
Candid



It's best to show "site-doing" rather than "site-seeing" in your messaging.

Imagery should be rooted in clearly communicating our core criteria of endless discovery. It is expansive and rich. It encompasses movement and mobility. It is open, unencumbered, and free. It is human: purposeful, honest, and genuine. It is inspiring and provides a forward-looking perspective. Imagery should not be staged or overly posed, rigid, or impersonal.

Does it capture a moments?

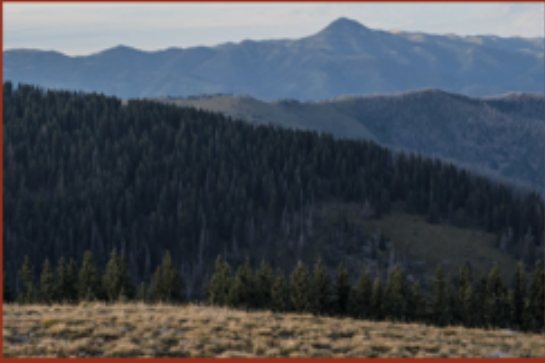
Does it tell a story?

Is it uniquely New Mexican?

Is it spontaneous?

Is it inspiring?

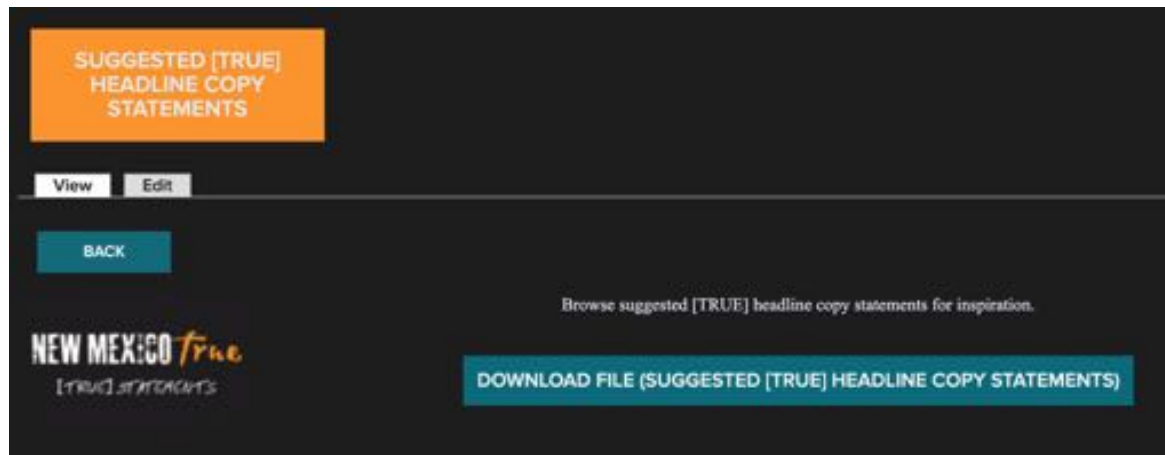
Does it convey emotion?



- Captures a moment
- Soulful
- Inspiring
- Site-doing

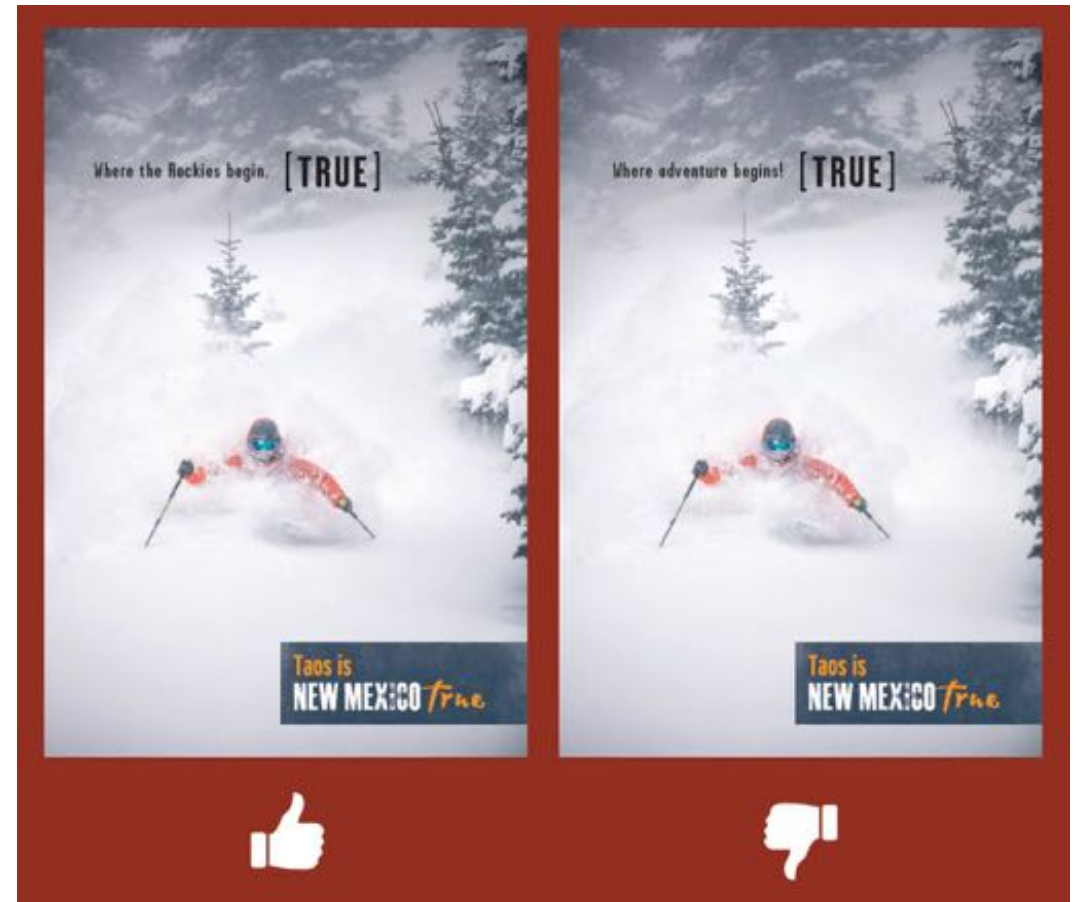


- Unique to New Mexico
- Tells a story
- Soulful
- Candid



The headline must be a thoughtful [TRUE] statement that is unique to the destination.

- Land of Enchantment. [TRUE]
- Sunny Days. Chile Nights. [TRUE]
- Where quiet is a feeling. [TRUE]
- Gridlessness. [TRUE]
- Where culture shines brightly. [TRUE]



TRUE HEADLINE "DO NOTs"

For consistency across all advertising, TRUE statements and headlines should adopt these guidelines.

~~Red River Mardi Gras is where memories are made.~~

[TRUE]

Don't include name of event or location in the headline.

~~It's about the journey, not the destination.~~

[TRUE]

Avoid clichés.

~~Find adventures waiting for you.~~

[TRUE]

Don't use commands—only use statements that you could respond "True" to.

~~You will find stories told in stone.~~

[TRUE]

Keep it concise. "Stories told in stone" packs more punch than a full sentence.

~~Once you arrive here, you'll never want to leave.~~

[TRUE]

Focus on features or feelings that are unique to New Mexico.

~~Beautiful landscapes, rich culture, and fascinating history, all in a single place.~~

[TRUE]

Keep headlines under eight words.

PRINT AND DIGITAL TYPOGRAPHY

There are three primary fonts used for all applications outside of digital; Interstate Bold Condensed, Universe 47 Light Condensed and Hand Test.
There are three primary fonts used for all web-based applications; Proxima Nova Extra Condensed Bold, Times Roman Regular and Times Italic.

HEADLINE FONT

Interstate Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BODY COPY FONT

Universe 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BODY COPY ITALIC FONT

Universe 47 Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LOCATION DESCRIPTOR COPY FONT

Hand Test

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL HEADLINE FONT

Proxima Nova Extra Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL BODY COPY FONT

Times Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

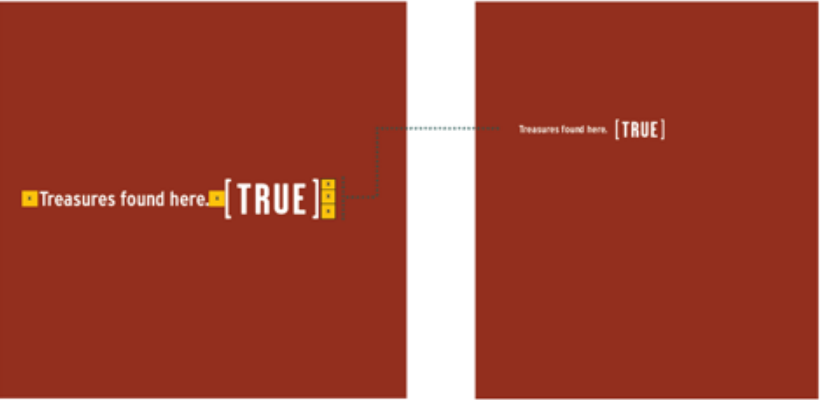
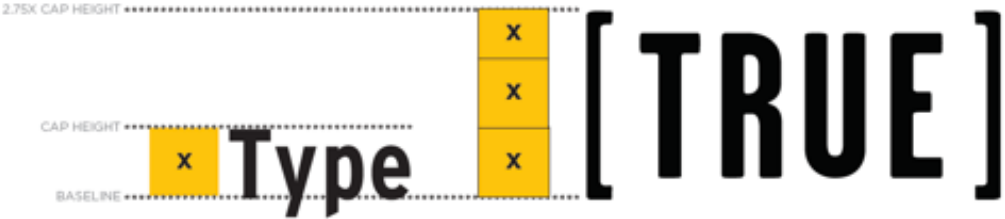
DIGITAL BODY COPY ITALIC FONT

Times Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

[Click here](#) to download brand fonts.

EXHIBIT A





What makes this ad so successful?

- Conveys a feeling of place
- Unique to Carlsbad
- Site-Doing
- Inspiring
- Simple
- Dynamic
- Candid



What makes this ad so successful?

- Unique to Deming
- Candid
- Site-Doing
- Inspiring
- Simple
- Colorful
- Location + TRUE statement

STEP TWO: BRAND ASSET LIBRARY

NEW MEXICO TOURISM DEPARTMENT

Ad Builder Tool Kit

Home My Account FAQs Contact Terms & Conditions Log Out

NEW MEXICO True

AD GUIDEBOOK ASSET LIBRARY ACE FORM AD APPROVAL

STEP ONE

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NEW MEXICO True

Edgewood is
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Roosevelt County is
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Mora is
NEW MEXICO True

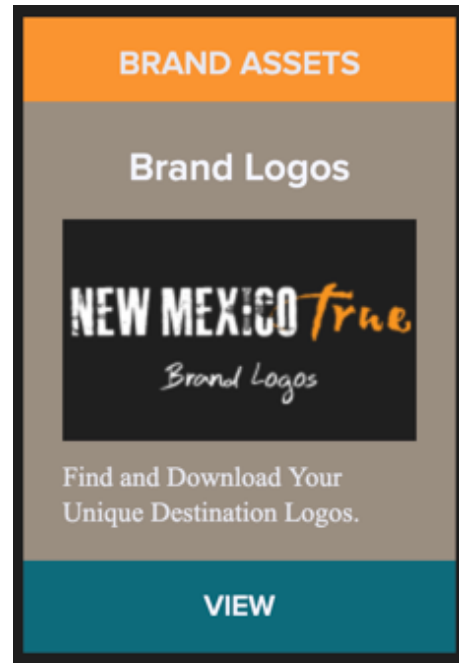
San Miguel County is
NEW MEXICO True

Fort Stanton LIVE! is
NEW MEXICO True

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New Mexico Tourism Department
491 Old Santa Fe Trail Santa Fe, NM 87501
[NEW Ad Builder Guidebook](#)

NEW MEXICO True

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PRIMARY LOCK-UPS (ARTBOARDS 1-10)

Templates



A graphic with a black background. The text "NEW MEXICO" is in white, bold, uppercase letters. To its right, the word "True" is written in a stylized, orange, cursive font. Below "True", the word "Templates" is written in a white, cursive font.

Browse and Download New Mexico True Ad Templates.

[VIEW](#)

Templates

A black rectangular graphic with the text 'NEW MEXICO True' in a bold, sans-serif font. 'NEW MEXICO' is in white, and 'True' is in orange. Below this, the word 'Templates' is written in a white, cursive script.

Browse and Download New Mexico True Ad Templates.

[VIEW](#)

Templates

A black rectangular graphic with the text 'NEW MEXICO True' in a bold, sans-serif font. 'NEW MEXICO' is in white, and 'True' is in orange. Below this, the word 'Templates' is written in a white, cursive script.

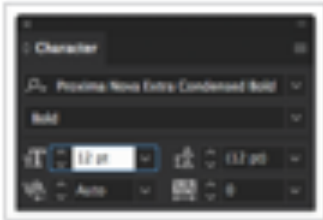
Browse and Download New Mexico True Ad Templates.

[VIEW](#)



[Click here](#) to download digital templates.

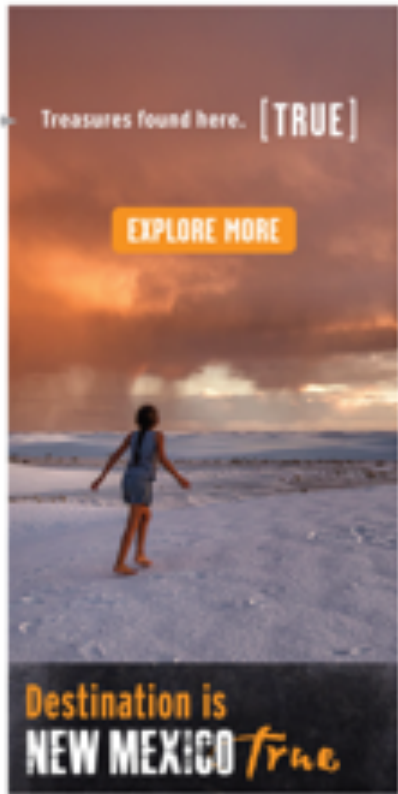
[Click here](#) to download digital templates.



Digital headline font: Proxima
Nova Extra Condensed Bold.
No smaller than 10 pt.

Note: In addition to the orange "EXPLORE MORE" Call-To-Action button (CTA), optional TRUE headlines may be added in the following banner sizes only.

Examples of 300x600 and 1000x90 banners with both CTA and optional TRUE headlines.



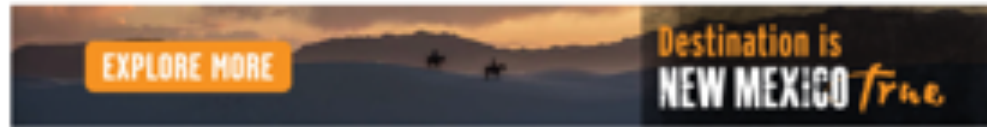
300-600



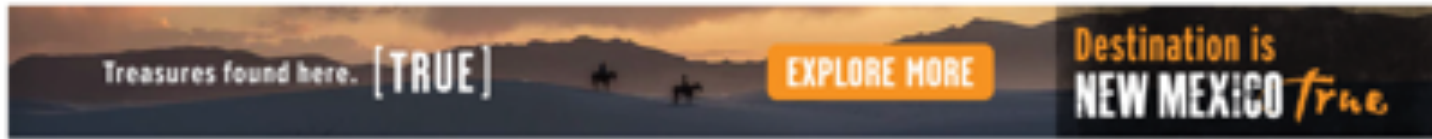
150-600



300x250



720x90

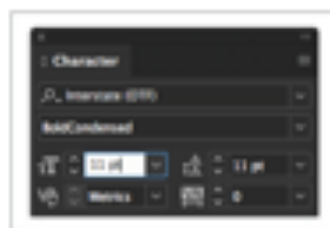
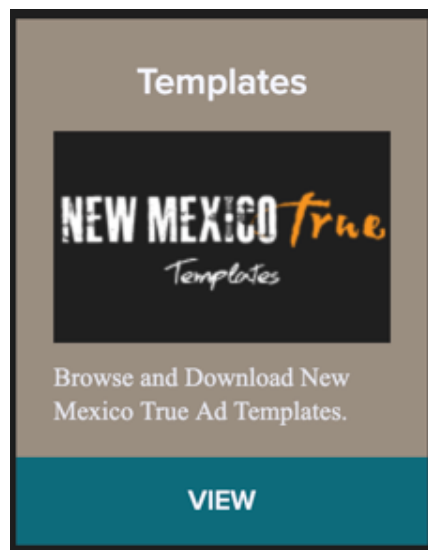


1000x90

NEW Event Specific Templates + CTA Button

OUTDOOR EXAMPLES

[Click here](#) to download OOH templates.



Headline Font:
Interstate Bold Condensed
Refer to online Ad Builder
templates for font/logo
lock-up size and placement.



5'x11' LAMAR JUNIOR

Refer to online Ad Builder
templates for Destination
lock-up size and placement.



10'x40' EVENT-SPECIFIC

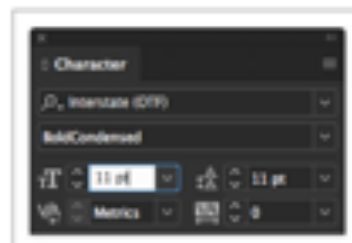
URL Font:
Interstate Bold Condensed
Refer to online Ad Builder
templates for URL, font size.
It is recommended that
the URL be all in lowercase.

PRINT EXAMPLE

[Click here](#) to download print templates.



Descriptor Font: Hand Test
*Type Size is one point larger than headline font size.
(ex. Headline is 11pt size, so Descriptor Font is 12pt size)



Headline Font:
Interstate Bold Condensed



URL Font: Interstate Bold Condensed **URL should never be smaller than 8pt size. It is recommended that the URL be all in lowercase.

USING A COLOR BAR FOR CONTENT AND MULTIPLE LOGOS

Character

Hand Text

Regular

12 pt

12 pt

Metrics

Descriptor Font:
Hand Text
Font size: 12 pt

Character

Interstate IDTH

BoldCondensed

11 pt

11 pt

Metrics

Headline Font:
Interstate Bold Condensed
Font size: 11 pt

White Sands National Monument

Treasures found here. [TRUE]

Alamogordo is
NEW MEXICO True

ADDITIONAL
DESTINATION LINK
HERE IF NEEDED

NONSEQUI REM
QUAM VERNATIUR
OMNISSI

As dollobor arciptapel
moluptas earamen
tibus, eos nobit dolat
volmet error conod
maximoluptam sitatur, is
eocandit enimquia dipsam
que vendita con repematem
faci quis re essinin
hario blaci omnihilam as
excererus repto te la si
simoluptur, comitit, quam,
sim doluptagood ea dullo
sequa pa eseqi quo
beribus eos

Apnestia te corpe pa
sum nimponehent ate
natum eumque vendon
emoluptatum fuga.

alamogordo.com

VERTICAL COLOR BAR
Learn more about how to use
vertical or horizontal color bars
on the following pages.

Character

Univers

47 Light Condensed

11 pt

15 pt

Metrics

Color Bar
Headline Font:
Univers 47
Light Condensed
ALL-CAPS
Font size: 11 pt
Line space: 15 pt
Font tracking: 10

Character

Univers

47 Light Condensed

10 pt

15 pt

Metrics

Color Bar
Body Copy Font:
Univers 47
Light Condensed
Font size: 10 pt
Line space: 15 pt
Font tracking: 10

URL Font: Interstate Bold
Condensed. URL should
never be smaller than 8pt size.
It is recommended that the URL
be all in lowercase.

USING A COLOR BAR FOR CONTENT AND MULTIPLE LOGOS



Albuquerque is
NEW MEXICO *True*

Treasures found here. [TRUE]

THE 2015 ALBUQUERQUE INTERNATIONAL BALLOON FIESTA EVENT SCHEDULE

Thursday October 8 - Kid's Day
6:00 am Dawn Patrol
7:00 am Special Shape Rides™
8:00 am Flying Competition
6:00 pm Special Shape Glowdeo™
8:00 pm* AfterGlow™ Fireworks Show

Friday October 9
6:00 am Dawn Patrol
7:00 am Special Shape Rides™
8:00 am Flying Competition
6:00 pm Special Shape Glowdeo™
8:00 pm* AfterGlow™ Fireworks Show

Saturday October 10
6:00 am Dawn Patrol Show
6:30 am Krispy Kreme Morning Glow
7:00 am Mass Ascension
11:00 am Balloon Fiesta Pin Trading
12:00 noon Music Fiesta™
6:00 pm Night Magic™ Glow
8:00 pm* AfterGlow™ Fireworks Show

Sunday October 11
6:00 am Dawn Patrol Show
6:30 am Krispy Kreme Morning Glow
7:00 am Farewell Mass Ascension

FPO LOGO HERE

FPO LOGO HERE

balloonfiesta.com



Albuquerque is
NEW MEXICO *True*

Treasures found here. [TRUE]

THE PLACE TO BE IN OCTOBER IS AT BALLOON FIESTA PARK.
The 360 acre park with 100 acres of grass and booths will be filled with balloons and concessions offering everything from traditional New Mexican food to balloon memorabilia for everyone to enjoy. [Plan your visit for next year now!](#) For special Balloon Fiesta hotel rates and to reserve hotel rooms, call 1-505-346-0522.

balloonfiesta.com

FPO LOGO HERE

FPO LOGO HERE



Ski Santa Fe is
NEW MEXICO *True*

Where the Rockies begin. [TRUE]

**SKI SANTA FE
NEW MEXICO**

Purchase a season pass between now and November 24th and get an All-Access Platinum Pass for \$569 for the whole ski season.

FUTURE PASS: (Seniors 62-71 \$429)
FUTURE PASS: (Kids 12 and under: \$219)
FREEDOM PASS: (72+ or under 46" tall: \$43)

Mountain is open daily 8am to 4pm.
Ticket Office is open daily 8am to 4:30pm.
No blackout dates with any passes.

skisantafe.com



Pandora Banner Templates
Scripts
Music Beds



Facebook Profile Image + Text
Facebook & Instagram Posts



:15 :30 :60
Licensed “Na-Na” Track



AD BUILDER CHECK LIST

- 1 Is your ad uniquely New Mexico? Does it focus on adventure that truly "Feeds the Soul"?
- 2 Is the experience authentic to YOUR destination?
- 3 Does your ad fit with the brand tone?
 - Welcoming
 - Authentically enthusiastic
 - Unscripted
 - Soulful
 - Simple and to the point
 - Cool (without "trying")
- 4 Does your image fit with the New Mexico True Imagery guidelines? Is it "site-doing" rather than "site seeing"?
 - Does it capture a moment?
 - Is it purposeful and genuine?
 - Does it tell a story?
 - Is it spontaneous?
 - Does it convey emotion?
 - Is it inspiring?
 - Is it colorful?
 - Is it candid?
 - Is it uniquely New Mexico?
- 5 Did you use the correct logo lock-up? Rectangular is the primary logo to be used in most ads. The square logo should only be used for small sized or vertical ads.
- 6 Does the logo align with the appropriate size relationship per the guidelines or templates?
- 7 Did you use the approved typography and typography size guidelines?
- 8 Is your [TRUE] statement True, not just a "fact"?
- 9 If you wrote a True statement, did you use the [TRUE] lock-up?
- 10 Did you double check your size specifications from the printer or vendor?

WEBINAR CONTENT

New Mexico True Creative Coaching

Tools of the Trade

ACE Form vs JotForm – When To Use

How to Submit an ACE Form

How to Submit a JotForm

Key Contacts

Q&A

MMP Tools of the Trade

NEW for FY20 – only ONE production document to reference – **PRODUCTION SUMMARY**.

WHAT YOUR PRODUCTION SUMMARY INCLUDES:

- ✓ Lists ALL of your MMP programs, including placement description and targeting
- ✓ Run dates and due dates for creative inputs
- ✓ Links to New Mexico True Brand Templates
- ✓ Links to vendor mechanical specifications
- ✓ How and where to submit your creative inputs

All MMP Partners received their Production Summaries on June 17th
(or when their signed agreement was received by NMTD).

TIP:

Keep the link in the email handy.
All updates or revisions will be made to this live link.

Tools of the Trade

DUE DATE FOR CREATIVE INPUTS

[illegible]

RUN DATE/DELIVERY FOR MEDIA/PROGRAM

Run Date(s)	Portfolio Selection Inputs	Global Mechanical Space	How Weight/Time Values Template	Where to Submit Portfolio Selection Inputs
Nov 2019	Assets to build alternative portfolios through asset collection questionnaire - (pdf doc)	NA. Complete asset collection questionnaire (download, transfer and build final model)	NA	https://forms.gform.com/FORM/20201104
Nov 2019	Completed sufficient questionnaire to inform and develop portfolio and content. Submit (PDF) (20201104) questionnaire by email only	NA	NA	https://forms.gform.com/FORM/20201104
Nov 2019	Completed sufficient questionnaire to inform and develop portfolio and content. Submit (PDF) (20201104) questionnaire by email only	NA	NA	https://forms.gform.com/FORM/20201104
Nov 2019	Completed sufficient questionnaire to provide assets to build final distribution set	NA. Complete asset collection questionnaire (download, transfer and build final model)	NA	https://forms.gform.com/FORM/20201104
Nov-Dec 2019	Completed (PDF) script template and final answer (20201104) and (20201104)	Download script template (final doc) and complete with your questionnaire content (per instructions) and upload with (PDF) final with answers Answer form (20201104) (20201104) (PDF) only (20201104) Distribution (20201104)	http://forms.gform.com/FORM/20201104 final only	NA (20201104) http://forms.gform.com/FORM/20201104
Nov 2019	Completed sufficient asset collection questionnaire	NA. Complete asset collection via pdf doc transfer and build final model	NA	https://forms.gform.com/FORM/20201104
Nov-Dec 2019	Final review of and (20201104) questionnaire transfer	https://forms.gform.com/FORM/20201104 (20201104) (20201104) (20201104)	https://forms.gform.com/FORM/20201104 (20201104) (20201104) (20201104) (20201104) (20201104) (20201104)	NA (20201104) http://forms.gform.com/FORM/20201104

Tools of the Trade

PROGRAM/PLACEMENT DESCRIPTION + TARGETING

- For more information on the placement, you can click on the Vendor/Program cell contents to see the media menu sheet
- Targeting is based on application inputs if applicable

[illegible]

Tools of the Trade

PARTNER CREATIVE INPUTS

- These are the deliverables that you must submit.
- Be sure to pay attention if more than one input is required – i.e. – a display print ad AND added value editorial assets

[illegible]

Tools of the Trade

VENDOR MECHANICAL SPECS

- If there is a link – it's clickable
- This informs how you need to build your final ad

[illegible]

Tools of the Trade

NEW MEXICO TRUE BRAND TEMPLATE

- If there is a link – it's clickable
- This informs how you need to design your ad to be NM True brand compliant.

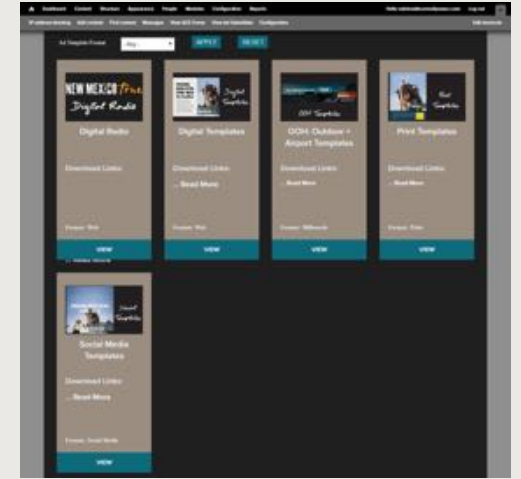
[illegible]

Tools of the Trade

New Mexico True Brand Templates vs. Vendor Mechanical Specs

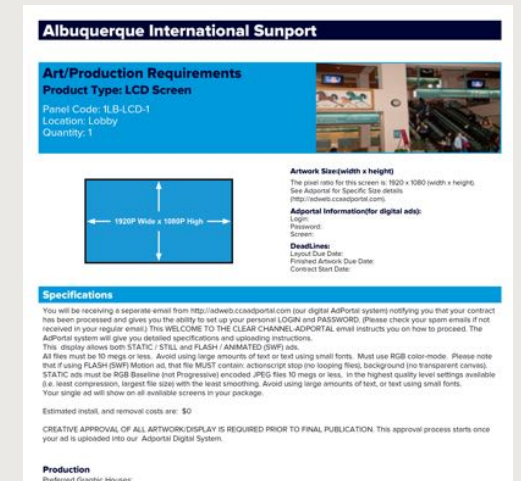
NEW MEXICO TRUE BRAND TEMPLATES:

- Use them as brand guidelines. This says **WHAT YOUR AD NEEDS TO LOOK LIKE** to be brand compliant.
- Find all templates in the AD BUILDER TOOL KIT media.nmtourism.org (link in Summary)
- The file format and dimensions of the template is most likely **DIFFERENT** than the final deliverable needed to send to the vendor.



VENDOR MECHANICAL SPECS:

- Use them to create your final deliverable. This says **HOW YOUR AD NEEDS TO BE BUILT – FORMAT, SIZE/DIMENSIONS**, etc.
- Find all specs in your Summary
- Your final deliverable **MUST MATCH** the vendor specifications.



Tools of the Trade

WHERE TO SUBMIT PARTNER CREATIVE INPUTS

- If there is a link – it's clickable
- All programs that require creative inputs use either the ACE form on the NMTD Tool Kit or a JotForm, which is an online questionnaire platform to collect assets.

[illegible]

WEBINAR CONTENT

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Tools of the Trade

ACE Form vs JotForm – When To Use

How to Submit an ACE Form

How to Submit a JotForm

Key Contacts

Q&A

ACE Form vs JotForm – When To Use



Where to Submit Partner Creative Inputs
Media Type/Platform/Category
Media Type/Platform/Category
Media Type/Platform/Category
Media Type/Platform/Category
Media Type/Platform/Category
Media Type/Platform/Category
ACE FORM http://media.nmtourism.org
Media Type/Platform/Category
Jot Form http://media.nmtourism.org
Media Type/Platform/Category
Media Type/Platform/Category

Refer to Production Summary column “Where To Submit Partner Creative Inputs”
FOLLOW LINK

If it says **ACE FORM** with link to Ad Builder Tool Kit – you submit your deliverable(s) via an ACE (Ad Content Execution) form at media.nmtourism.org

- Print Display
- Airport OOH
- Radio
- Digital Display
- Video

If it says **Jot Form** with link – you submit your inputs via that specific Jot Form (there is a unique form for each program)

- Advertorial Special Sections
- Content Creation/Distribution
- Email
- Videography/Photography

WEBINAR CONTENT

New Mexico True Creative Coaching
Tools of the Trade

ACE Form vs JotForm – When To Use

How to Submit an ACE Form

How to Submit a JotForm

Key Contacts

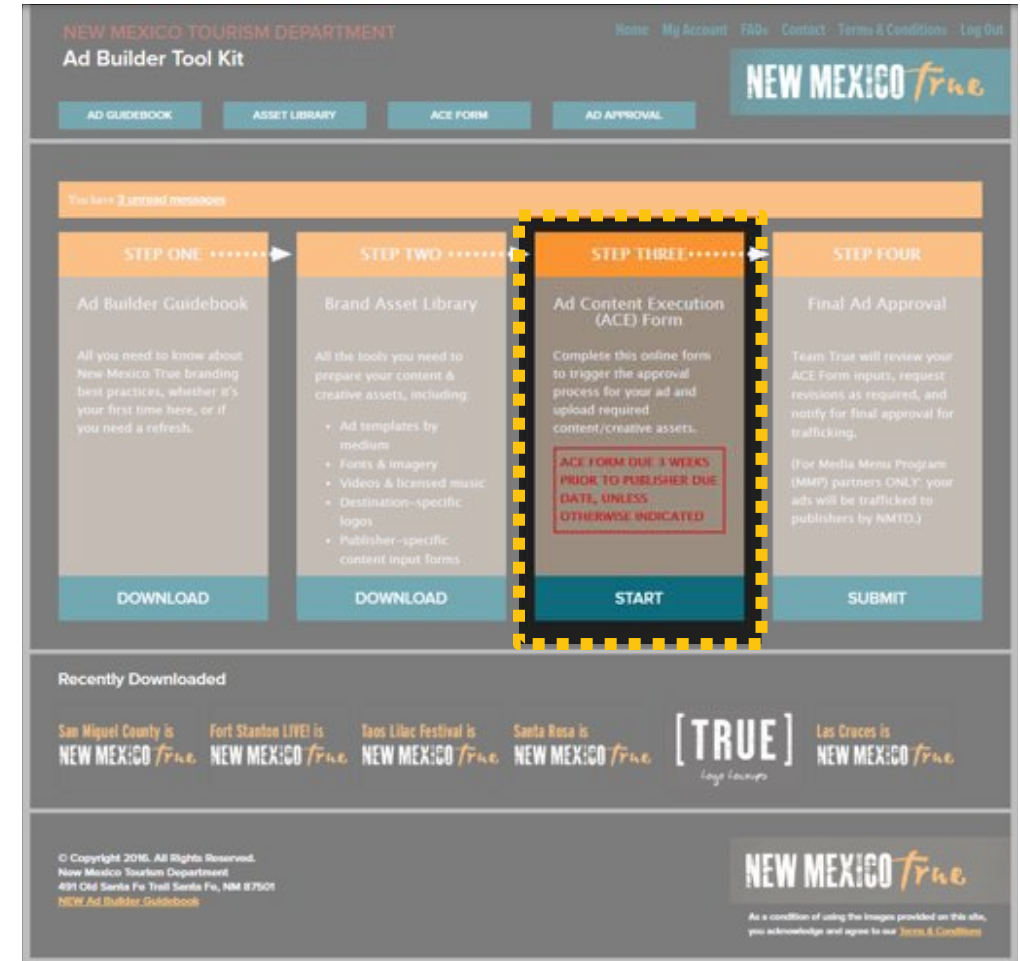
Q&A

How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

MOST IMPORTANT STEPS TO SUBMITTING YOUR ACE FORM:

- Submitting your creative by due date
- Checking the status of your submission
- Making any required edits in a timely manner
- If you're submitting for Flex:
 - Due date is 3 weeks prior to run date
 - Trafficking to media vendor is partner's responsibility



How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

EXAMPLE: Pandora Digital Radio

Refer to your PRODUCTION SUMMARY for Due Dates and Creative Inputs.

DATE RECEIVED REPORT DATE	PRODUCTION REPORT DATE (program description)	REPORT DATE	REPORT DATE	PRODUCTION REPORT DATE	REPORT DATE	REPORT DATE	REPORT DATE
4/3/2020	PANDORA DIGITAL RADIO Audio + Banner	4/3/2020	4/3/2020	4/3/2020	4/3/2020	4/3/2020	4/3/2020

4/3/2020

3 Deliverables!

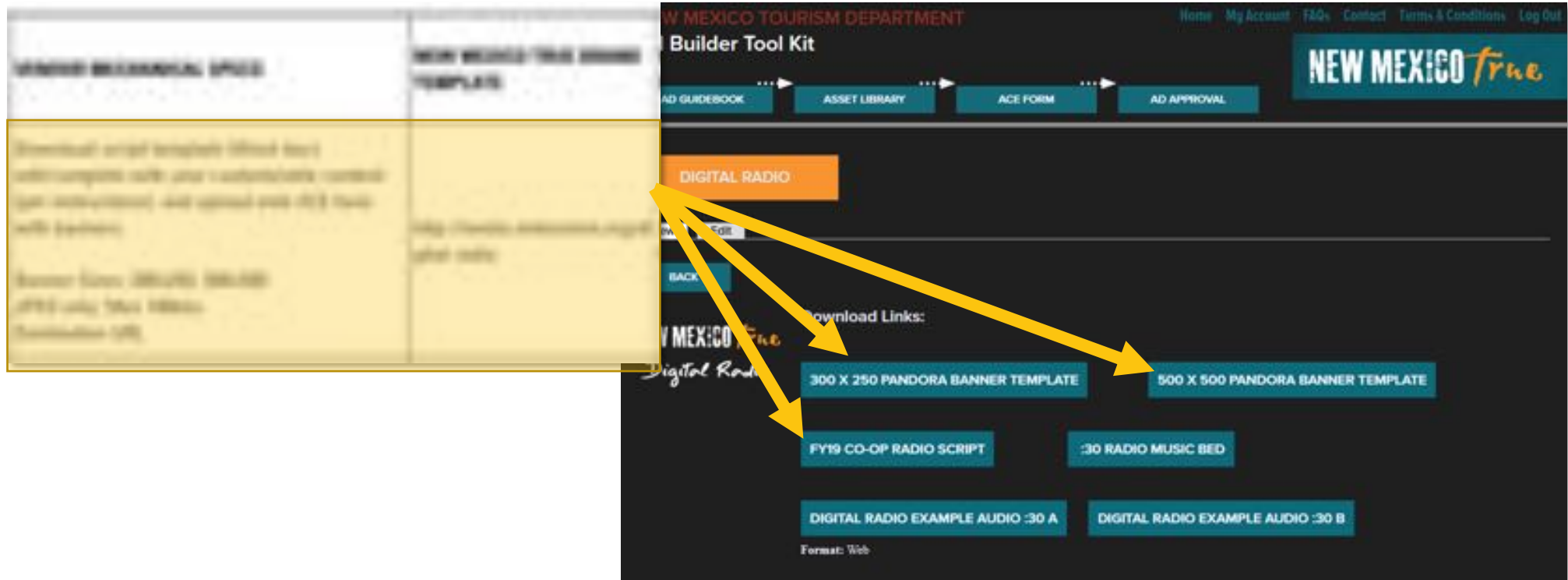
Completed NMTD script template and final banners (300x250 and 500x500)

How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

EXAMPLE: Pandora Digital Radio

Also refer to your PRODUCTION SUMMARY for Vendor Mechanical Specs, NM True Brand Templates and where to submit creative.



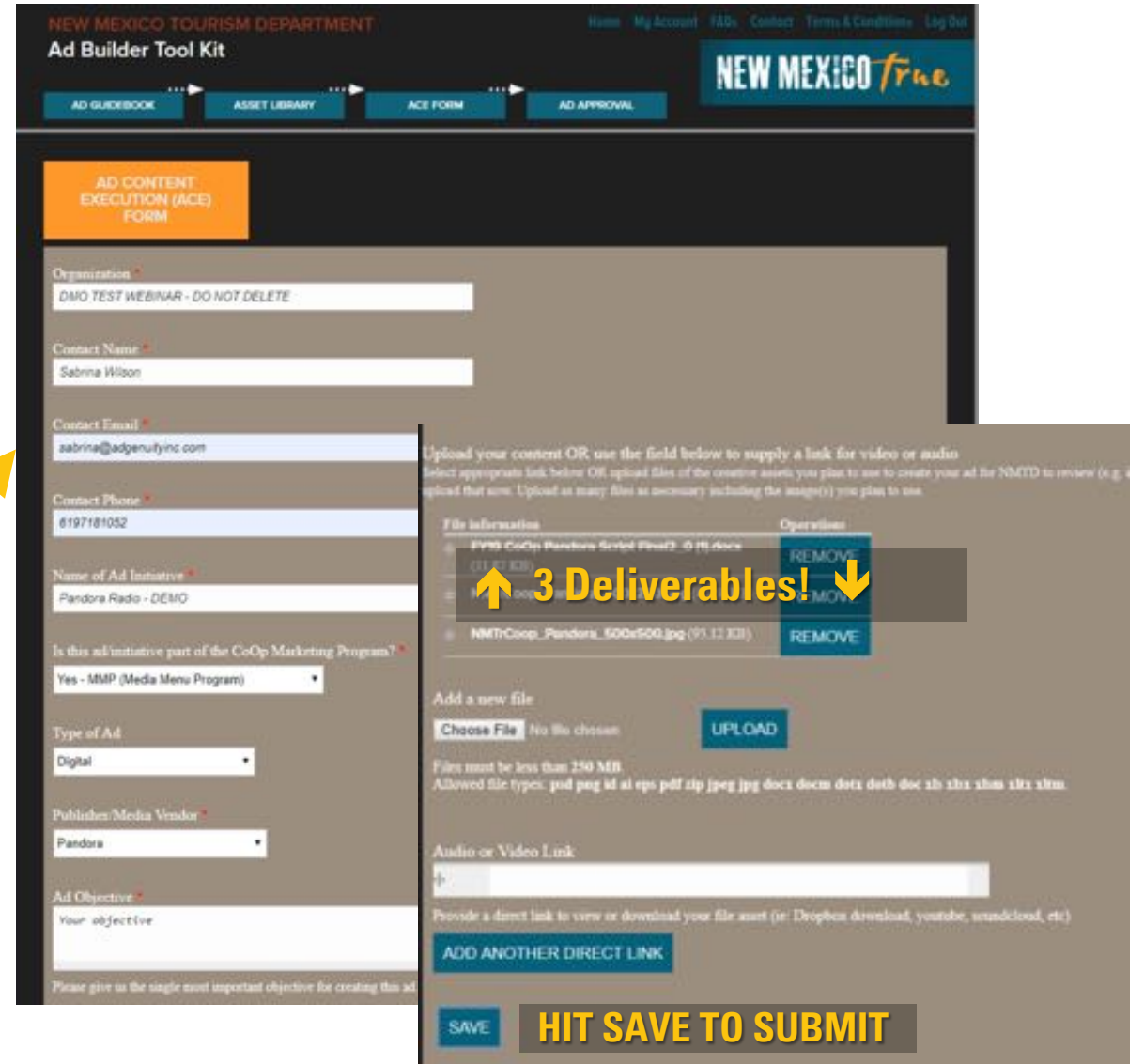
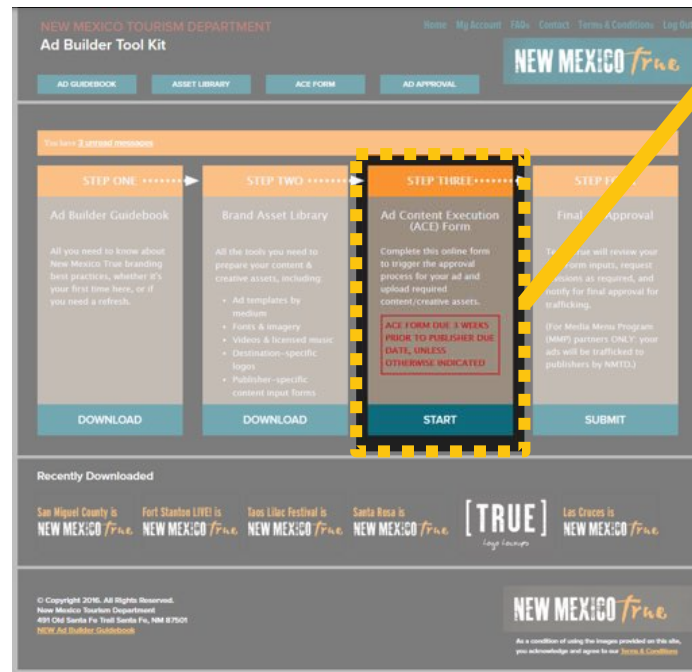
How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

EXAMPLE: Pandora Digital Radio

Go to <http://media.nmtourism.org/> and complete an ACE form – filling in all the (required) fields with correct info.

Be sure to **upload ALL creative inputs** listed in Production Summary.



File Information	Operations
NEW Co-Op Pandora Script Final2 - 10.10.2016	REMOVE
NMTrCoop_Pandora_500x500.jpg (91.12 KB)	REMOVE

3 Deliverables!

HIT SAVE TO SUBMIT

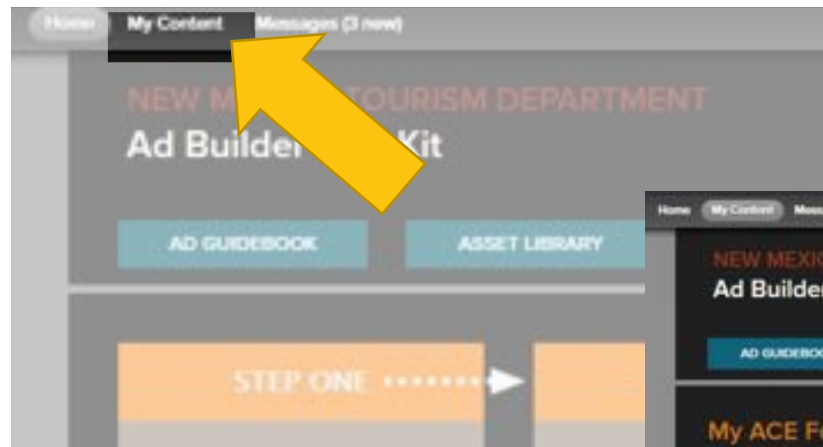
How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

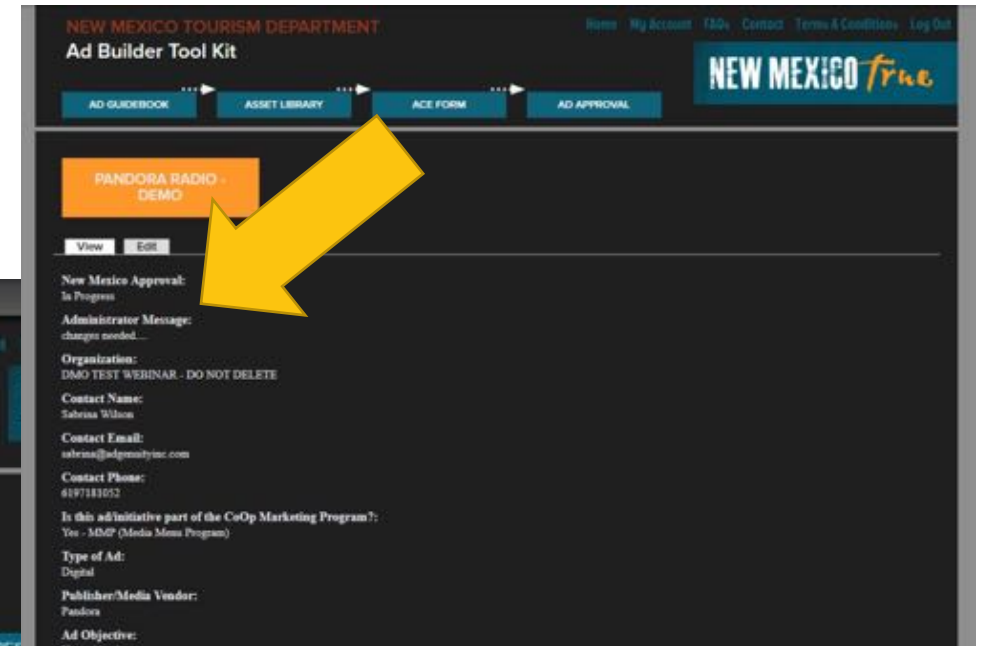
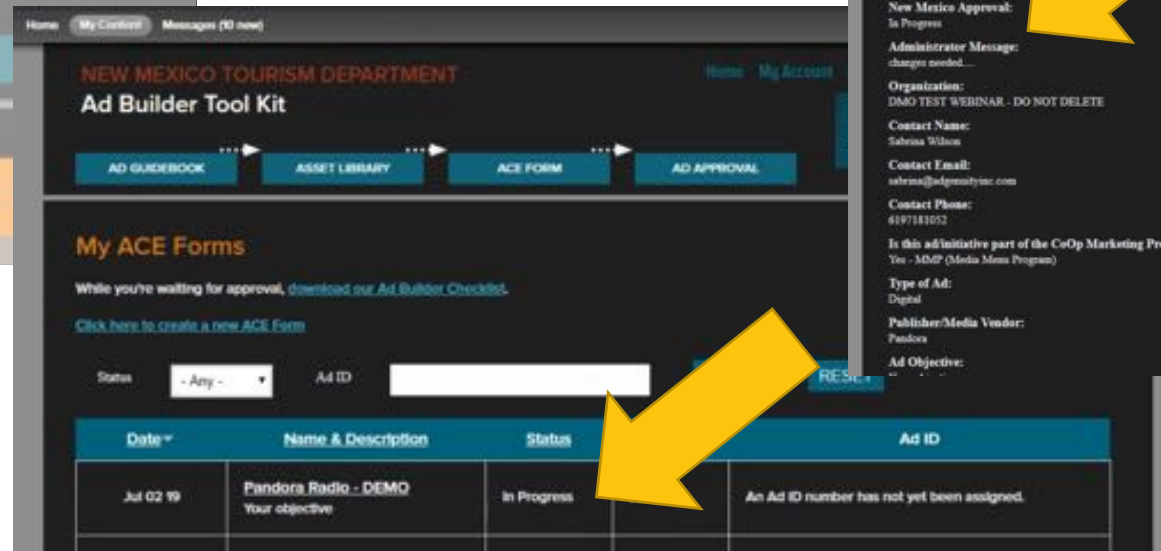
EXAMPLE: Pandora Digital Radio

AFTER SUBMISSION – be sure to check your email and your Tool Kit account for updates on the status of your submission.

See your submissions by clicking MY CONTENT



In the list of MY CONTENT,
you can see status.
IN PROGRESS = Edits needed
APPROVED = All done!



Open the line item to
see any edits required in
ADMINISTRATOR MESSAGE

How to Submit an ACE Form

View Tutorial: <https://youtu.be/pM6c8bjei8U>

EXAMPLE: Pandora Digital Radio

TO SUBMIT REVISED CREATIVE – submit to SAME ACE form by clicking on EDIT tab.

NEW MEXICO TOURISM DEPARTMENT
Ad Builder Tool Kit

Home My Account FAQ Contact Terms

AD GUIDEBOOK ASSET LIBRARY **ACE FORM** AD APPROVAL

PANDORA RAD DEMO

View **EDIT**

New Mexico Approval: In Progress

Administrator Message: changes needed...

Organization: DMO TEST WEBINAR - DO NOT DELETE

Contact Name: Sabrina Wilson

Contact Email: sabrina@adgeniitync.com

Contact Phone: 6197181052

Is this ad/initiative part of the CoOp Marketing Program?: Yes - MDP (Media Menu Program)

Type of Ad: Digital

Publisher/Media Vendor: Pandora

Ad Objective:

Home My Content Messages (3 new) Hello, sabrina!

If so, please list the dollar amount.

Upload your content OR use the field below to supply a link for video or audio
Select appropriate link below OR upload files of the creative assets you plan to use to create your ad for NMID to review (e.g. images, headlines, scripts). If you have a completed ad, upload that now. Upload as many files as necessary including the image(s) you plan to use.

File information	Operations
<input type="checkbox"/> FY19 CoOp Pandora Script Final2_0 (1).docx (11.87 KB)	REMOVE
<input type="checkbox"/> NMTriCoop_Pandora_300x250.png (42.58 KB)	REMOVE
<input type="checkbox"/> NMTriCoop_Pandora_500x500.jpg (95.12 KB)	REMOVE

Add a new file
 No file chosen

Files must be less than 250 MB
Allowed file types: .psd .png .id .ai .eps .pdf .zip .jpeg .jpg .docx .docm .dotx .dotm .doc .xls .xlsx .xlsm .xlsx .xltm

Audio or Video Link

Provide a direct link to view or download your file asset (ie: Dropbox download, youtube, soundcloud, etc)

HIT SAVE TO SUBMIT

Upload your revised creative – with revised/updated file name.

You can remove older versions if you want.

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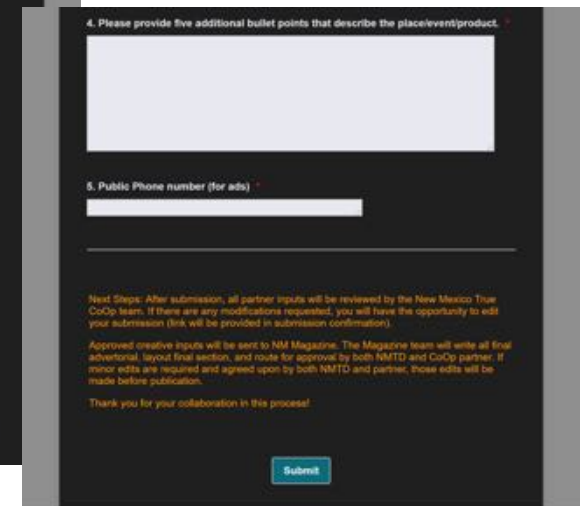
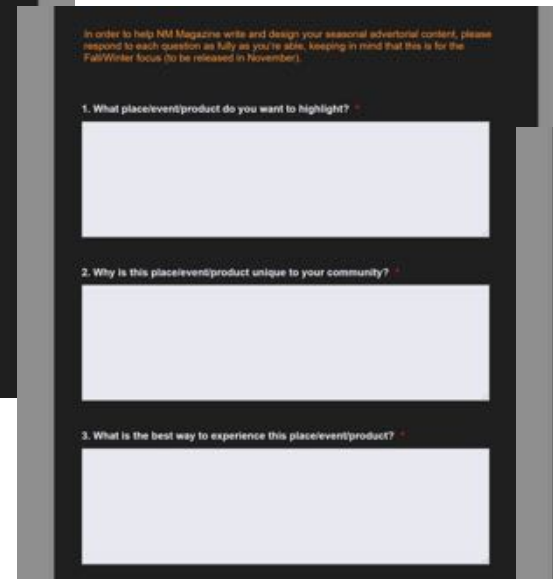
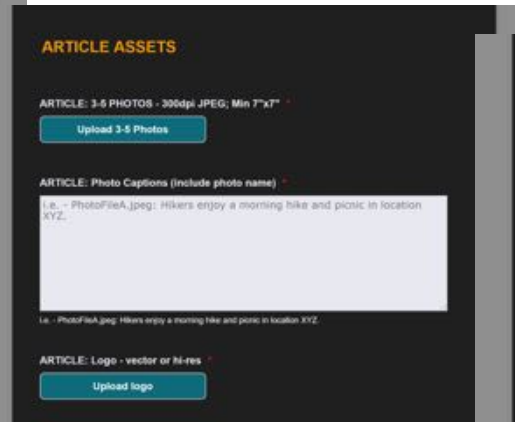
How to Submit a JotForm

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How to Submit a JotForm

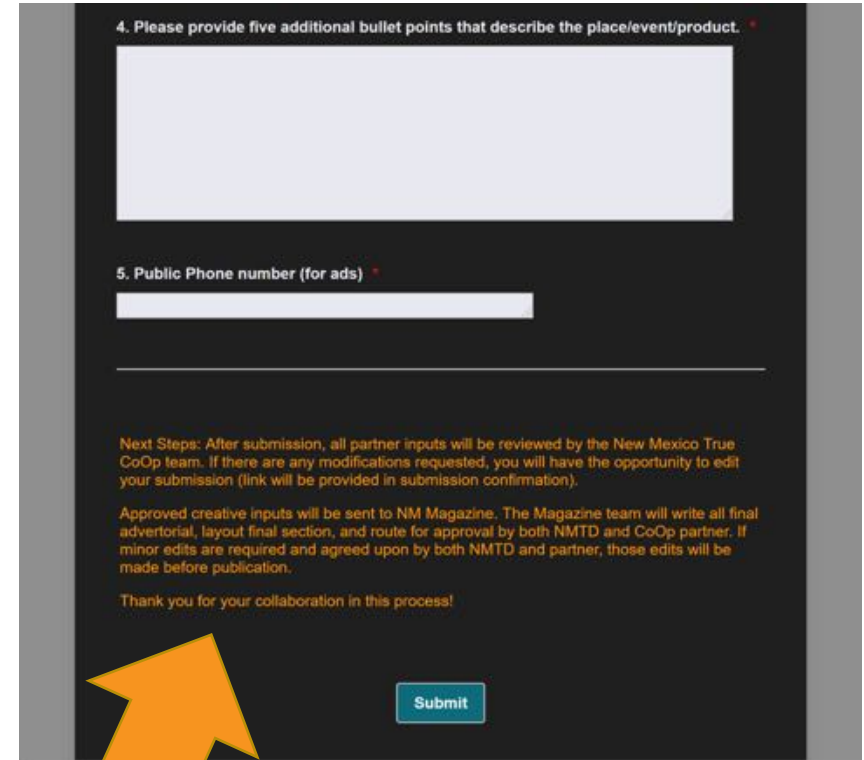
Refer to Production Summary column “Where To Submit Partner Creative Inputs”
FOLLOW LINK



Post-JotForm Submission

PROGRAM	WHAT HAPPENS AFTER JOTFORM SUBMITTED
NM Magazine Written Articles	<ul style="list-style-type: none"> NM Mag editorial staff contact you to work directly with the writing staff from beginning to end. NM Mag and NMTD will post your article onto NewMexico.org.
NM Magazine and Albuquerque The Magazine Advertorials	<ul style="list-style-type: none"> Partner inputs reviewed by the New Mexico True CoOp team. Approved creative inputs sent to publication. Publication writes final advertorial, layouts final section. Co-op team routes for review/approvals by both NMTD and CoOp partner.
eTarget Email	<ul style="list-style-type: none"> Partner assets reviewed by NMTD for approval. With approved assets, eTarget will create the final email layout and Co-op team will route for approval of layout. Upon layout approval, partners will receive a test email before final distribution.
Content Distribution (Facebook and StackAdapt)	<ul style="list-style-type: none"> Partner inputs reviewed by the New Mexico True CoOp team. Approved creative inputs sent to vendor to create the distribution ads. (Facebook only) Final ads routed for approval by both NMTD and CoOp partner.

Details on what happens after submission located at the bottom of each Jotform (above the “submit” button)



4. Please provide five additional bullet points that describe the place/event/product. *

5. Public Phone number (for ads) *

Next Steps: After submission, all partner inputs will be reviewed by the New Mexico True CoOp team. If there are any modifications requested, you will have the opportunity to edit your submission (link will be provided in submission confirmation).

Approved creative inputs will be sent to NM Magazine. The Magazine team will write all final advertorial, layout final section, and route for approval by both NMTD and CoOp partner. If minor edits are required and agreed upon by both NMTD and partner, those edits will be made before publication.

Thank you for your collaboration in this process!

Submit

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Need guidance? We're here for you.

Questions about...

- General program
- MMP Payments
- Media site
- Brand guidelines
- MMP Production instructions
- Contracts
- Flex reimbursements
- Ad Templates
- Creative approvals
- MMP vendor specs
- Customized partner logos
- MMP Video/Photo production
- MMP performance reporting



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A background image of a forest with tall, thin trees and a dirt path. Two hikers are visible in the distance, walking away from the viewer. The image is dimmed to allow text to be read.

THANK YOU FOR YOUR PARTICIPATION!

**This presentation will be available for download at
NMTrueCoOp.org**