

NEW MEXICO TOURISM
DEPARTMENT
COOPERATIVE ADVERTISING
PROGRAM

EXECUTE WITH
EXCELLENCE

FY19



NEW MEXICO *True*

newmexico.org



WEBINAR CONTENT

New Mexico True Creative Coaching

Brand Guidelines Refresh

Program Architecture

Tools of the Trade

ACE Form vs JotForm - When To Use

How to Submit an ACE Form

NM True Design Templates vs. Vendor Mechanical Specs

How to Submit a JotForm

Production Flow - Responses & Feedback

Key Contacts

Q&A

Creative Coaching: Download and Review Ad Builder Guidebook

NEW MEXICO *True* AD BUILDER GUIDEBOOK **VERSION 3.0**



Refresher: FY19 CoOp Program Architecture

	MEDIA MENU PROGRAM (MMP)	FLEX GRANTS
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>Partner handles:</p> <ul style="list-style-type: none"> ✓ Vendor negotiations ✓ Insertion orders ✓ Vendor payments ✓ Creative trafficking to media vendors ✓ Proof of placement ✓ Reporting
Brand Standards	<ul style="list-style-type: none"> ✓ All creative must meet New Mexico True brand standards as detailed on the Ad Builder Toolkit at media.nmtourism.org ✓ Any website url listed in CoOp advertising must feature the entity's custom, "X is New Mexico True" logo above the fold ✓ All creative must be submitted via an Ad Creative Execution (ACE) Form at media.nmtourism.org (on time, per timeline) and approved by NMTD prior to trafficking 	



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Tools of the Trade

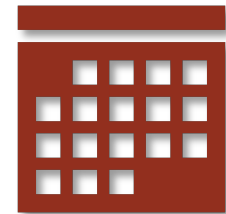
PRODUCTION SUMMARY

- Lists ALL of your MMP programs
- LIST OF DELIVERABLES, LINKS TO DESIGN TEMPLATES, VENDOR SPECS & SUBMISSION INSTRUCTIONS
- Printable



PRODUCTION TIME LINE

- Lists ALL of your MMP programs
- VISUAL SNAPSHOT FOR RUN DATES & DUE DATES
- Printable



Production Summary



NEW MEXICO TRUE CO-OP - FY19 MMP PRODUCTION SUMMARY

MEDIA CHANNEL	VENDOR	PLACEMENT DESCRIPTION	DELIVERABLES (PARTNER to CO-OP TEAM)	VENDOR MECHANICAL SPECS	NMTD TRUE DESIGN TEMPLATE (Requires that you have an account on the NMTD Tool Kit)	DELIVERABLE SUBMISSION INSTRUCTIONS	TIMING/RUN DATES	DELIVERABLE DUE DATE
Digital Display	TripAdvisor	Digital Display linking to partner site; 560,539 Impressions + 28,027 bonus Impressions	Final digital banner ads (built to NMTD brand-standards and vendor specs) Completed Mobile Native External Ad Form (in specs)	Banner Sizes: 300x600, 300x250, 728x90, 320x50 JPEG only; Max 50kbs Destination URL Native External Ad Form: bit.ly/TripAdv-NatExt	http://media.nmtourism.org/digital-templates	ACE FORM http://media.nmtourism.org/	Mar - May 2019	1/31/19
Digital Radio	Pandora	Audio Everywhere; 625,000 Impressions	Completed NMTD script template and companion banners (300x250 and 500x500)	Download script template (Word doc), edit/complete with your customizable content (per instructions), and upload with banners. Banner Sizes: 300x250, 500x500 JPEG only; Max 100kbs Destination URL	http://media.nmtourism.org/digital-radio	ACE FORM http://media.nmtourism.org/	Sep - Oct 2018	8/6/18
Native Content	RootsRated	3 articles + FB Promotion (6,000 ad/post engagements); All content hosted on NewMexico.org.	Completed questionnaire (selecting article ideas and providing assets/partner information)	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form https://form.jotform.com/81441417484154	April - June 2019	2/1/19
Video Distribution	Viant Video	312,500 completed views for pre-roll; 187,500 completed views for connected TV. 50,000 completed views Cross Device Pre-roll Video	Final video ad and companion banner (jpg only)	https://www.dropbox.com/s/jxqkd67un1xzxo/VKB-Video-280617-1726-2355.pdf?dl=0	N/A - Video ad spot must be approved by NMTD to run	ACE FORM http://media.nmtourism.org/	Mar - May 2019	1/31/19
Out-of-Home / Airport	Albuquerque Sunport (ABQ)	Baggage Claim & Lobby Displays; 1.1M Impressions per month	Final billboard creative - either static image or pre-approved NMTD video	https://www.dropbox.com/sh/ux0r4rr44ewxbqv/AAD3008JwDemB9v1vSszYdhYa?dl=0	http://media.nmtourism.org/oh-outdoor-airport-templates	ACE FORM http://media.nmtourism.org/	Jun 2019	4/19/19
Print	New Mexico Magazine A LA CARTE DISPLAY HALF PAGE	Print Display + Digital Value Add: Inclusion in sponsored Travel Planner Section on NMmagazine.com Full Page or Half Page	Final display print ad AND added-value assets Use Word Doc in Specs folder to submit added-value assets with Print Display ad.	https://www.dropbox.com/sh/eq9wx22zs1nn1u6f/AADk_Q6Uh3t7ZavZ-xu-WwKMa?dl=0	http://media.nmtourism.org/print-templates	ACE FORM http://media.nmtourism.org/	Feb 2019	11/1/18
Print	New Mexico Magazine SPECIAL SECTION FULL PAGE	Advertorial + DIGITAL: NM TRAVEL PLANNER, 1 Month Web banner promo. Full Page or Half Page	Assets to build advertorial and added value placements - see Submission Instructions	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form https://form.jotform.com/80464863084159	Nov 2018	6/29/18
Print	New Mexico Magazine SPECIAL SECTION FULL PAGE	Advertorial + DIGITAL: NM TRAVEL PLANNER, 1 Month Web banner promo. Full Page or Half Page	Assets to build advertorial and added value placements - see Submission Instructions	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form https://form.jotform.com/81446465784165	Apr 2019	12/5/18
Videography	Videography PACKAGE 1 - Fall/Winter Shoot	1 Day Filming, Up to 2 Actors. 2-3 Person Crew, RED Epic Camera, Audio, Lighting, Post Production (Editing, Sound, Color Correction) DELIVERABLES: Video :15, :30, :60 edits + All B-Roll footage.	Complete JotForm questionnaire (at least 2 months prior to planned shoot date) to inform pre-production planning call with Talweg-approved creative resource & CoOp team. IMPORTANT NOTE: Review Program Summary docs for details on what YOU must provide, including crew & talent lodging, meals, and other Partner Requirements (See link under Vendor Specs)	https://www.dropbox.com/s/of02rit8aab8454/FY19VideoPhotoProductionProgramSummariesFINAL.pdf?dl=0	N/A	Jot Form https://form.jotform.com/72004992384156	Sep 2018	JotForm due a minimum of 2 months prior to shoot date

Production Time Line



NEW MEXICO TRUE CO-OP - FY19 MMP PRODUCTION TIME LINE

PROGRAM	Jun-2018	Jul-2018	Aug-2018	Sep-2018	Oct-2018	Nov-2018	Dec-2018	Jan-2019	Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019
TripAdvisor - Digital Display											PARTNER 560,539 + 28,027 AV imps				
PARTNER PRODUCTION								MARCH START Due in ACE 1/31/19							
Pandora - Digital Radio				PARTNER 625K Imps											
PARTNER PRODUCTION			SEPTEMBER START Due in ACE 8/6/18												
RootsRated - Native Content											PARTNER 3 Articles + 6K Social Eng.				
PARTNER PRODUCTION									APRIL START Due in JOTFORM 2/1/19						
Viant Video - Video Distribution											PARTNER 549.5K completed views				
PARTNER PRODUCTION									MARCH START Due in ACE 1/31/19						
Albuquerque Sunport (ABQ) - 00H/Airport														PARTNER 1.1M imps	
PARTNER PRODUCTION											JUNE START Due in ACE 4/19/19				
New Mexico Magazine A LA CARTE DISPLAY - Print										PARTNER - HP					
PARTNER PRODUCTION							FEBRUARY INSERTION Due in ACE 11/1/18								
New Mexico Magazine SPECIAL SECTION - Print						PARTNER - FP					PARTNER - FP				
PARTNER PRODUCTION		NOVEMBER INSERTION Due in JOTFORM 6/29/18						APRIL INSERTION Due in JOTFORM 12/5/18							
Videography				PARTNER - Pkg 1											
PARTNER PRODUCTION		SEPTEMBER SHOOT Due in JOTFORM 2 MOS PRIOR													



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ACE Form vs JotForm - When To Use

DELIVERABLE SUBMISSION INSTRUCTIONS	
ACE FORM http://media.nmtourism.org/	1/
ACE FORM http://media.nmtourism.org/	8/
Jot Form https://form.jotform.com/81441417484154	2/
ACE FORM http://media.nmtourism.org/	1/
ACE FORM http://media.nmtourism.org/	4/
ACE FORM http://media.nmtourism.org/	1/
Jot Form https://form.jotform.com/80464863084159	6/
Jot Form https://form.jotform.com/81446465784165	1/
Jot Form https://form.jotform.com/72004992384156	J m s



Refer to Production Summary column “Deliverable Submission Instructions”

FOLLOW LINK

If it says ACE FORM with link to Tool Kit – you submit your deliverable(s) via an ACE (Ad Content Execution) form

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

If it says Jot Form with link – you submit your deliverable(s) via that specific Jot Form

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



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How to Submit an ACE Form

View Tutorial in HD at: <https://youtu.be/GjGhSPBfceE>

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

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

You have 3 unread messages

STEP ONE STEP TWO STEP THREE STEP FOUR

Ad Builder Guidebook

All you need to know about New Mexico True branding best practices, whether it's your first time here, or if you need a refresh.

DOWNLOAD

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

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

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

San Miguel County is NEW MEX!GO *True* Fort Stanton LIVE! is NEW MEX!GO *True* Taos Lilac Festival is NEW MEX!GO *True* Santa Rosa is NEW MEX!GO *True* [TRUE] Logo Lockups Las Cruces is NEW MEX!GO *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*

As a condition of using the images provided on this site, you acknowledge and agree to our [Terms & Conditions](#)

How to Submit an ACE Form

View Tutorial in HD at: <https://youtu.be/GjGhSPBfceE>

EXAMPLE: New Mexico Magazine a la carte – Feb 2019

Refer to your PRODUCTION SUMMARY for Deliverables and Due Dates.

MEDIA CHANNEL	VENDOR	PLACEMENT DESCRIPTION	DELIVERABLES (PARTNER to CO-OP TEAM)	VENDOR MECHANICAL SPECS	NMTD TRUE DESIGN TEMPLATE (Requires that you have an account on the NMTD Tool Kit)	DELIVERABLE SUBMISSION INSTRUCTIONS	TIMING/RUN DATES	DELIVERABLE DUE DATE
Print	New Mexico Magazine A LA CARTE DISPLAY HALF PAGE	Print Display + Digital Value Add: Inclusion in sponsored Travel Planner Section on NMmagazine.com Full Page or Half Page	approved NMTD video Final display print ad AND added-value assets Use Word Doc in Specs folder to submit added- value assets with Print Display ad.	https://www.dropbox.com/sh/eq9wx22zs1nn1u6/AADk_06Uh3t7ZavZ-xu-WwKMa?dl=0	http://media.nmtourism.org/pr-int-templates	ACE FORM http://media.nmtourism.org/	Feb 2019	11/1/18
	New Mexico Magazine SPECIAL SECTION	Advertorial + DIGITAL + NM TRAVEL PLANNER 1 Month Web	Assets to build advertorial and added value	N/A - Complete asset collection via .lot		Jot Form		

	approved NMTD video	A/
el	Final display print ad AND added-value assets 2 Deliverables! Use Word Doc in Specs folder to submit added- value assets with Print Display ad.	ht A/
	Assets to build advertorial and added value	N/

11/1/18

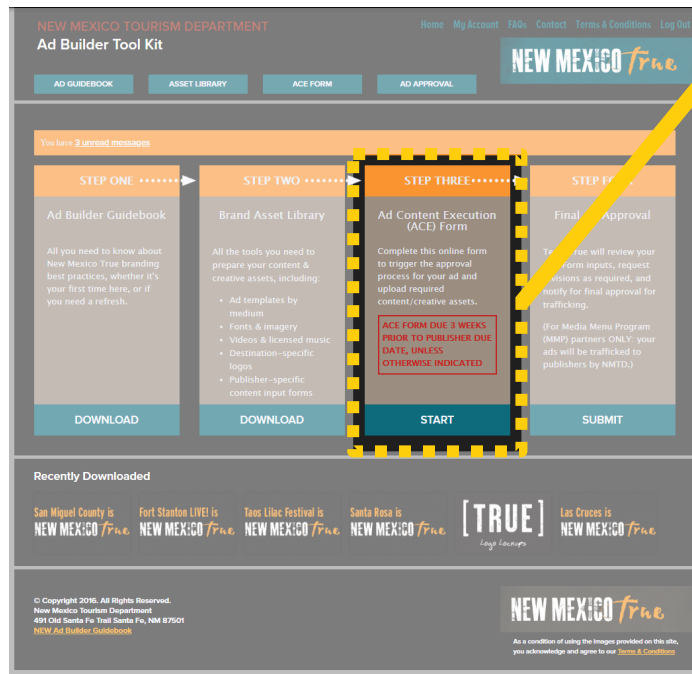
How to Submit an ACE Form

View Tutorial in HD at: <https://youtu.be/GjGhSPBfceE>

EXAMPLE: New Mexico Magazine a la carte – Feb 2019

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 deliverables** listed in Production Summary.



File information	Operations
PARTNER Final Display Ad.pdf (463.21 KB)	REMOVE
New Mexico Magazine MONTHLY.docx (44.28 KB)	REMOVE

2 Deliverables!

HIT SAVE TO SUBMIT

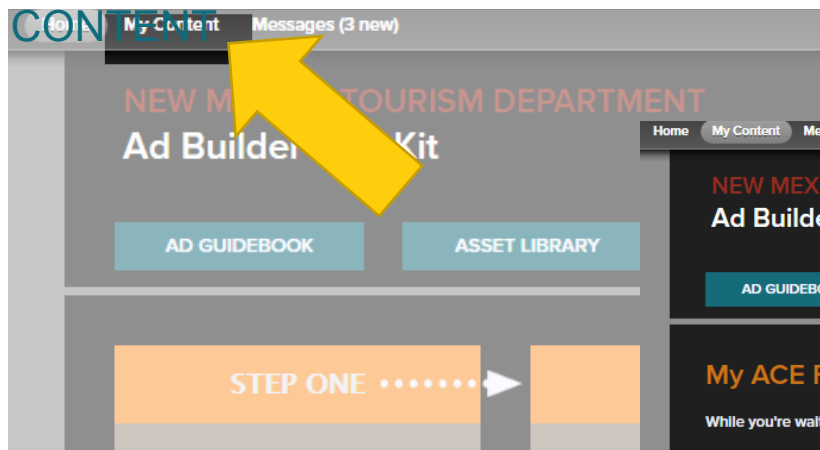
How to Submit an ACE Form

View Tutorial in HD at: <https://youtu.be/GjGhSPBfceE>

EXAMPLE: New Mexico Magazine a la carte – Feb 2019

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



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

My ACE Forms

While you're waiting for approval, [download our Ad Builder Checklist](#).

[Click here to create a new ACE Form](#)

Status: Ad ID:

Date	Name & Description	Status	Ad Submittals	Ad ID
May 26 18	NM Mag Feb 2019-demo Your objective	In Progress	Your Ad Focus Form is currently denied. Please edit it and make the requested changes.	An Ad ID number has not yet been assigned.

NEW MEXICO TOURISM DEPARTMENT
Ad Builder Tool Kit

AD GUIDEBOOK ASSET LIBRARY ACE FORM AD APPROVAL

NM MAG FEB 2019-DEMO

View Edit

New Mexico Approval:
In Progress

Administrator Message:
[sabrina] This is where we'd say if edits need to be made (marked In Progress) or if it's approved (marked Approved).

Organization:
DMO-TEST-WEBINAR-DO NOT DELETE

Contact Name:
Sabrina-demo

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

How to Submit an ACE Form

View Tutorial in HD at: <https://youtu.be/GjGhSPBfceE>

EXAMPLE: New Mexico Magazine a la carte – Feb 2019

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

The screenshot shows the 'NEW MEXICO TOURISM DEPARTMENT Ad Builder Tool Kit' interface. The 'ACE FORM' tab is selected, and the 'Edit' button is highlighted with a yellow arrow. Below the tab, the 'NM MAG FEB 2019 DEMO' ad is shown with 'View' and 'Edit' buttons. The 'Edit' button is highlighted with a yellow box and a yellow arrow. The 'New Mexico Approval: In Progress' status is shown. The 'Administrator Message' section contains the text: '[sabrina] This is where we'd say if edits need to be made (marked In Progress) or if it's approved (marked Appr'. The 'Organization:' section contains the text: 'DMO-TEST-WEBINAR-DO NOT DELETE'. The 'Contact Name:' section contains the text: 'Sabrina-demo'.

The right side of the screenshot shows the file upload section. The text reads: 'If so, please list the dollar amount.' and 'Upload your content OR use the field below to supply a link for video or audio'. Below this, there is a table with file information and operations:

File information	Operations
FY19 Display Added Value - NM Mag_PARTNER NAME-MONTH.docx (44.28 KB)	REMOVE
PARTNER Final Display Ad.pdf (463.21 KB)	REMOVE
PARTNER Final Display Ad - REVISED.pdf (463.21 KB)	REMOVE

A yellow arrow points to the 'REVISED' file. Below the table, there is an 'Add a new file' section with a 'Choose File' button and an 'UPLOAD' button. The text below reads: 'Files must be less than 250 MB. Allowed file types: psd png id ai eps pdf zip jpeg jpg docx docm dotx doth doc xls xlsx xism xltx xltm.' Below this, there is an 'Audio or Video Link' section with a text input field and an 'ADD ANOTHER DIRECT LINK' button. At the bottom, there is a 'SAVE' button and a 'HIT SAVE TO SUBMIT' button.

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

You can remove older versions if you want.



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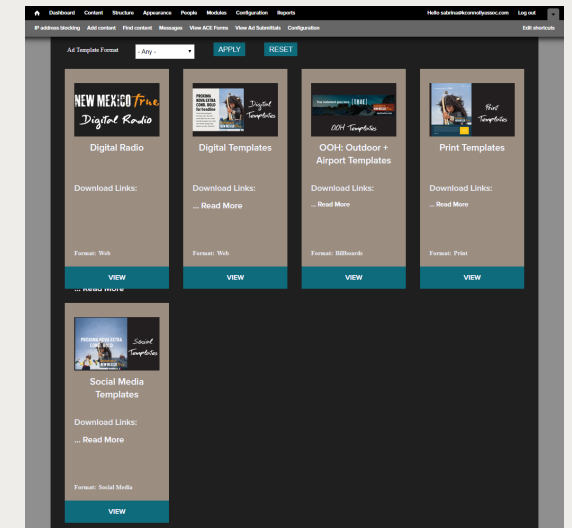
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NM True Design Templates vs. Vendor Mechanical Specs

NM TRUE DESIGN TEMPLATES:

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



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.





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DELIVERABLE SUBMISSION INSTRUCTIONS	
ACE FORM	1/
ACE FORM	8/
Jot Form	2/
ACE FORM	1/
ACE FORM	4/
ACE FORM	1/
Jot Form	6/
Jot Form	1/
Jot Form	J m sl

NEW MEXICO True

NEW MEXICO TRUE ASSET COLLECTOR

New Mexico Magazine - Advertorial - NOVEMBER

HELLO! Thank you for participating in the November 2018 New Mexico Magazine opportunity (part of the FY19 NMTD MMP).

All creative will be live in-market in the November 2018 Issue.

For your reference, here is the final Advertorial template (for full and half pages): http://bit.ly/FY19_NMMag_SpecialSection

PLEASE SUBMIT YOUR CONTENT BY JUNE 29, 2018.

If you have any questions, please don't hesitate to contact Sabrina Wilson at 619.718.1052 or sabrina@kconnollyassoc.com. Thanks!

Partner Name (Destination, Attraction, Event, etc) *

Contact Name (for production of this content) *

Contact Email *

Contact Phone Number *

ADDED VALUE DIGITAL PLACEMENT ASSETS

BANNER: Bonus banner to run on nmmagazine.com - 300x250 - MUST BE NM TRUE BRANDED (templates available in the Tool Kit at <http://media.nmtourism.org/>) *

Upload 300x250 Banner

BANNER: Destination URL to your site

<http://www.visityourDMO.com>

NM Mag is building out a Travel Planner in during the month of your run. Assets n

TRAVEL PLANNER: List FIVE (5) reasons your destination/attraction. Approximate 100 characters each.

1. Reason 1 - Lorem ipsum dolor sit tellus dictum risus ornare convallis dictum vel, maximus in metus. Etia

2. Reason 2 - Lorem ipsum dolor sit tellus dictum risus ornare convallis dictum vel, maximus in metus. Etia

3. Reason 3 - Lorem ipsum dolor sit tellus dictum risus ornare convallis dictum vel, maximus in metus. Etia

4. Reason 4 - Lorem ipsum dolor sit tellus dictum risus ornare convallis dictum vel, maximus in metus. Etia

5. Reason 5 - Lorem ipsum dolor sit tellus dictum risus ornare convallis dictum vel, maximus in metus. Etia

TRAVEL PLANNER: 3-5 PHOTOS (related to reasons) - 300dpi JPEG; Min 7"x7" *

Upload 3-5 Photos

TRAVEL PLANNER: Photo Captions (include photo name) *

i.e. - PhotoFileA.jpeg: Hikers enjoy a morning hike and picnic in location XYZ.

TRAVEL PLANNER: Destination URL to your site

<http://www.visityourDMO.com>

Next Steps: After submission, all assets will be submitted to NMTD for approval. If there are any required edits, you will have the opportunity to edit your submission (link will be provided in submission confirmation).

When all assets are final, NM Magazine will write all final advertorial, layout final section and route for approval to NMTD first.

Upon NMTD approval, partners will have the opportunity to review and approve their respective section. If minor edits are required (and agreed to by NMTD), those edits will be made before publication.

Submit

Refer to Production Summary column "Deliverable Submission Instructions"

FOLLOW LINK & COMPLETE FORM

Post-JotForm Submission



NEW MEXICO True

NEW MEXICO TRUE ASSET COLLECTOR

New Mexico Magazine - Advertorial - NOVEMBER

Head! Thank you for participating in the November 2018 New Mexico Magazine opportunity (part of the FY19 NMTD MAP).

All creative will be live in-market in the November 2018 Issue.

For your reference, here is the final Advertorial template (for full and half pages): http://bit.ly/FY19_NMMMag_SpecialSection

PLEASE SUBMIT YOUR CONTENT BY JUNE 29, 2018.

If you have any questions, please don't hesitate to contact Sabrina Wilson at 619.718.1052 or sabrina@cooperativemag.com. Thank!

Partner Name (Destination, Attraction, Event, etc)

Contact Name (for production of the content)

Contact Email

Contact Phone Number



SPECIAL ADVERTISING SECTION
NEW MEXICO True

Headline tk Here Soon

For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play.

In nature, And trees are just as normal as we are. Isn't it fantastic that you can change your mind and control these happy things? Work that pain. Only right color that you need. The squirrel work through the woods, we need little path.

Let the pain work. We don't really know where they are, and we are sure we will see them. There's a happy little bush that lives right here. You can create beautiful things, you can have to we them in your mind first. Nothing goes wrong with painting your trials.

In painting, you have unlimited power. You can create beautiful things, you can have to we them in your mind first. Nothing goes wrong with painting your trials.

For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play. For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play.

happy in the job. Just let your mind wander and enjoy. This is a happy place, little squirrels live here and play. For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play.

Event tk Here

Do anything painting with us. This painting comes right out of your heart. Everything is happy if you choose to make it that way. The man who does the best job in the one who is

Event tk Here

Do anything painting with us. This painting comes right out of your heart. Everything is happy if you choose to make it that way. The man who does the best job in the one who is

NEW MEXICO True

At the end of the path, a little instruction, and a vision of your mind.

They get involved in us, we've got a little forest. You have to allow the quiet to break to make a beautiful, to be here. We spend most of our life making, but we are waiting.

Here's something that's fun. You can spend all day playing with mountains. Put it in, leave it alone.

This is the way you take one your flowers the best of them, you can't do them hangy downs. This is a happy place, little squirrels live here and play.

Do anything painting with us. This painting comes right out of your heart. Everything is happy if you choose to make it that way. The man who does the best job in the one who is

EagleNestChamber.org
15751-377-6450

NEW MEXICO True

www.nmtd.com 06/20/2018 17



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What We Ask of You

- Assets/Creative delivered on time and to spec.

SUBMIT DELIVERABLES BY DEADLINES LISTED IN SUMMARY

- Timely response on reviews and approvals.

MAX 5 BUSINESS DAYS FOR PROOFING; BUT SOONER IS APPRECIATED

- Constructive feedback that allows us to launch campaigns of which you can be proud.

BE CLEAR AND REASONABLE; MAKE FEEDBACK ACTIONABLE

What the CoOp Team Manages For You

- Supplying useful tools that provide all production specs and requirements in a practical format.
- Negotiating all production time lines with vendors and delivering all assets and trafficking all ads to vendors.
- Daily management of the production process, including managing the approval routing process.
- Providing launch communications so you know programs are live.
- Tracking and optimizing live media as needed.
- Collecting all vendor reporting and providing comprehensive summaries.



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Your CoOp Team - Key Production Contacts

WHO WILL YOU HEAR FROM and WHO TO CONTACT:

- [Sabrina Wilson](#) – Heads up Campaign Management/Ops for Co-op Program
- [Michelle Johnson](#) – Ongoing support with focus in organizing Content Creation program
- [Casey Omang](#) – Ongoing support across various programs
- [Katie Olivey](#) – Direction on overall Co-op Program, with focus on more overarching Brand Strategy elements that come up in creative production. Also the appropriate contact for Videography and Photography shoots, as well as Flex Program.

You may also hear from Tania Leichliter, Andrea Lawrence, Erin Ladd and Brandy Velarde on occasion. But please direct co-op program **production** questions to the above contacts.



WEBINAR CONTENT

**New Mexico True Creative Coaching
Tools of the Trade**

ACE Form vs JotForm – When To Use

How to Submit an ACE Form

NM True Design Templates vs. Vendor Mechanical Specs

How to Submit a JotForm

Production Flow – Responses & Feedback

Key Contacts

Q&A

[TRUE]

Q&A



WEBINAR CONTENT

THANK YOU FOR YOUR PARTICIPATION!

This presentation will be available for download at

<http://NewMexico.org/Industry/work-together/grants/co-op-marketing>
as well as <https://nmtourism.smapply.io/res/p/Coopresources/>