

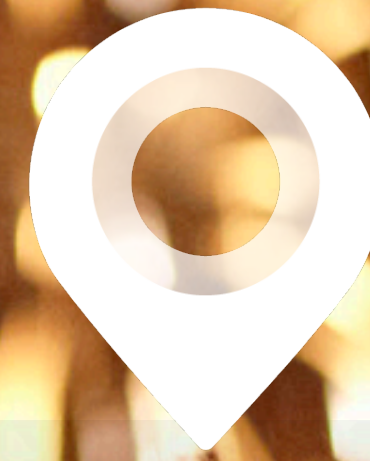
WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There, Together

HOMEPAGE TAKEOVER GUIDE

**November 16 and December 15**





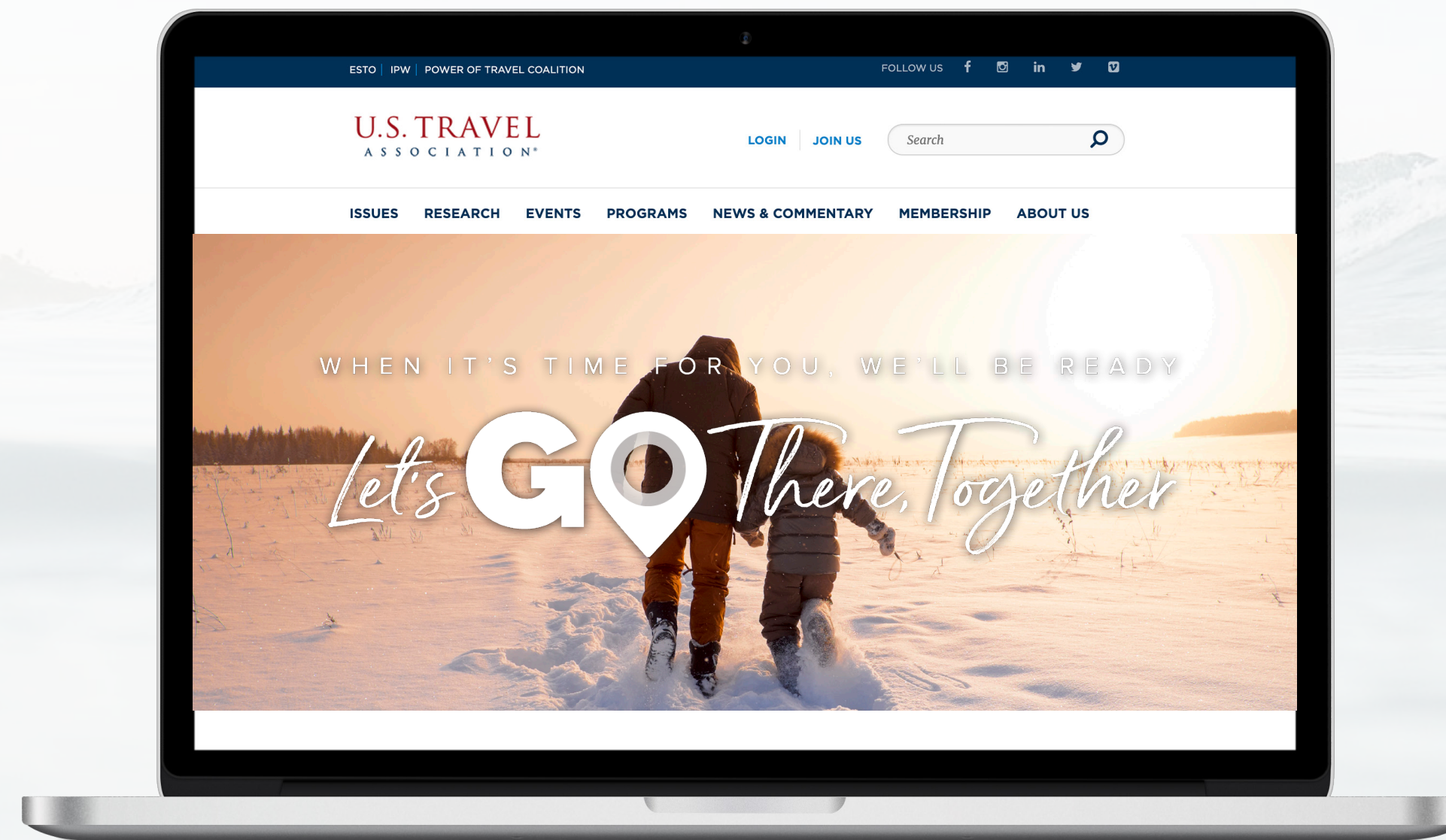
During phase one of the campaign, over 100 organizations joined the homepage takeover days with creative executions that brought the Let's Go There message to life.

There will be two days for industrywide homepage takeovers throughout the winter holiday season: November 16 (holiday launch) and December 15. By adding family-focused imagery along with the Let's Go There, Together logo to your website homepage, you will help amplify the campaign and display unity across the industry.



# If your website features a **hero photo** or **image slider**

Spotlight Let's Go There, Together branding with family-centered imagery at the top of your landing page

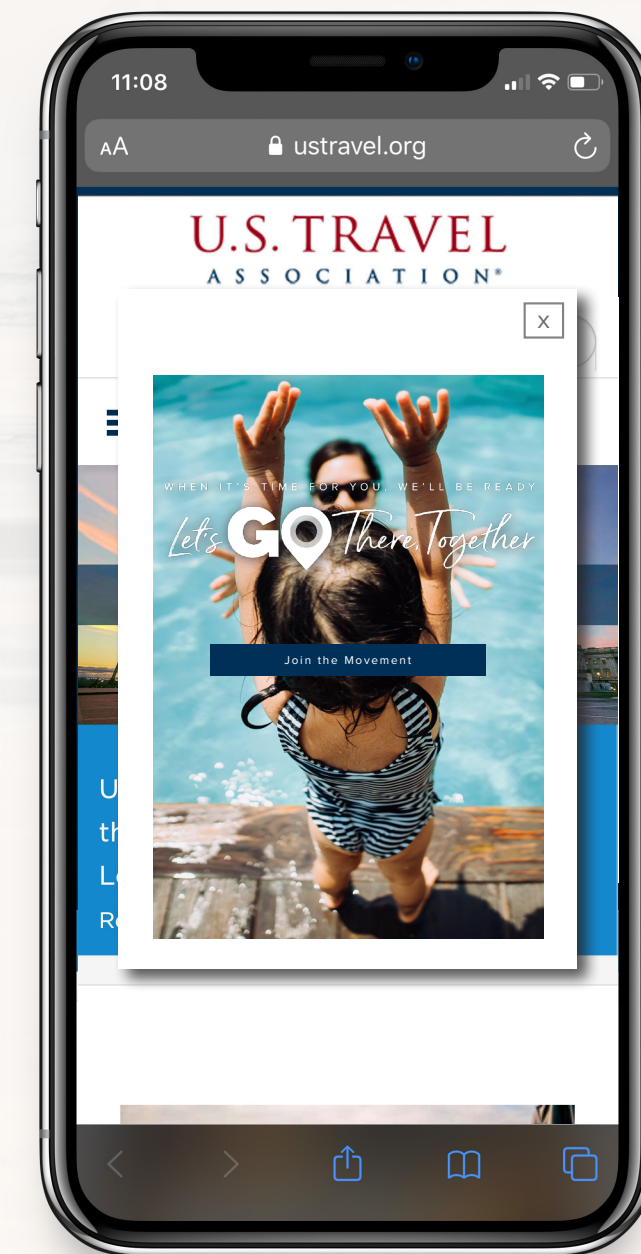
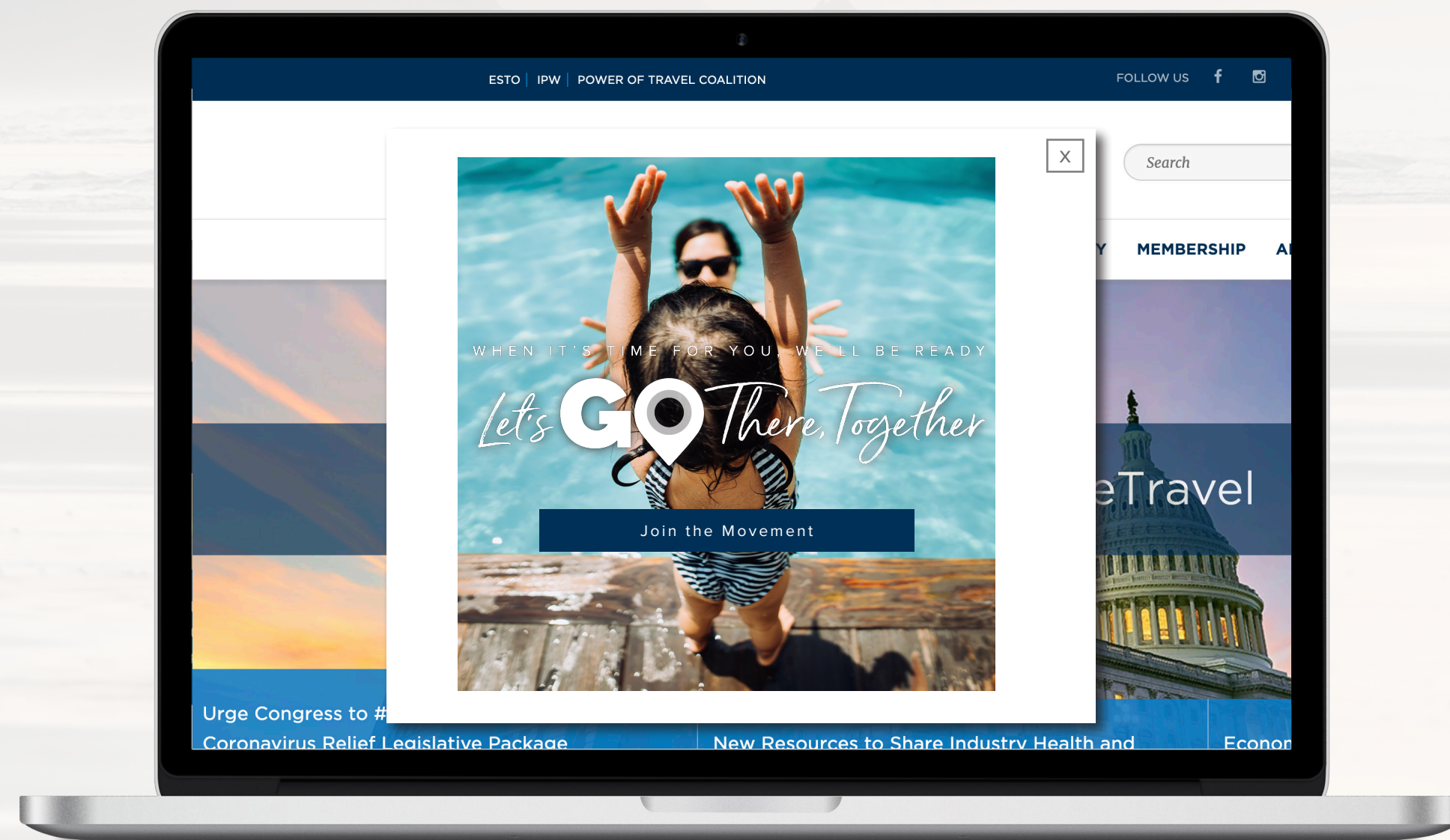


DOWNLOAD **LET'S GO THERE, TOGETHER** LOGO >



# If your website is built for **temporary popup messages** (or splash page)

- Create a splash page with imagery featuring the Let's Go There, Together logo
- Don't have the capability to create a splash page? [Here are instructions](#) (via Wix.com) on how you can easily create one

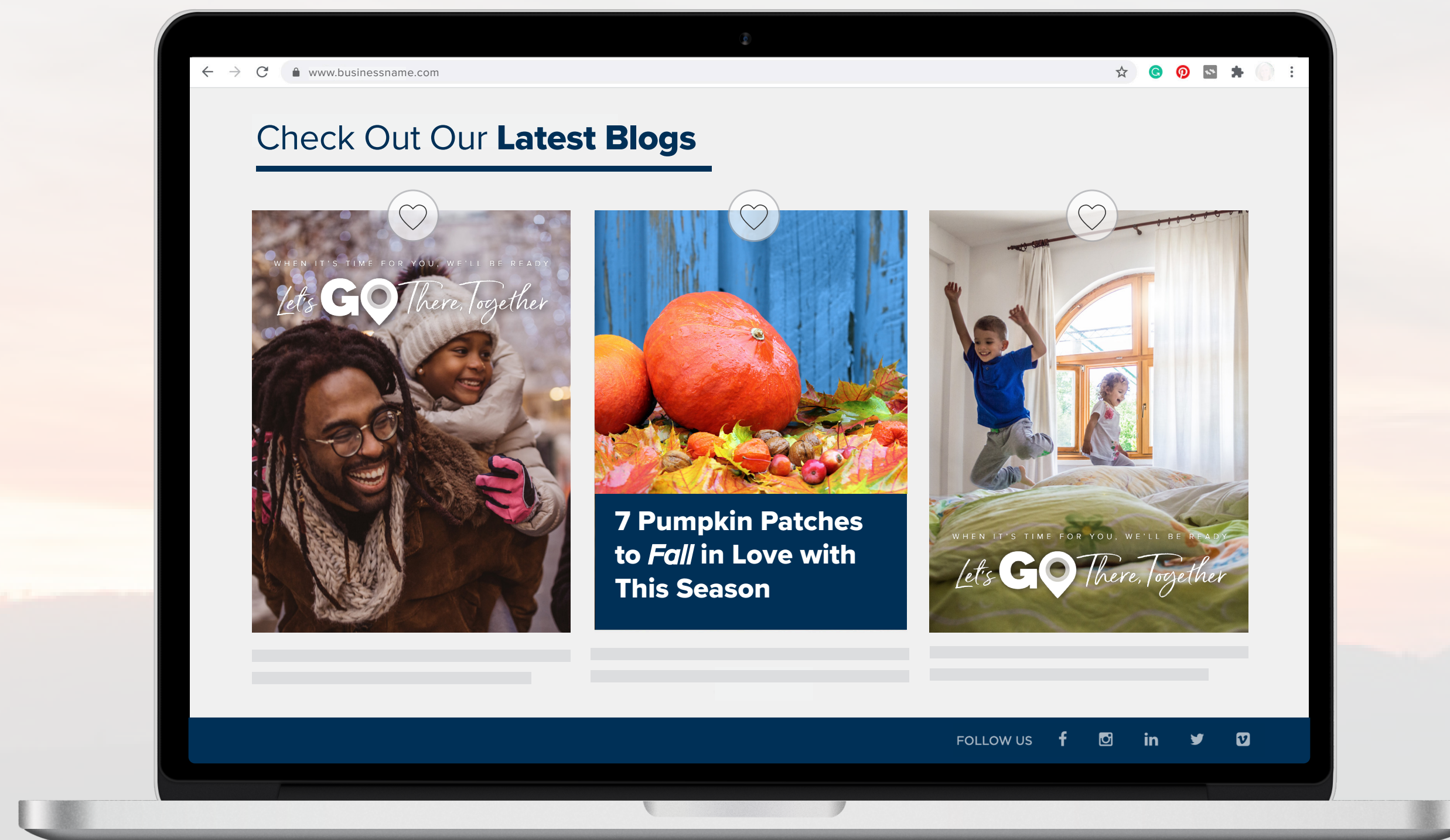




# If your website can spotlight a **blog post**

Publish a blog on the campaign on your website and highlight on your homepage

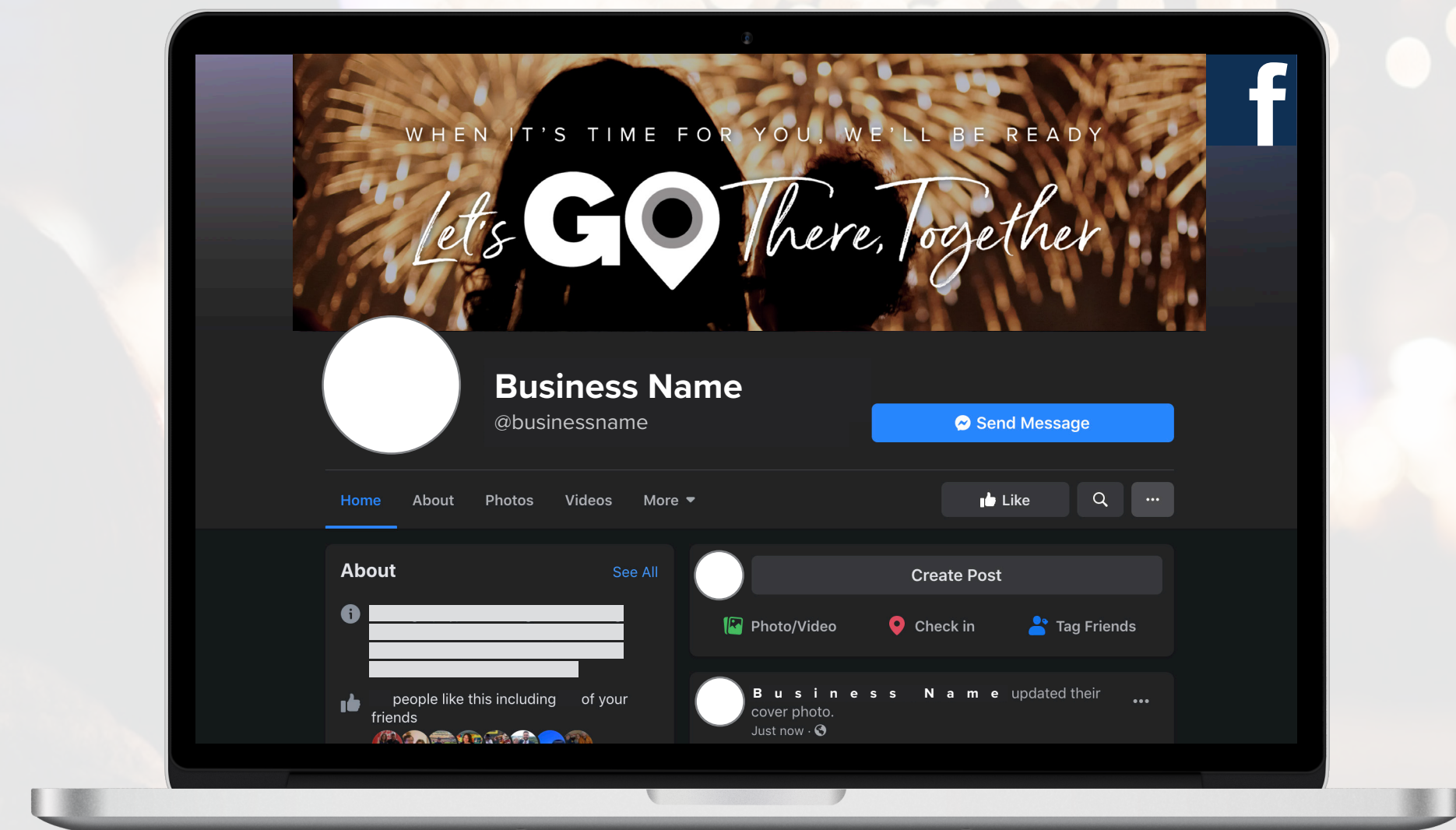
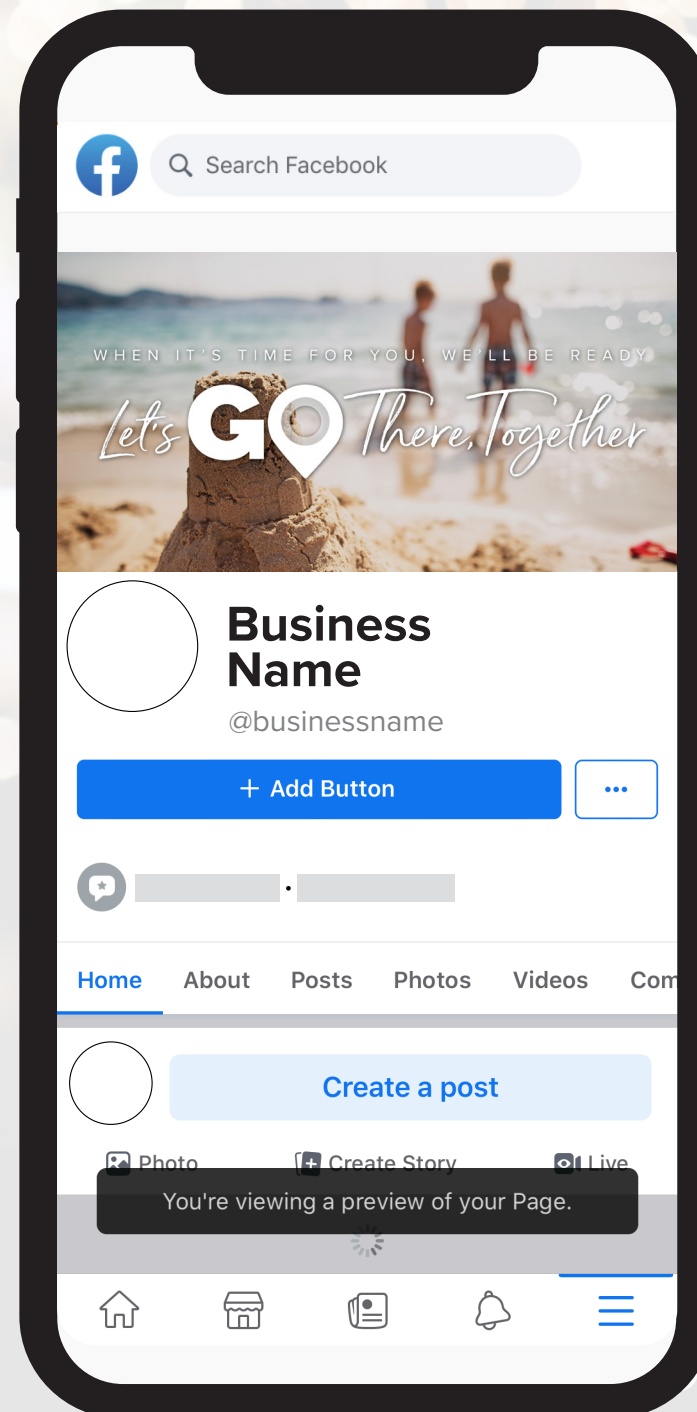
Check back  
for a sample  
blog post  
coming soon.





Change the **headers on your social media channels** to include the Let's Go There, Together logo

Carry your message further: Align your social media channels with your website in terms of imagery, call to action and URLs to drive traffic to your website to experience the homepage takeover

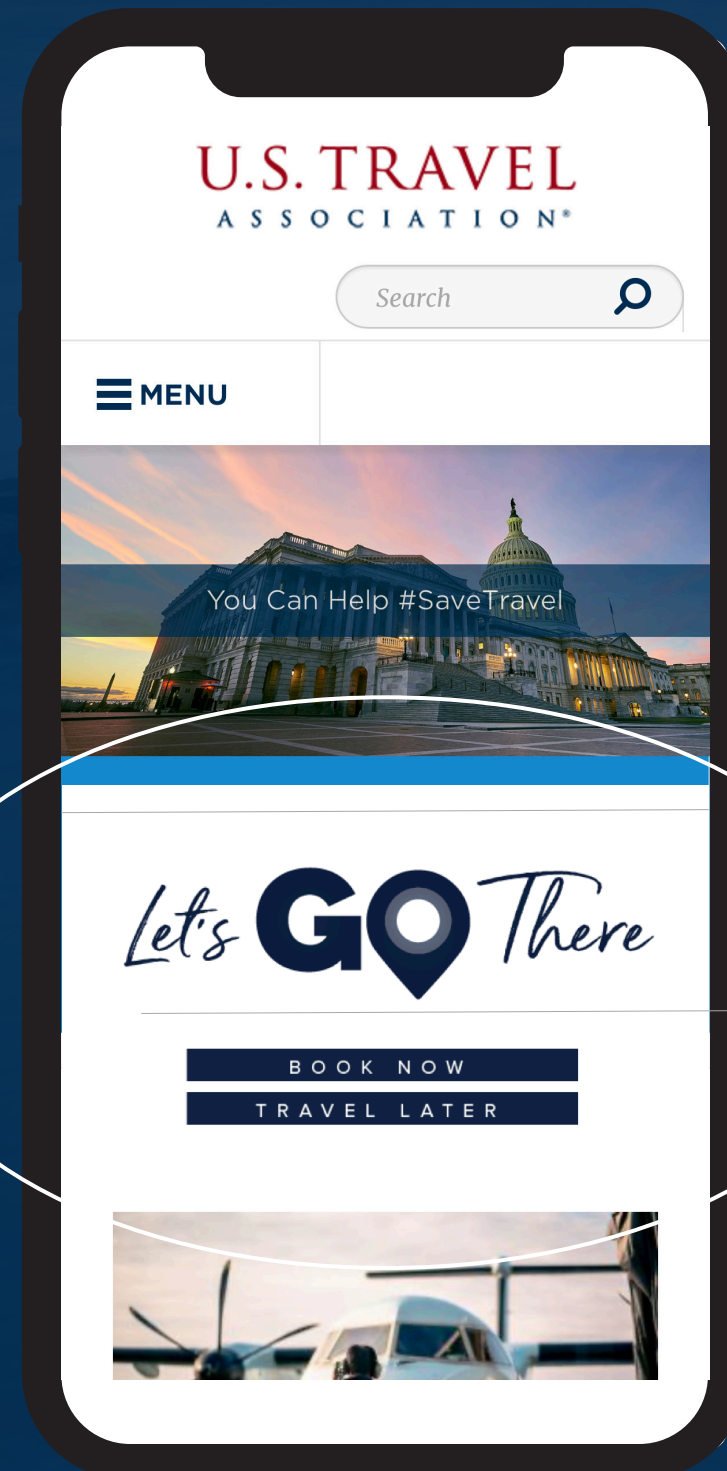


[DOWNLOAD SOCIAL HEADER IMAGES >](#)

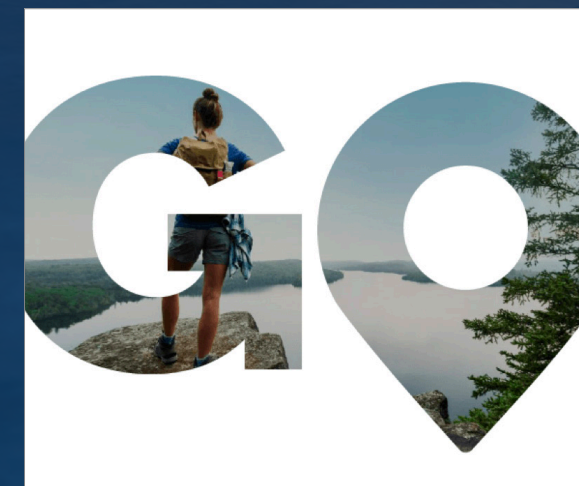
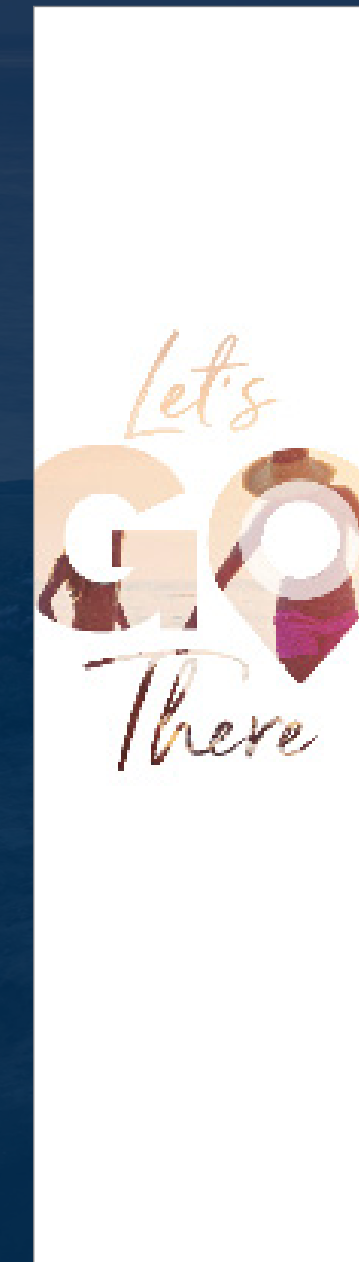
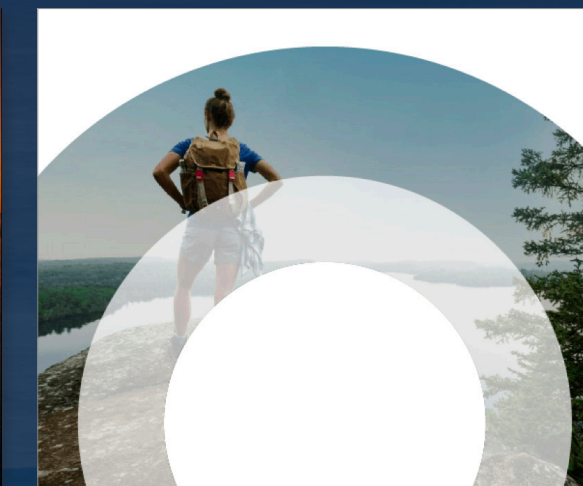
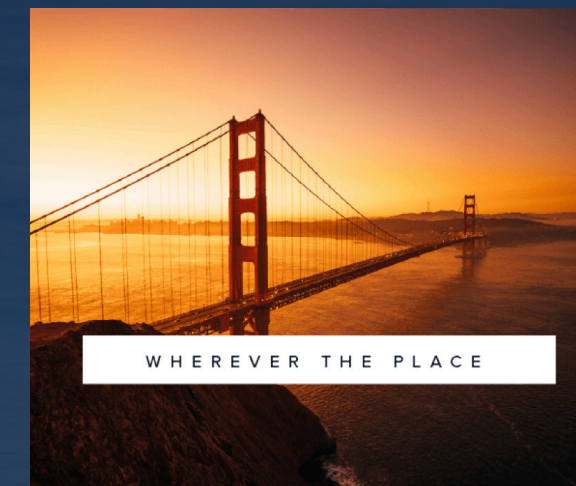


# If your website can feature **banner ads** or **digital ad blocks**

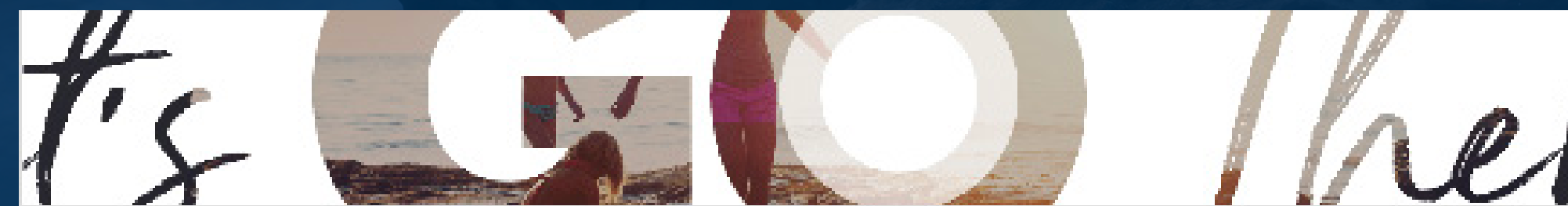
Let's Go There assets are still available, including digital banners, and can be used for the homepage takeovers



300x250



160x600



728x90

[DOWNLOAD ALL DISPLAY BANNERS >](#)



## Questions?

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Contact us at [info@letsgothere.travel](mailto:info@letsgothere.travel) and a member of our team will be happy to assist.

### Follow the Let's Go There Coalition on Social Media:

 **Instagram:** [@LetsGoThereCoalition](https://www.instagram.com/LetsGoThereCoalition)

 **Facebook:** [@LetsGoThereCoalition](https://www.facebook.com/LetsGoThereCoalition)

 **Pinterest:** [Let's Go There Coalition](https://www.pinterest.com/LetsGoThereCoalition)

 **Twitter:** [@LGTCoalition](https://twitter.com/LGTCoalition)

ACCESS **ALL RESOURCES** >