



LOUISIANA®

Feed Your Soul.



2021

Louisiana Sunshine Plan

Print & Digital Opportunities for
Louisiana Tourism Partners

The Louisiana Office of Tourism and the Office of the Lt. Governor understand that a well-managed tourism program improves the quality of life in our state as residents take advantage of the services, experience and attractions tourism adds. This year, we're not only inviting visitors from out of state, but encouraging those in-state to take advantage of what Louisiana has to offer. In order to assure that many businesses can participate in the paid media programs we offer this year, Louisiana Tourism is supporting a portion of the cost for each business as we all recover. As always, the state has a strategic, integrated program to support these efforts. The program includes Advertising, Public Relations, Social Media, Digital and Social media influencer campaigns and Sales Strategies. These efforts – along with your partnership – will help us to more quickly restore and increase leisure travel and spending in Louisiana with local, domestic and international travelers.

Louisiana Sunshine Magazine

As the official fulfillment piece for all inquiries on LouisianaTravel.com and ALL State Welcome Centers, magazines are distributed to visitors who request a mailed copy while they are planning trips, or are in Louisiana already looking for things to see and do. Your message reaches an incredibly qualified audience that you could not access anywhere else. The magazine is also available in a digital format on LouisianaTravel.com.

AD SIZE	Rate Card	Investment
2-Page Spread	\$18,095	\$9,048
Full Page	\$9,595	\$4,798
1/2 Page	\$6,295	\$3,148
1/4 Page	\$3,195	\$1,598
Coupon	\$750	\$375*

* limited number available.

eMagazine

The eMagazine is an immersive, interactive experience – the digital version of the magazine. It reaches visitors at the critical stage in the planning process where they are selecting things to see and do. At this step, visitors are most likely to be motivated and engaged – allowing you to direct them to your site to convert them. This program has a limited number of positions, allowing you a larger share of voice with a qualified audience. And you can measure results.

PELICAN STATE PACKAGE	Rate Card	Investment
Native Content, Interstitials & Banners	\$1950	\$1750
CATAHOULA PACKAGE		
Banners only	\$740	\$650
BALD CYPRESS PACKAGE		
Banner ads, First spot placement in one eNewsletter	\$1855	\$1570

LouisianaTravel.com

You can run 300 x 250 and 300 x 175 digital ads on LouisianaTravel.com. We can do your production at no cost. We'll put a tracking code on your ad and you can request a report which will allow you to optimize your return to get the biggest bang for your buck. If you're using google analytics, you already know where your site traffic is coming from – and what common actions people take when they get there. Your impressions can run in succession, or you can choose key times to share your message in a more strategic way. We will work with you to maximize the return on your investment.



Online featured business listing

Online featured business listings (sponsored) are positioned on relevant pages on LouisianaTravel.com assuring you are seen by visitors looking for information to help them plan their trip.

DIGITAL ADS	Rate Card	Investment
6-Month Package -110k impressions	\$2,200	\$1,320
12-Month Package - 300k impressions	\$4,800	\$2,880

Additional pricing options are available

Rate Card	Investment
\$675	\$300



Louisiana Culinary Promotion

Package includes a rotating banner ad on the Louisiana Culinary Trails page which will link to your site AND one or two ad insertions in a quarterly culinary newsletter (depending on which package is selected). This opt-in group is highly motivated and has asked to receive information on culinary opportunities in Louisiana.

	Rate Card	Investment
6 months on culinary page w/ 75K impressions + 1 eNews	\$2615	\$1569
12 months on culinary page w/ 150k Impressions + 2 eNews	\$4735	\$2841

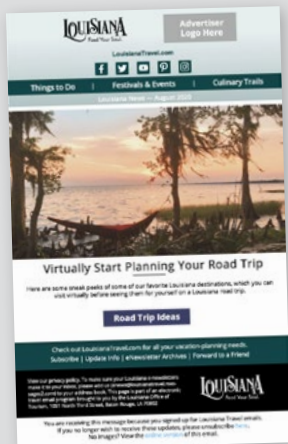
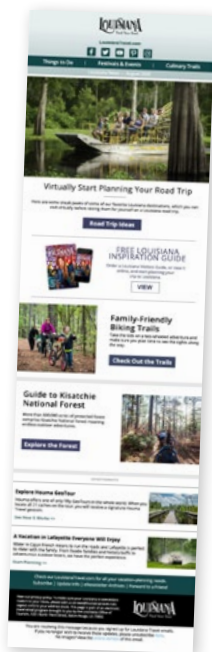
eNewsletter

Every month, you can reach an engaged and focused travel planning audience that has asked to receive information on experiences (sites/attractions), travel services, restaurants, and accommodations in Louisiana. You can also participate in the culinary eNewsletter which is sent out in February, May, August and November.

The newsletters inspire visitors by sharing stories and showcasing what there is to see and do – and eat - throughout Louisiana.

	Rate Card	Investment
Monthly Leisure eNews	\$1,115	\$669
Quarterly Culinary eNews	\$1,115	\$669

(max 6 advertisers/month)



Custom eNewsletter

Work with our team to create your own 100% share of voice custom message to send to Louisiana's 160,000+ opt-in list of those interested in planning a trip to Louisiana. This option is available on a schedule of your choosing, though space is limited.

Rate Card	Investment
\$7,995	\$4,797

(max 1 per quarter)

REACH MORE LOUISIANA VACATION PLANNERS!

The key to being effective and optimizing spending is to choose the mix of media that will deliver the best results. Using multiple state products assures your message is being seen by in state and out of state visitors to Louisiana.

Make sure visitors are not only searching for, but also finding, your business.

Google is the most popular search engine on the web. Make sure the information on your business is accurate and current. Here are some suggestions for increasing your visibility in Google search results:

- > **Claim and verify your Google Business Listing.** This link will give you the information you need: www.google.com/business
- > **Upload Motivating Images.** Take advantage of the new video uploading feature, and chose images that make a visitor want to click.
- > **Use Google My Business Listing Posts.** Start by posting events, promotions, deals – or just new information that your customers may need to know.
- > **Monitor Questions & Provide Answers.** Respond to questions and review/accept/reject suggested edits from users. Check out this blog for some tips: <https://budurl.me/BlogGoogleQA>
- > **Review/Report/Refocus/Repeat.** Check out the reporting options from Google Insights on a regular basis to help you see what changes you need to make. Then, take it from the top.



LOUISIANA AMBASSADOR PROGRAM

Encourage your fans to photograph your attraction or business, and spread the #OnlyLouisiana love to their followers on social media. The Louisiana Ambassador Program is a state-run initiative designed to encourage travel throughout the state, with cool contests and fun prizes for those who join the Bayou Krewe. Increase visibility of your business by having your fans and customers use the hashtag #OnlyLouisiana on social media, and learn more about the program at LouisianaTravel.com/Ambassador.

We're here to help with your tourism marketing needs. Contact us any time:

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