

## AUDIENCE RETARGETING

Receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited LouisianaTravel.com and retargeting them with meaningful messaging encouraging them to visit.

## BENEFITS

- Opportunity to display your message in front of a highly qualified audience who are interested in visiting Louisiana
- Access premium inventory without having to meet high minimums
- Synchronize your brand with Louisiana Travel and excite travelers to start planning and booking by sharing the best there is in Louisiana
- Dedicated Campaign Management - You dedicated team will assist with ad creation assistance and best practices, active optimizations and targeting delivering thorough, in-depth conversion and reporting beyond vanity metrics.



Packages	Tactic	Format	CPM	Impressions	Run Time	Targeting	Package Cost	Total Cost
Package 1	Native	Image + copy	\$6.51	230,415	30 days	Retargeting + Look-a-like audience	\$1,500	\$1,500
Package 2	Native	Image + copy	\$6.51	384,025	30 days	Retargeting + Look-a-like audience	\$2,500	\$2,500
Package 3	Native	Image + copy	\$6.31	950,872	60 days	Retargeting + Look-a-like audience + Prospecting	\$6,000	\$6,000
Package 4	Native	Image + copy	\$6.31	950,872	60 days	Retargeting + Look-a-like audience + Prospecting + Contextual + Behavioral	\$6,000	\$11,000
	Pre-Roll Video	:15 or :30	14.31	349,406			\$5,000	
Package 5	Native	Image + copy	\$6.31	1,267,829	60 days	Retargeting + Look-a-like audience + Prospecting + Contextual + Behavioral	\$8,000	\$15,000
	Pre-Roll Video	:15 or :30	\$14.31	489,168			\$7,000	

### TO BOOK YOUR PACKAGE:

**Fran McManus**, Travel Media Manager, 504-458-3658 • [FranMcManus@LouisianaTravel.com](mailto:FranMcManus@LouisianaTravel.com)

### SUBMIT AD MATERIALS TO:

**Cynthia Hazell-Cutchin** • 800-683-0010 ext. 4684 • [Cynthia.Hazell@MilesPartnership.com](mailto:Cynthia.Hazell@MilesPartnership.com)