

## LouisianaTravel.com Retargeting Program

### 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.

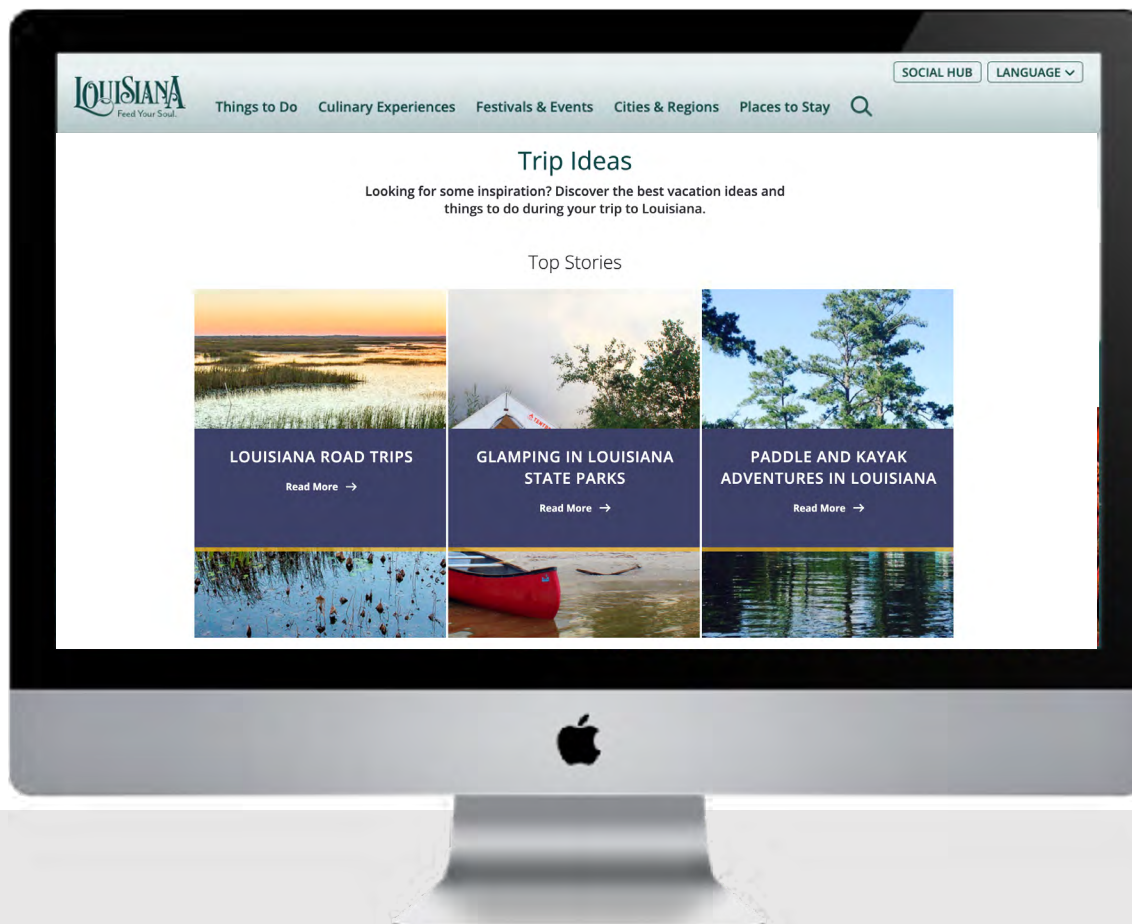
### BENEFITS

- 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	

- **Retargeting** - ads "follow" those who have previously visited LouisianaTravel.com. They can appear anywhere on the internet – though sites that are not considered brand safe are excluded.
- **Look-a-like audience** – potential visitors who have not visited LouisianaTravel.com but look and act like those who have visited
- **Prospecting** – targeting users who have not visited LouisianaTravel.com using research and analytic tools
- **Contextual Targeting**- determining placement of ad using a set of keywords that align with the campaign objectives
- **Behavioral Targeting** – ads are served to those who have exhibited a specific behavior that demonstrates interest or intent.



## Page Sponsorship Content Program

Share your message with travelers looking for ideas as they plan their trip.

Sponsorship includes a content block on the highly visited TRIP IDEAS page as well as a corresponding article page.

You provide copy, images and outbound links to your website – we create your page.

	Net Rate
One quarter	\$1,495
12 months	\$5,895

### To book your ad:

Fran McManus • 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)