

# LOUISIANA®

Feed Your Soul.



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LOUISIANA TOURISM

Print • Web • eNews • Content



## LOUISIANA VISITORS GUIDE

This is the official fulfillment piece for all inquiries to the Louisiana Office of Tourism and Louisiana Travel Association. Guides are distributed to visitors planning trips, through travel trade shows and to visitors while they are in-state looking for things to see and do. Your message in the guide reaches an incredibly qualified audience that you could not access anywhere else. It is also available in a digital format on LouisianaTravel.com.

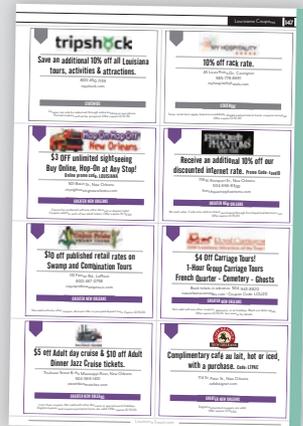
**Reach:** 750,000 active Louisiana travel planners via printed guide and eGuide

NET AD RATES	2-Page Spread	\$18,095	Photo Listing	\$550
	Full Page	\$9,595	Basic Listing	\$200
	1/2 Page	\$6,295	Combo Photo Listing (Louisiana Guide photo listing/ LouisianaTravel.com featured online listing)	\$975
	1/4 Page	\$3,195	Formatted Ad Production	\$150
	Premium Positions	Add 10%		
	Coupon	\$750		

## COUPONS

Coupons motivate visitors to choose your business – especially when they are faced with multiple options. Having the ability to use a logo creates a tangible reminder of your business – and once returned, coupons are a great way to extend your relationship with a visitor. When they redeem them, you can ask them for a name and email address (or mailing address) and use this information to expand your marketing base to have them follow you on social media, learn about future events and activities, and encourage their return. Coupons are also an easy way to track your advertising using coupon codes.

Coupons will appear in a special section in the printed Louisiana Official Visitors Guide for an entire year. They will also be available in the online digital guide at no additional cost.



NET RATE	\$750
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## EGUIDE

This digital guide platform displays enhanced article content in an easy to consume, scrollable format. Responsive desktop and mobile design will help increase audience engagement. Digital advertising options:

NET RATES	PELICAN STATE PACKAGE	
	Native Content, Interstitials & Banners	\$1,950
	CATAHOULA PACKAGE	
	Banners only	\$740

**Reach:** 20,000+ visitors a year



# LOUISIANATRAVEL.COM

Louisiana spends more than \$11 million promoting tourism each year and drives potential visitors to LouisianaTravel.com. Online display ads and 3-frame formatted ads let you create a message targeted to site content, season or geography.

**Reach:** 4.4+ million visits, 7.4+ million pageviews



IMPRESSION TOTAL	300 x 250	300 x 175	NET RATE	SUGGESTED DURATION	POTENTIAL REWARDS IMPRESSIONS
25,000	10,000	15,000	\$550	1 month	Print advertisers will also receive run-of-site "REWARDS" impressions equal to their number of paid impressions (at left), thus doubling their impression total for FREE!
75,000	30,000	45,000	\$1,500	3 months	
150,000	60,000	90,000	\$2,700	6 months	
300,000	120,000	180,000	\$4,800	1 year	

The rates above are calculated based on impressions and timing to achieve best results.

## ENEWSLETTERS

Every month, you can reach an engaged and focused travel-planning audience that has asked to receive information about Louisiana. eNewsletters inspire travelers by sharing stories and showcasing what there is to see and do throughout Louisiana.

There is also a quarterly culinary newsletter that allows you to be part of Louisiana's culinary best of the best.

**Reach:** 177,000+ highly qualified opt-in subscribers each month!

<b>NET RATE</b>	\$1,115 per issue
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## TRIP IDEAS PAGE SPONSORSHIP CONTENT

Put your message in front of travelers on LouisianaTravel.com as they seek out ideas for their trip to Louisiana.

Sponsorship includes a content block on the highly prominent TRIP IDEAS page and a corresponding article page, the images and verbiage for which you will provide (including any outbound links to your website).

Sponsorship available on a quarterly or annual basis. Don't miss your opportunity to be featured on this highly visited page.

<b>NET RATES</b>	\$1,495 (quarter)
	\$5,895 (year)

# REACH MORE LOUISIANA VACATION PLANNERS!

Are you getting your share of the 51 million+ visitors who come to Louisiana each year? If not, this is a perfect reason to take advantage of the programs the state offers to promote your business.

- Using multiple state products assures your message is being seen by visitors planning a trip to Louisiana.
- The more visitors see a consistent message, the higher the likelihood they will select you!
- Consider co-ops if you really want to stretch your dollars.
- The key to being effective and optimizing spending is to choose the mix of media that will deliver the best results.
- Understand the metrics. Your advertising is an investment and you want to make sure you're getting a good return.

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](http://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](http://LouisianaTravel.com/Ambassador).

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

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