Louisiana Sunshine Magazine

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
<th>INVESTMENT*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$18,095</td>
<td>$9,048</td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,595</td>
<td>$4,798</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,295</td>
<td>$3,148</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,195</td>
<td>$1,598</td>
</tr>
<tr>
<td>Coupon</td>
<td>$750</td>
<td>$375 (limited number available)</td>
</tr>
</tbody>
</table>

*Prices would be 50% off of regular rates due to Louisiana Office of Tourism’s contribution on your behalf.

The Sunshine Magazine is the official fulfillment piece for all inquiries to the Louisiana Office of Tourism. 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 piece is also available in a digital format on LouisianaTravel.com.

- 50% of printed copies are shipped to travelers via direct request.
- 50% of printed copies are distributed at high-traffic locations in and out of the state:
  - State Welcome Centers & Certified Visitor Centers
  - NEW Louis Armstrong New Orleans International Airport
  - Hotels across the state
# Louisiana Sunshine eMagazine
Digital Version of the Louisiana Sunshine Magazine

## Price

<table>
<thead>
<tr>
<th>ITEM</th>
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</thead>
<tbody>
<tr>
<td>PELICAN STATE PACKAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Content, Interstitials &amp; Banner Ads</td>
<td>$1,950</td>
<td>$1750</td>
</tr>
<tr>
<td>CATAHOULA PACKAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner Ads Only</td>
<td>$740</td>
<td>$650</td>
</tr>
<tr>
<td>BALD CYPRESS PACKAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner Ads, First spot placement in one eNewsletter</td>
<td>$1,855</td>
<td>$1,570</td>
</tr>
</tbody>
</table>

## Quick Stats

- 20,000 Visitors
- 217,000+ Pageviews
- Average Time on Site: 00:03:24

## 5 Reasons to Partner

1. Reach an incredibly qualified audience
2. Receive measurable results
3. Enjoy higher-than-average click-thru rate (CTR)
4. Appear alongside editorial content
5. Increase ROI
eMagazine

**ABOUT**
- Digital version of the printed magazine
- Displays article content in a scrollable format
- Reaches highly qualified audience of travelers planning to visit Louisiana
- Ad placements are organically incorporated throughout eMagazine content

**NATIVE CONTENT**
- Formatted like an article using verbiage you supply
- Contains slideshow of photos and opportunity to embed video
- Call-to-action (CTA) button links to your website
- Only available through the Pelican State package

**INTERSTITIAL ADS**
- Placement every 3 article views
- Links to your site
- Delivered through Google Ad Manager to measure impressions, clicks and CTR
- Only available through the Pelican State package

**BANNER ADS**
- Square (“Lily”) ads highly visible on homepage
- Floating banner ad appears across all pages of eMagazine
- Links to your site
- Delivered through Google Ad Manager to measure impressions, clicks and CTR
## LouisianaTravel.com
Louisiana’s Official Destination Website

<table>
<thead>
<tr>
<th>DIGITAL ADS</th>
<th>RATE</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-month package - 110K Impressions</td>
<td>$2,200</td>
<td>$1,320</td>
</tr>
<tr>
<td>12-Month Package - 300K Impressions</td>
<td>$4,800</td>
<td>$2,880</td>
</tr>
</tbody>
</table>

## PRICE

### DIGITAL ADS RATE INVESTMENT

<p>| | | |</p>
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## QUICK STATS

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4 Million Visits</td>
<td>7.4 Million Pageviews</td>
<td>Average Time on Site: 00:01:24</td>
</tr>
</tbody>
</table>

## REASONS TO PARTNER

1. Reach an incredibly qualified audience
2. Targeted, impression-based buys
3. Monthly reports available upon request
4. Formatted and display creative options available
Banner Advertising

300x250 Banner

Display

Formatted

300x175 Banner

Display

Formatted

LOUISIANATRAVEL.COM

4.4M Visits  7.4M Pageviews

Avg. Time on Site: 00:01:24

ABOUT

• Target your message by page placement or season
• Control your exposure and return with monthly reporting and our impressions-over-time model
• Formatted Ads: Styled after site content. Drives a high CTR. You supply images and text, we plug-and-play into templates.
• Display Ads: Provide your own creative as a static JPG or animated GIF
LouisianaTravel.com Featured Listings

LOUISIANATRAVEL.COM

4.4M Visits | 7.4M Pageviews

Avg. Time on Site: 00:01:24

PRICE

<table>
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<tr>
<th>RATE</th>
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<tbody>
<tr>
<td>$675</td>
<td>$300</td>
</tr>
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</table>

*Prices would be 50% off of regular rates due to Louisiana Office of Tourism’s contribution on your behalf.

ABOUT

• Online featured listing appears above the listing grid and includes photo
eNewsletter

A Vacation in Lafayette Everyone Will Enjoy

Rider in Cajun French means to run the roads and Lafayette is perfect to ride with the family. From foodie families and history buffs to adventurous outdoor lovers, we have the perfect experience.

Start Planning >>

LOUISIANA ENEWS

152K+ Subscribers

38% Open Rate

PRICE

<table>
<thead>
<tr>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>$1,115</td>
<td>$669</td>
</tr>
</tbody>
</table>

(max 6 advertisers/month)

ABOUT

• eNewsletters feature content geared to inspire potential Louisiana visitors
• Engaged audience of opt-in readers
• Advertisers are showcased in appealing content-style format
• Clicks go directly to advertiser’s site with tracking code attached to measure results
• Monthly and “Quarterly Culinary” (February, May, August, November) deployment options available
• Monthly reports available upon request
Custom eNewsletter

LOUISIANA ENEWS

152K+ Subscribers
38% Open Rate

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<td>$7,995</td>
<td>$4,797</td>
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(max 1 per quarter)

*Prices would be 50% off of regular rates due to Louisiana Office of Tourism's contribution on your behalf

ABOUT

• Work with our team to create your own 100% share of voice custom message to send to Louisiana's opt-in subscriber list of those interested in planning a trip to Louisiana.

• This option is available on a schedule of your choosing, though space is limited.

• Engaged audience of opt-in readers

• Reporting included
Louisiana Culinary Promotion

**ABOUT**

- Package includes rotating banner ads on Louisiana Culinary Trails on LouisianaTravel.com and one or two insertions in a quarterly culinary eNewsletter.
- Quarterly culinary eNewsletter deploys February, May, August and November.
- Engaged audience of opt-in readers.
- Advertisers are showcased in appealing content-style format in eNewsletter.
- Clicks go directly to advertiser’s site with tracking code attached to measure results.
- Monthly reports available upon request.

**DIGITAL ADS RATE INVESTMENT**

<table>
<thead>
<tr>
<th>Package Description</th>
<th>RATE</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months on culinary page w/ 75K impressions + 1 eNews</td>
<td>$2,615</td>
<td>$1,569</td>
</tr>
<tr>
<td>12 months on culinary page w/ 150k Impressions + 2 eNews</td>
<td>$4,735</td>
<td>$2,841</td>
</tr>
</tbody>
</table>

**Example Banner Ad**

Unique & Tasty Local Cuisine

where cajun began...

St. Martin Parish LOUISIANA

**Quarterly Culinary Newsletter**

**Example Banner Ad**

Unique & Tasty Local Cuisine

where cajun began...

St. Martin Parish LOUISIANA

**Example Banner Ad**

Unique & Tasty Local Cuisine

where cajun began...

St. Martin Parish LOUISIANA
Fran will work with you to develop an integrated marketing plan that meets your goals. She can also share research and other marketing tools that can lead to a greater return on your investment.