

# TOUR LOUISIANA

## MEDIAKIT

Digitally engaging Louisiana travel intenders with YOUR BRAND



## Find The Travelers That Are Trying To Find You.

Since it's launch, nearly 4 million visitors have viewed more than 13 million pages and generated more than 250,000 requests for Louisiana Travel Literature. This translates to a powerful impact of an estimated \$11.6 million on the Louisiana economy.



## 2022 Average Annual TourLouisiana Website Statistics

SESSIONS **↑ 18%** over 2021

PAGEVIEWS **↑ 37%** over 2021

USERS **↑ 18%** over 2021

NEW USERS **↑ 19%** over 2021

AVERAGE SESSION DURATION: **↑ 43%** over 2021

PAGES/SESSION: **↑ 21%** over 2021

## Audience Overview



**29%**  
Traffic From Louisiana  
and Feeder States



**4.45**  
Pageviews  
Per Session **↑ 27%**



**12:26**  
Session  
Duration **↑ 43%**



**39%**  
Traffic From  
Organic Searches

## Actions Triggered







# Destination Content Plan

It has never been easier to market your destination to potential Louisiana travelers. Our content plans combine your copy, referrals to your site, your social media, your newsletter, your ticket & booking tools, unlimited event listings and leads from postal requests and PDF downloads to provide a comprehensive solution to your digital marketing needs.

## INCLUDES

Destination Content Plan  
\$1,890 Annual Rate

- 3 SEO-rich content pages – written by us and approved by **you**
- Postal Leads\*: generated from specific requests for **your** brochure to include: name, address, email
- **Your** downloadable PDF brochure/guide
- Leads generated from postal requests and downloads of **your** PDF guide emailed weekly and/or accessed by you 24/7
- Links to download **your** app
- Links to **your** social media
- Links to **your** Booking & Ticketing pages
- **Your** images displayed in an extensive slideshow
- **Your** video – via a link to your own YouTube video (if available)
- Link to **your** newsletter sign-up page
- Links to **your** website
- Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance – that can be accessed by you 24/7
- Upload all of **your** events in a single excel file or XML feed



\* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.

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# Accommodations Content Plan

Market your hotel or resort on the #1 Independent Louisiana Travel Website.

## INCLUDES

➤ 2 SEO-rich content pages – written by us and approved by **you**

➤ Links to **your** website

➤ Link to **your** booking page

➤ Link to **your** newsletter sign-up page

➤ Links to download **your** app

➤ Slideshow of **your** property images

➤ Links to **your** social media



Accommodations Content Plan  
\$775 Annual Rate

➤ **Your** video – via a link to your own YouTube video (if available)

➤ **Your** downloadable PDF brochure

➤ Leads generated from **your** PDF downloads of your guide to include: name, email & zip code

➤ Postal Leads\*: generated from specific requests for **your** brochure to include: name, address, email

➤ Enriched Engagement Reports –providing ROI measurements as well as statistics highlighting **your** performance that can be accessed by you 24/7



\* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.

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# Attractions, Events, Shopping & Tours Content Plan

With nearly half a MILLION VISITORS and NEARLY TWO MILLION PAGE VISITS each year, TourLouisiana.com continues to provide extensive digital engagement to more Louisiana attractions, events, shopping, and tours.

## INCLUDES

Attractions, Events, Shopping & Tours Content Plan  
\$695 Annual Rate

- 2 SEO-rich content pages – written by us and approved by **you**
- **Your** downloadable PDF brochure/guide
- **Your** video – via a link to your own YouTube video (if available)
- Link to **your** newsletter sign-up page
- Links to **your** website
- Link to **your** ticketing page
- Links to download **your** app
- **Your** images displayed in an extensive slideshow
- Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance accessed by you 24/7
- Leads generated from your PDF downloads of **your** guide to include: name, email & zip code
- Upgrade! Add Postal Leads\* – generated from specific requests for **your** brochure to include: name, address, and email - \$250



\* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.

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## Rates

TourLouisiana.com Average Annual Traffic (2016)

Visits: 419,409 | Page views: 1,982,406

Rates	Annually	Banners	Monthly
Destination Plan	\$1,890	Homepage Medium Rectangle	\$375
Accommodations Plan	\$775	Interior Medium Rectangle	\$295
Attractions/Events/Shopping/Tours Plan	\$695	Leaderboard	\$ 250
<b>Hot &amp; Happening Event eNewsletters</b>	25,000 monthly	<b>Exclusive Contest</b>	\$1,475
Featured Event	\$295	Destination Spotlight	\$300
Hot & Happening Event	\$225	Featured Video	\$450
<b>Newsletter Targeting</b>	\$1,500	<b>Audience Acquisition</b>	\$5,000

## Attract and Engage With More Louisiana Travelers

When your content is part of TourLouisiana.com, not only are travelers able to immediately associate your destination, attraction, accommodation or event as a quality option to consider for their next vacation, but you have the ability to quickly engage with those who request information directly from you.

TourLouisiana.com provides advertisers with the opportunity to receive leads from opt-in travelers – including valuable email addresses.

Additional engagement includes click-thrus to your website and social media, sign-ups for your newsletter, page views of your content, views of your video and links to your booking and ticketing pages.



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# Destination Spotlight

\$300 (Monthly)

Set your destination apart from the crowd and focus your marketing efforts on the homepage of TourLouisiana.com. The Destination Spotlight has prime placement on the homepage and is limited to one participant monthly.

## SPOTLIGHT LOUISIANA



### Houma

In the heart of Louisiana's Bayou Country lies Houma, a city heralded as a nature lover's paradise. Here you'll find over 2,500 square miles of swamps and wetlands, breathtaking scenery, world-class fishing, birding sanctuaries, nature preserves, and so much more.

[View Video>](#)[Order Brochure>](#)[More Information>](#)

- Prime placement on the TourLouisiana.com homepage
- Requires a TourLouisiana.com content page
- Participation is limited to four placements per organization annually
- Exclusive. Only one participant monthly



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## Featured Video

\$450 (Monthly)

Seeing is believing... engage users instantly with your video in this high-impact position on the homepage of TourLouisiana.com.



- Appears above the fold on the TourLouisiana.com homepage
- Exclusive. Only one participant monthly
- Requires a TourLouisiana.com content page
- Participation is limited to two placements per organization annually



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# Hot & Happening eNewsletter

## Featured Event Highest Placement

Image (250 x 180 pixels)

Format: .gif or .jpg

File Size: 50kb or less

Copy: Up to 100 words and URL

## H&H Event

Image (250 x 180 pixels)

Format: .gif or .jpg

File Size: 50kb or less

Copy: Up to 100 words and URL



Market your special festival or event to Louisiana travelers. Sent once each month, the TourLouisiana.com **Hot & Happening** Email Update provides wide exposure and great value.

### Advertising Rates

Featured Event ( 1 per issue)	\$ 295
H&H Event ( Up to 7 per issue)	\$ 225
Social Promotion	\$ 1,200

Further promote your event with a corresponding [social media campaign](#), sponsored by TourLouisiana.com.

**FREQUENCY:** Sent the first Tuesday of each month

**DISTRIBUTION:** 25,000 travelers with an interest in Louisiana

**EVENT AD SUBMISSION:** Submit all materials on or before the 7th of the month prior to the scheduled broadcast to <https://materials.ajrmediagroup.com>



➤ Requires the event to also appear in the newsletter.

➤ Social promotion can run before or after the newsletter is distributed.

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# Web Banners

With a variety of creative sizes, banner advertising on TourLouisiana.com is an excellent option for keeping your brand top of mind on the #1 independent website for Louisiana travel. Site visitors, people with a higher propensity to travel to and within Louisiana, can be directed to the advertiser's content on TourLouisiana.com or to an alternate URL.



## Homepage

Exclusive placement, only one advertiser per month.

### Advertising Rates (Monthly)

Homepage Medium Rectangle \$ 375

## Interior Pages

### Advertising Rates (Monthly)

Medium Rectangle \$ 295

Leaderboard \$ 250

\* Leaderboard banners require the submission of 2 different sizes of creative in order to accommodate Google specifications for mobile display of ads.



Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position may be purchased for each product/service in a 12-month period.

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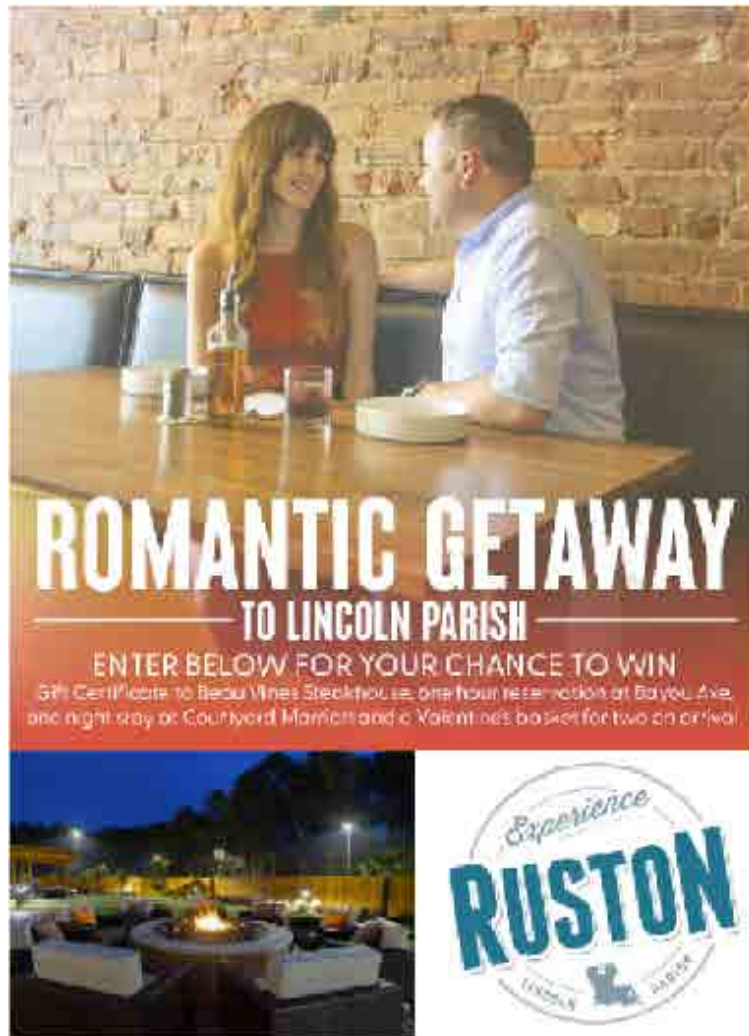


## Contest

### Exclusive Contest

\$1,475  
(Monthly)



Each month, thousands of TourLouisiana.com visitors enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those visitors, but also all of the entrant information, including valuable email addresses.



**ROMANTIC GETAWAY  
TO LINCOLN PARISH**

ENTER BELOW FOR YOUR CHANCE TO WIN

Gift Certificate to Bedou Vines Steakhouse, one hour reservation at Bayou Ave, one night stay at Courtyard Marriott and a Valentine's basket for two on arrival



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# Newsletter Targeting

Utilizing email messaging, target the opt-in TourLouisiana.com audience, allowing you to speak directly to Texas travel intenders who have already actively requested information on visiting Texas.



## Get Outside the Lines in Monroe-West Monroe

Plan to discover a destination filled with heart and awash in culture, where your senses are free to color outside the lines, where your feet may dance to a different drum, and where you have the freedom to listen to your soul.

Nestled between a bayou and a byway, it's an eclectic destination where the natural resources are as rich as the flavors and where industry keeps time with entertainment. It's an innovative place where the first bottler of happiness came into his own and the entrepreneurial spirit initially found skies to climb.

It's where food shouldn't just be for thought — it is for sharing, for celebrating and for savoring. Here, you'll find there's a meal for every palate and a flavor for every memory.

It's a visit that feels like a weekend, and a weekend as comfortable as home. Discover Monroe West Monroe, where you're welcome to play outside the lines.

[DISCOVER MORE](#)

### GET UPDATES AND MORE

Sign up for Monroe-West Monroe's eNewsletter to receive updates on events, attractions, restaurants and more.

[eNews Sign Up](#)

- Note the only way to directly retarget to our opt-in audience is through this program.
- Only one client per month.
- Includes all opt-ins for TourLouisiana from the prior two months.
- List size is entirely dependent upon leads generated for the site from the prior two months.

**\$1,500 each**

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# Audience Acquisition Targeting

Target look alike audiences and prospective visitors who have already visited TourLouisiana.com with a timely follow up message, promoting your destination.



- You may link back to your content on TourLouisiana.com or to a landing page on your own site.
- Note that the incredibly valuable TourLouisiana.com audience is not made available on the open exchange. The only way to directly retarget to our audience is through this program.
- 1 client only per month
- **\$5000 per month minimum** (can be scaled up)