



Campaign Options

CAMPAIGN A: \$7050

Guaranteed 3,500 clicks

Native Ad 1: Utilizes your content page on TourLouisiana.com

Native Ad 2: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourLouisiana.com and on your content pages

CAMPAIGN B: \$5150

Guaranteed 2,500 clicks

Native Ad: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourLouisiana.com and on your content pages

CAMPAIGN C: \$3950

Guaranteed 2,500 clicks

Native Ad: Utilizes your content page on TourLouisiana.com

Louisiana Lagniappe Campaign

**It's not just native advertising as you know it ...
it's got a little something extra!**

According to AdWeek, 3rd party sources garner more attention to and respect for your content. TourLouisiana.com has been serving as a trusted 3rd party source for years to millions of travelers to Louisiana and is now proudly offering the "Louisiana Lagniappe" campaign to complement your digital marketing efforts.

LOUISIANA LAGNIAPPE CAMPAIGNS INCLUDE:

- 👤 Guaranteed Clicks
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- ☆ Expanded visibility on the TourLouisiana.com homepage (for new content)
- 📖 Inclusion in the TourLouisiana.com Articles library (for new content)
- 🔗 Reader access to all YOUR points of engagement from your content pages: Brochures, Videos, Facebook, Twitter, Newsletter sign-up, Website, Booking, Ticket Purchasing, Content Pages



Prefer a custom native campaign? Or one that links to your content on your own site? We can do that too!

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