

Tour Louisiana.com

Your recipe for a great destination.

Attraction

Market your place of interest on the
#1 Independent Louisiana Travel Website

PUTTING TOGETHER A MARKETING PLAN FOR YOUR ATTRACTION?

Be sure to include visibility on TourLouisiana.com!

Attraction Page

When your content is part of TourLouisiana.com, travelers are able to immediately associate your attraction as a quality option to consider for their next vacation. Not only does TourLouisiana provide you with prime real estate on the site, we also provide real-time reporting that include the following statistics:

- » Click-throughs to your website
- » Click-throughs to your Facebook page
- » Click-throughs to your Twitter page
- » Pageviews of your TourLouisiana.com content
- » Views of your video
- » Self-submitted personal information when they request to download your PDF brochure or ask you to mail them one

ANNUAL TRAFFIC

- Visits: 380,580
- Pageviews: 1.66 Million

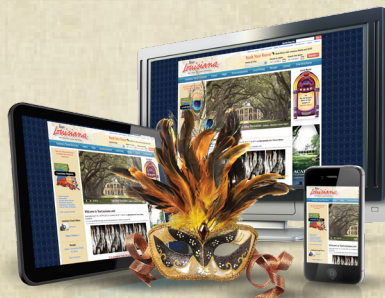
STANDARD FEATURES

- Full contact information, including a link and email address
- A link to your existing website
- Unlimited calendar event listings



TourLouisiana.com continues to provide more leads to more Louisiana destinations, accommodations, attractions, events, shopping and dining locations than any other independent website in the country.

Sign Up Today!



MARKETING PACKAGE CAN INCLUDE:

Attraction Page

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

Rate:

- Member: \$475/year
- Non-Member: \$595/year

Stand Alone Email

- Includes Attraction information, a call to action/offer and links
- Sent by TourLouisiana.com on your behalf
- Use your html creative or have it designed by AJR Media Group production team
- 25K - 500K opt-in subscribers can be combined to obtain quantity discounts

Rates:

- Member:
 - 25K - 50K quantity: \$64/thousand
 - 51K - 500K quantity: \$57/thousand
- Non-Member:
 - 25K - 50K quantity: \$85/thousand
 - 51K - 500K quantity: \$76/thousand

Web Banners

- Your choice of placement (*subject to availability*)
- Linked to your website
- Minimum of 25K impressions
- Limit of 18 banners per year

Rate:

- Member: from \$175 - \$495 per placement
- Non-Member: from \$200 - \$575 per placement

**To be eligible for "Member" rates, your organization should be an active member in a state or local travel or tourism-related association or chamber of commerce.*

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