

# Tour Louisiana.com

Your recipe for a great destination.

## Event

Market your annual function on the  
#1 Independent Louisiana Travel Website

### PUTTING TOGETHER A MARKETING PLAN FOR YOUR EVENT?

Be sure to include visibility on TourLouisiana.com!

#### Event Page

When your content is part of TourLouisiana.com, travelers are able to immediately associate your event 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:

#### Event 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 Event 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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**1.800.383.7677**