

Tour
Louisiana.com
Your recipe for a great destination.

Attract and interact with more travelers!

When your content is a part of TourLouisiana.com, not only are travelers able to immediately associate your destination, attraction, accommodation, event or dining establishment as a quality option to consider for their next vacation, you also have the ability to attract and more quickly interact with those who "raise their hand" and want more information directly from you.

TourLouisiana.com is providing advertisers the opportunity to receive leads from opt-in travelers – including coveted email addresses – when one of the eligible content options are chosen. These leads include click-outs to your website, page views of your content and the travelers' self-submitted personal information.



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Rates

ANNUAL TRAFFIC

2014

- Visits: 509,542
- Pageviews: 2,447,671



ADVERTISING RATES

ALL RATES NET.

CONTENT (Annual Rates)

CONTENT (Annual Rates)	RATES
Bronze	\$1,120
Silver	\$1,595
Gold	\$1,960
Platinum	\$2,500

Options

• Destination Spotlight	\$600
• PDF	\$250
• Video	\$295
• First Additional Video	\$149
• Subsequent Videos	\$99
• Featured Video	\$750

EXCLUSIVE CONTEST (Monthly)

Database of Entrants Included	\$1,475
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NEWSLETTER (Sent monthly to 25,000 travelers)

Featured Spotlight	\$1,050
Exclusive Banner - 300px/250px	\$700

BANNERS (Monthly)

Width/Height	RATES
Med. Rectangle – 300px/250px	\$495
Leaderboard - 728px/90px	\$375
Wide Skyscraper – 160px/600px	\$375
Rectangle – 180px/150px	\$175

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 (18 banners total) may be purchased for each product/service in a 12-month period. Mobile banner positions are semi-exclusive (only 2 per month), run-of-site and the number of impressions are not guaranteed.