

Tour **Louisiana**.com

Your recipe for a great destination.



Media Kit



Find the travelers that are trying to find you.

Be a part of a great travel resource that works hard to drive traffic, cultivate qualified leads and bring visitors to you. Have your message be seen by more than 380,580 travelers on TourLouisiana.com.

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

MORE QUALIFIED LEADS MAKE US DIFFERENT

Other websites might provide you with a name and email address of someone who responded to a non-targeted appeal (i.e. “Check here if you want to receive information from all Louisiana advertisers). While these are technically leads, they are not the type of lead that are truly qualified to meet your needs.

TourLouisiana.com provides advertisers the opportunity to receive leads from opt-in travelers who specifically have requested information from you – including coveted and valuable email addresses – when one of the eligible content options are chosen. These qualified leads include much more information about their interactivity with you including:

- » Click-outs to your website
- » Click-outs to your Facebook page
- » Click-outs to your Twitter page
- » Page views 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



PARTICIPATION LEVELS INCLUDE:

Bronze Level

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

Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

Gold Level

- Includes Standard Features
- Main Page and 2 sub - pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

Platinum Level

- Includes Standard Features
- Main Page and 3 sub - pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval

Sign Up Today!

TourLouisiana@AJRMediaGroup.com
1.855.GoToAJR (1.855.468.6257)

Additional Integrated Options

Destination Spotlights

Highlight your organization on the home page of TourLouisiana.com. With a limited number of positions available each month, the Destination Spotlight is the place to be to stand out from the crowd.

Exclusive Contest

Each month, thousands of TourLouisiana.com customers visit the website to enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those customers, but also all of the entrant information, including coveted and valuable email addresses. Additional exposure for the advertiser is received through a mention and link in the monthly eNewsletter.

Web Banners

Target and acquire the travelers you need – those interested in travel to Louisiana – by placing your banners on TourLouisiana.com. With a variety of creative sizes, you will keep your organization top-of-mind with travelers gathering information about their visit to your great state. Ask about taking all banner positions for selected time periods for a special promotion for your organization.

eNewsletter (sent monthly to over 100,000 travelers)

» Exclusive Banners

As the only advertising banner in each edition of the TourLouisiana. come Newsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

» Featured Spotlights

With the option of including an image, creative copy and links, this exclusive position is the “main attraction” of each eNewsletter.



**For more information including
pricing and availability, contact us today!**

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**AJR | MEDIA
GROUP**

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