



Destination Content Packages

Core Content

It's no secret that today's travelers spend much more time planning their vacations using the web. Whether short weekend getaways or longer vacations, they want to find out as much about their potential destination in advance and in the privacy of their own web browsing experience.

Why should travelers consider your destination out of the many choices available? What makes your destination distinct from others? Your core content on TourLouisiana.com will ensure that your destination has the opportunity to be considered and will give the traveler the choice of requesting more information from you to help make their decision.

All packages include the basics: full contact information, e-mail link, web site link, unlimited event listings, main page (up to 300 words), 1 photo and 1 logo.

<u>Package</u>	<u>Elements</u>	<u>Annual Price</u>	<u>Grand Opening Price*</u>
Bronze	Basics	\$1,400	\$350
Silver	Bronze + 1 sub page + 2 photos + leads	\$1,995	\$495
Gold	Silver + 1 sub page + 2 photos + 6 links	\$2,450	\$595
Platinum	Gold + 1 sub page + 7 photos + 6 links	\$3,125	\$695

Add-on Options

<u>Option</u>	<u>Specifications</u>	<u>Annual Price</u>	<u>Grand Opening Price*</u>
Downloadable PDF	Brochure, travel guide or promotional information provided in PDF format by you	\$250	\$49
Video	Up to 5-minute video provided on CD, DVD or streaming media by you	\$250	\$49

*Grand Opening pricing available for all packages purchased from July 1 through December 31, 2010 and displayed in 2010.

proudly and exclusively represented by