



Integrated Advertising Options

Web banners

<u>Position</u>	<u>Price</u> <i>(per month)</i>	<u>Grand Opening Price</u>
Top (728 x 90)	\$500	\$199
Skyscraper (160 x 600)	\$500	\$199
Bottom (728 x 90)	\$250	\$99

- Banner inventory is limited and available on a first-come, first-served basis.
- Minimum 25,000 impressions delivered per banner per month.
- Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.

E-mail

Tour Louisiana E-Newsletter

Sent to over 50,000 Louisiana-bound travelers each month, this e-newsletter provides excellent exposure at a reasonable price.

<u>Opportunity</u>	<u>Price</u> <i>(per month)</i>	<u>Grand Opening Price</u>
Featured Spotlight	\$1,400	\$499
Exclusive e-newsletter banner (468 x 60)	\$950	\$299

Stand alone broadcast

From 5,000 to 500,000 (and more), your e-mail message can be sent to Louisiana-bound travelers complete with links to your web site where you can encourage them to request more information, take a survey or print a special offer which can be redeemed and tracked.

<u>Quantity</u>	<u>Price</u> <i>(per 1,000)</i>	<u>Grand Opening Price</u>
0 - 50,000	\$85	\$35
50,001 - 500,000	\$76	\$35

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