



Attract and interact with more travelers quicker.

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, but you 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

- as of September 30, 2012
- Visits: 499,666
 - Pageviews: 2,336,638



ADVERTISING RATES

ALL RATES NET.

Member Rates* Non-member Rates

CONTENT (Annual Rates)

	Member Rates*	Non-member Rates
Bronze	\$1,120	\$1,400
Silver	\$1,595	\$1,995
Gold	\$1,960	\$2,450
Platinum	\$2,500	\$3,125

Options

• Destination Spotlight	\$600	\$800
• PDF	\$250	\$800
• Video	\$295	\$375
• First Additional Video	\$149	\$195
• Subsequent Videos	\$99	\$125
• Featured Video	\$750	\$975

EXCLUSIVE CONTEST (Monthly) database of entrants included

	\$1,475	\$1,695
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NEWSLETTER (Sent monthly to 100,000 travelers)

Featured Spotlight	\$1,050	\$1,400
Exclusive Banner - 300px/250px	\$700	\$950

BANNERS Width/Height (Monthly)

Med. Rectangle – 300px/250px	\$495	\$575
Leaderboard - 728px/90 px	\$375	\$500
Wide Skyscraper – 160px/600px	\$375	\$500
Mobile Leaderboard – 300/50px	\$375	\$500
Rectangle – 180px/150px	\$175	\$200

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.

** To be eligible for “Member” rates, your organization should be an active member in a national, state or local travel or tourism-related association or chamber of commerce.*