

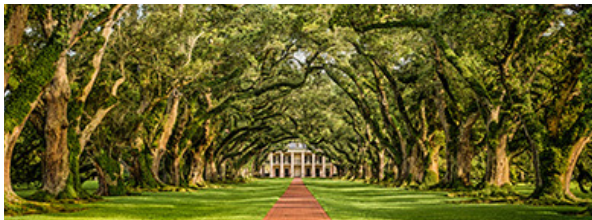
LOUISIANA

Feed Your Soul.®

2023-
2024

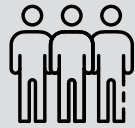
Louisiana Inspiration Guide

Print & Digital Opportunities



Travel Industry Insights

Tourism is big business to Louisiana



2021 ANNUAL VISITORS

41 MILLION

Domestic & International



2021 SPENDING

16.8 BILLION

Louisiana attracted 41 million domestic and international visitors to the state in 2021. Louisiana generated \$16.8 billion in visitor spending in 2021, and \$1.6 billion total state and local tax revenues by travel and tourism activities.

LOUISIANA RESEARCH | LOUISIANA OFFICE OF TOURISM

- The Louisiana travel and tourism industry is the **5th highest employer** in the state.
- Top 3 – leisure travel activities for Louisiana domestic travelers are:
 1. Shopping
 2. Culinary/Dining Experiences
 3. Visiting Friends and Relatives

LOUISIANA INSPIRATION GUIDE

Print Opportunities



Print guide



Map



Coupons

PREMIUM AD OPTIONS

ITEM	NET RATES
Inside Front Cover	\$7,998
Inside Back Cover	\$7,498
Back Cover	\$7,998
Map Spread	\$12,978
Map Panel	\$6,818

AD OPTIONS

ITEM	NET RATES
2-Page Spread	\$11,798
Full Page	\$6,198
1/2 Page	\$4,098
1/4 Page	\$2,098
Coupon	\$550
Formatted Ad Production	\$150

Distribution 150,000

DISTRIBUTION

- 50% of printed copies are shipped to travelers via direct request.
- 50% of printed copies are distributed at high-traffic locations in and out of the state:
 - State Welcome Centers & Certified Visitor Centers
 - NEW Louis Armstrong New Orleans International Airport
 - Hotels across the state

The Louisiana Inspiration Guide is the official fulfillment piece for all inquiries to the Louisiana Office of Tourism. Guides are distributed to visitors who request a mailed copy while they are planning trips, or are in Louisiana already looking for things to see and do. Your message reaches an incredibly qualified audience that you could not access anywhere else. The piece is also available in a digital format on ExploreLouisiana.com.

Digital Version of Louisiana Inspiration Guide



ABOUT

- Digital version of the printed guide
- Displays article content in a scrollable format
- Reaches highly qualified audience of travelers planning to visit Louisiana
- Ad placements are organically incorporated throughout eGuide content

QUICK STATS

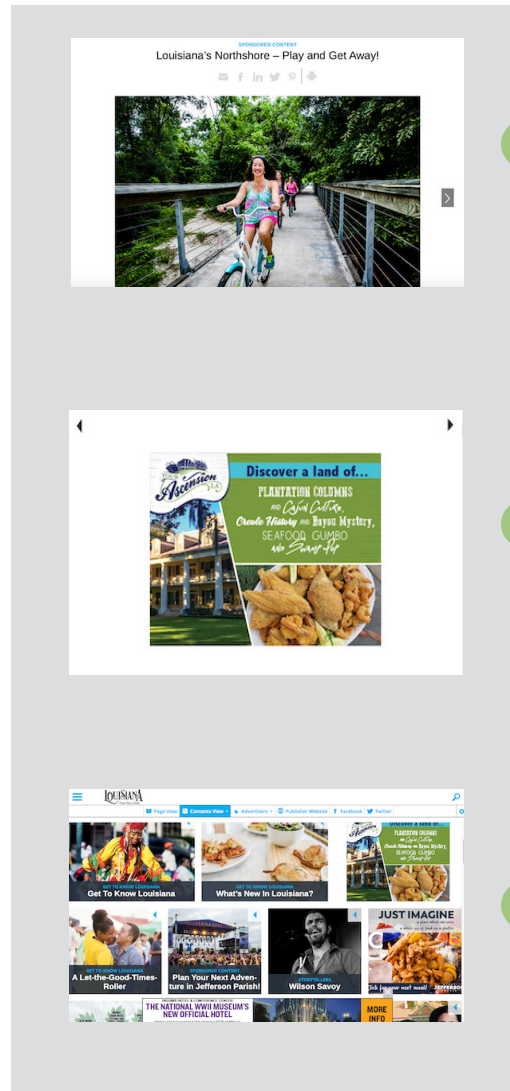
**9,500
Visitors**

**371,000
Pageviews**

**Average Time
on Site:
00:03:42**

PRICE

ITEM	NET RATE
PELICAN STATE PACKAGE Native Content, Interstitials & Banner Ads	\$1,950
BALD CYPRESS PACKAGE Banner Ads, First Spot Placement in One eNewsletter	\$1,855
CATAHOULA PACKAGE Banner Ads only	\$740



NATIVE CONTENT

- Formatted like an article using verbiage you supply
- Contains slideshow of photos and opportunity to embed video
- Call-to-action (CTA) button links to your website
- Only available through the Pelican State package

INTERSTITIAL ADS

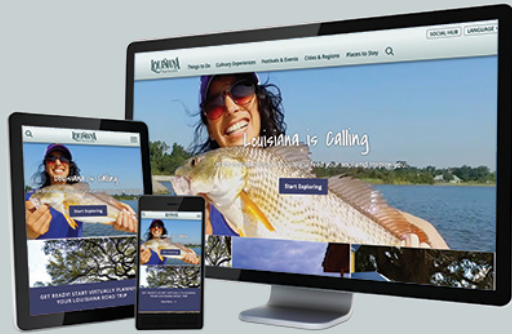
- Placement every 3 article views
- Links to your site
- Delivered through Google Ad Manager to measure impressions, clicks and CTR
- Only available through the Pelican State package

BANNER ADS

- Square ("Lily") ads highly visible on homepage
- Floating banner ad appears across all pages of eGuide
- Links to your site
- Delivered through Google Ad Manager to measure impressions, clicks and CTR

ExploreLouisiana.com

Louisiana's Official Destination Website



ABOUT

- Target your message by page placement or season
- Control your exposure and return with monthly reporting and our impressions-over-time model
- **Formatted Ads:** Styled after site content. Drives a high CTR. You supply images and text, we plug-and-play into templates.
- 300 x 175 and 300 x 250 units rotate throughout site content

PRICE

ITEM	NET RATE
BANNER ADVERTISING	
1-Month Package: 25,000 Impressions	\$550
3-Month Package: 75,000 Impressions	\$1,500
6-Month Package: 150,000 Impressions	\$2,700
12-Month Package: 300,000 Impressions	\$4,800

BANNER ADVERTISING

A 300x250 Banner



Formatted

B 300x175 Banner



Formatted



QUICK STATS

5.9 Million Visits

11.1 Million Pageviews

Average Time on Site: 00:01:00

3 REASONS TO PARTNER

1. Reach an incredibly qualified audience
2. Targeted, impression-based buys
3. Monthly reports available upon request



ITEM	NET RATE
Featured Listing	\$675

ABOUT


- This program places your business in our premium listing tier on ExploreLouisiana.com ensuring that you appear in a top position for an entire year when visitors are planning and booking trips. Featured business listings are differentiated from free listings with a photo and a highlight that commands more attention. This visibility increases engagement. You also have the ability to include an expanded photo gallery within your listing – or you can add videos.


A Formatted Content Ad

A Vacation in Lafayette Everyone Will Enjoy

Rôder in Cajun French means to run the roads and Lafayette is perfect to rôder with the family. From foodie families and history buffs to adventurous outdoor lovers, we have the perfect experience.

[Start Planning >>](#)






LouisianaTravel.com

Things to Do | Festivals & Events | Culinary Trails


Louisiana News — August 2020



Virtually Start Planning Your Road Trip

Here are some sneak peeks of some of our favorite Louisiana destinations, which you can visit virtually before seeing them for yourself on a Louisiana road trip.


[Road Trip Ideas](#)



FREE LOUISIANA INSPIRATION GUIDE

Order a Louisiana Visitors Guide, or view it online, and start planning your trip to Louisiana.

[VIEW](#)



Family-Friendly Biking Trails

Take the kids on a well-maintained adventure and make sure you plan time to see the sights along the way.

[Check Out the Trails](#)

Guide to Kisatchie National Forest

More than 600,000 acres of protected forest comprise Kisatchie National Forest, meaning endless outdoor adventures.

[Explore the Forest](#)

Explore Houma GeoTour

Houma offers one of only 8illy GeoTours in the whole world. When you locate all 21 caches on the tour, you will receive a signature Houma Travel geocoin.

[See How It Works >>](#)

A Vacation in Lafayette Everyone Will Enjoy

Rôder in Cajun French means to run the roads and Lafayette is perfect to rôder with the family. From foodie families and history buffs to adventurous outdoor lovers, we have the perfect experience.

[Start Planning >>](#)

Check out LouisianaTravel.com for all your vacation-planning needs. [Subscribe](#) | [Update Info](#) | [eNewsletter Archives](#) | [Forward to a Friend](#)

View our privacy policy. To make sure your Louisiana e-newsletters make it to your inbox, please add us to your email's safe list, update us to your address book. This page is part of an e-newsletter travel email program brought to you by the Louisiana Office of Tourism. #LIT #Louisiana #LouisianaTravel #Louisiana #LouisianaTravel

You are receiving this message because you signed up for Louisiana Travel emails. If you no longer wish to receive these updates, please [unsubscribe here](#). No images? View the [online version](#) of this email.

Monthly

LOUISIANA ENEWS

126K+ Subscribers

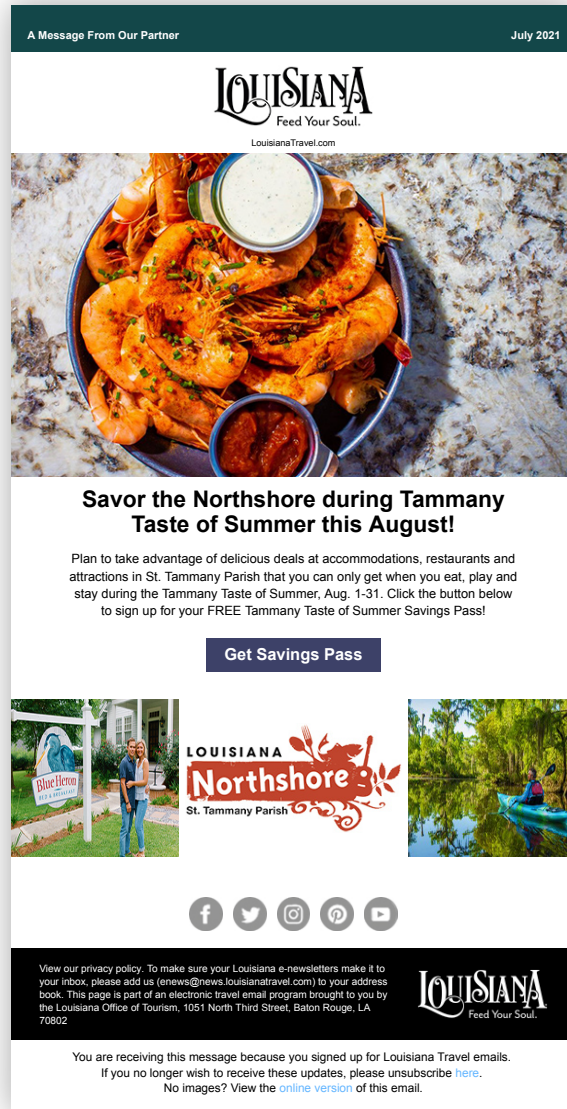
48.37% Open Rate

PRICE

ITEM	NET RATE
Monthly Leisure eNews	\$1,115
Quarterly Culinary eNews	\$1,115

ABOUT

- eNewsletters feature content geared to inspire potential Louisiana visitors
- Engaged audience of opt-in readers
- Advertisers are showcased in appealing content-style format
- Clicks go directly to advertiser's site with tracking code attached to measure results
- Monthly and quarterly Culinary (February, May, August, November) deployment options available
- Monthly reports available upon request



LOUISIANA ENEWS

126K+ Subscribers

48.49% Open Rate

PRICE

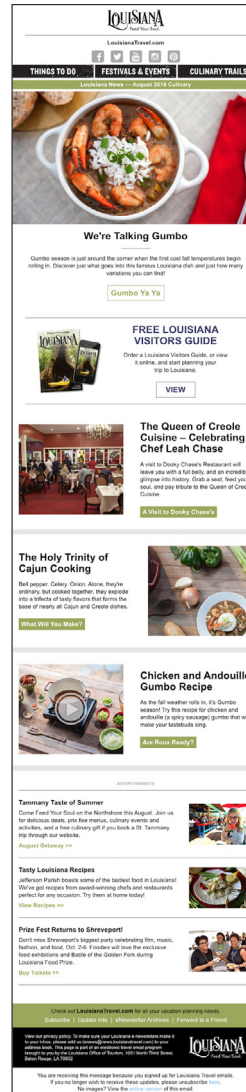
ITEM	NET RATE
Custom eNewsletter (max 1 per quarter)	\$4,797

ABOUT

- Work with our team to create your own 100% share-of-voice custom message to send to Louisiana's opt-in subscriber list of those interested in planning a trip to Louisiana.
- This option is available on a schedule of your choosing, though space is limited.
- Engaged audience of opt-in readers
- Reporting included



Example Banner Ad



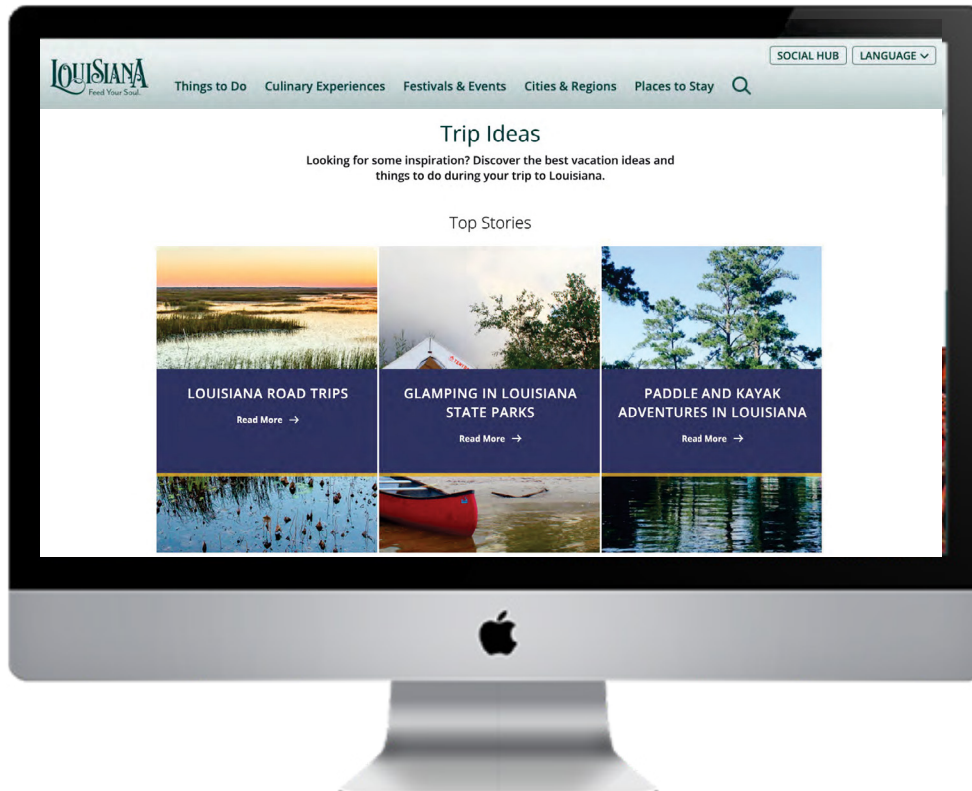
Quarterly Culinary Newsletter

PRICE	
DIGITAL ADS	NET RATE
6 months on culinary page w/ 1 eNews	\$2,615
12 months on culinary page w/ 2 eNews	\$4,735

Limited number available

ABOUT

- Package includes rotating banner ads on Louisiana Culinary Trails on ExploreLouisiana.com and one or two insertions in a quarterly culinary eNewsletter.
- Quarterly culinary eNewsletter deploys February, May, August and November
- Engaged audience of opt-in readers
- Advertisers are showcased in appealing content-style format in eNewsletter
- Clicks go directly to advertiser's site with tracking code attached to measure results
- Monthly reports available upon request



PAGE SPONSORSHIP CONTENT PROGRAM

- Share your message with travelers looking for ideas as they plan their trip
- Sponsorship includes a content block on the highly visited TRIP IDEAS page as well as a corresponding article page
- You provide copy, images and outbound links to your website – we create your page

ITEM	NET RATE
One quarter	\$1,495
12 Months	\$5,895



LISA SATURDAY

Travel Media Sales & Marketing Executive

303-867-8301

Lisa.Saturday@MilesPartnership.com



CYNTHIA HAZELL-CUTCHIN

Advertising and Data Manager

800-683-0010 ext: 4684

Cynthia.Hazell@MilesPartnership.com

Submit Ad Materials To: Cynthia Hazell-Cutchin • 800-683-0010 ext: 4684 • Cynthia.Hazell@milespartnership.com

