Louisiana Tourism Marketing Program

Print Guide • Digital Guide • LouisianaTravel.com • eNewsletters
COUPONS

Coupons motivate visitors to choose your business – especially when they are faced with multiple options. Having the ability to use a logo creates a tangible reminder of your business – and once returned, coupons are a great way to extend your relationship with a visitor. When they redeem them, you can ask them for a name and email address (or mailing address) and use this information to expand your marketing base to have them follow you on social media, learn about future events and activities and encourage their return. Coupons are also an easy way to track your advertising using coupon codes.

Coupons will appear in a special section in the printed Louisiana Official Visitors Guide for an entire year. They will also be available in the online digital guide at no additional cost.

NET AD RATES

<table>
<thead>
<tr>
<th>Layout</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$18,895</td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,595</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,295</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,195</td>
</tr>
<tr>
<td>Map Spread</td>
<td>$20,995</td>
</tr>
<tr>
<td>Map Single Panel</td>
<td>$11,695</td>
</tr>
<tr>
<td>Coupon</td>
<td>$750</td>
</tr>
<tr>
<td>Photo Listing</td>
<td>$550</td>
</tr>
<tr>
<td>Basic Listing</td>
<td>$200</td>
</tr>
<tr>
<td>Combo Photo Listing</td>
<td>$975</td>
</tr>
</tbody>
</table>

ENEWSLETTERS

Every month, you can reach an engaged and focused travel planning audience that has asked to receive information about Louisiana. eNewsletters inspire them by sharing stories and showcasing what there is to see and do throughout Louisiana.

There is also a quarterly culinary newsletter which allows you to be part of Louisiana’s culinary best of the best.

Reach: 4.9 million impressions

NET RATE $1,115 per issue
LOUISIANATRAVEL.COM

Louisiana spends more than $11 million promoting tourism each year and driving potential visitors to LouisianaTravel.com. Online display ads and 3-frame formatted ads let you create a message targeted to site content, season or geography – and ad production is free.

Reach: 3.69 million visits via desktop, mobile & tablet

<table>
<thead>
<tr>
<th>IMPRESSION TOTAL</th>
<th>300 X 250</th>
<th>300 X 175</th>
<th>NET RATE</th>
<th>TIMING</th>
<th>POTENTIAL REWARDS IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>10,000</td>
<td>15,000</td>
<td>$525</td>
<td>1 month</td>
<td>25,000</td>
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<tr>
<td>75,000</td>
<td>30,000</td>
<td>45,000</td>
<td>$1,425</td>
<td>3 months</td>
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<tr>
<td>150,000</td>
<td>60,000</td>
<td>90,000</td>
<td>$2,550</td>
<td>6 months</td>
<td>150,000</td>
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<tr>
<td>300,000</td>
<td>120,000</td>
<td>180,000</td>
<td>$4,500</td>
<td>1 year</td>
<td>300,000</td>
</tr>
</tbody>
</table>

The rates above are calculated based on impressions and timing to achieve best results.

DIGITAL VISITORS GUIDE

This platform displays enhanced article content in an easy to consume, scrollable format. Responsive desktop and mobile design will help increase audience engagement. Digital advertising options:

PELICAN STATE PACKAGE
Native Content, Interstitials & Banners $1,750

CATAHOULA PACKAGE
Banners $740

Reach: 16,140 visitors a year

LOUISIANATRAVEL.COM
DIGITAL CONTENT

We’ll write SEO friendly copy that will appear on your listing page on LouisianaTravel.com for one year.

Visitors will be directed to you through two formatted banners that will run throughout the site.
You’ll also get a message on the Trip Ideas page in rotation with other partners as space is available.

Since your content is optimized, visitors would find it organically as well. Quarterly reports are included.

NET RATE $3,595/year
Are you getting your share of the 47 million+ visitors that come to Louisiana each year? If not, this is a perfect reason to take advantage of the programs the state offers to promote your business.

- Using multiple state products assures your message is being seen by visitors planning a trip to Louisiana.
- The more visitors see a consistent message, the higher the likelihood they will select you!
- Consider co-ops if you really want to stretch your dollars.
- The key to being effective and optimizing spending is to choose the mix of media that will deliver the best results.
- Understand the metrics. Your advertising is an investment and you want to make sure you're getting a good return.

Google is the most popular search engine on the web. Make sure the information on your business is accurate and current. Here are some suggestions for increasing your visibility in Google search results:

- Claim and verify your Google Business Listing. This link will give you the information you need: www.google.com/business
- Upload Motivating Images. Take advantage of the new video uploading feature, and chose images that make a visitor want to click.
- Use Google My Business Listing Posts. Start by posting events, promotions, deals – or just new information that your customers may need to know.
- Monitor Questions & Provide Answers. Respond to questions and review/accept/reject suggested edits from users. Check out this blog for some tips: https://budurl.me/BlogGoogleQA
- Review/Report/Refocus/Repeat. Check out the reporting options from Google Insights on a regular basis to help you see what changes you need to make. Then, take it from the top.

Louisiana Ambassador Program

Encourage your fans to photograph your attraction or business, and spread the #OnlyLouisiana love to their followers on social media. The Louisiana Ambassador Program is a state-run initiative designed to encourage travel throughout the state, with cool contests and fun prizes for those who join the Bayou Krewe. Increase visibility of your business by having your fans and customers use the hashtag #OnlyLouisiana on social media, and learn more about the program at LouisianaTravel.com/Ambassador.

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