

# LOUISIANA

Feed Your Soul.®

2024-  
2025

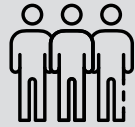
## Louisiana Inspiration Guide

Print & Digital Opportunities



# Travel Industry Insights

Tourism is big business to Louisiana



2022 ANNUAL VISITORS

42.6 MILLION

Domestic & International



2022 SPENDING

17.1 BILLION

Louisiana attracted 42.6 million domestic and international visitors to the state in 2022. Louisiana generated \$17.1 billion in visitor spending in 2022, and \$1.9 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 **5<sup>th</sup> 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

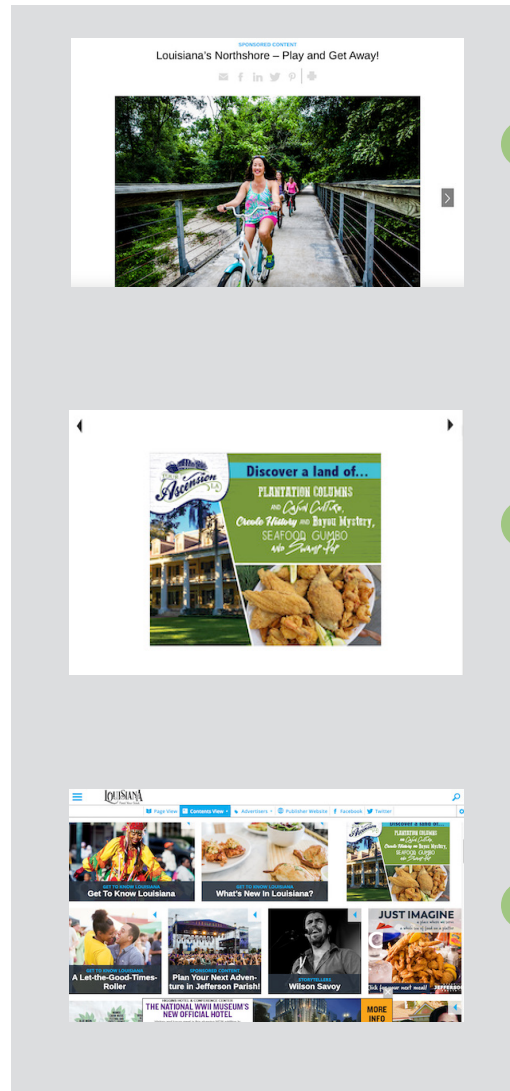
**9,500  
Visitors**

**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

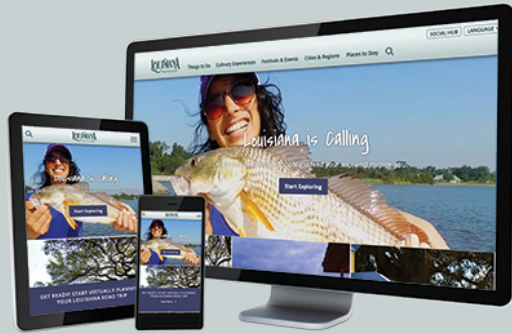
- Placement every 3 article views
- Links to your site
- Delivered through Google Ad Manager to measure impressions, clicks and CTR
- Only available through the Pelican State package

## 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

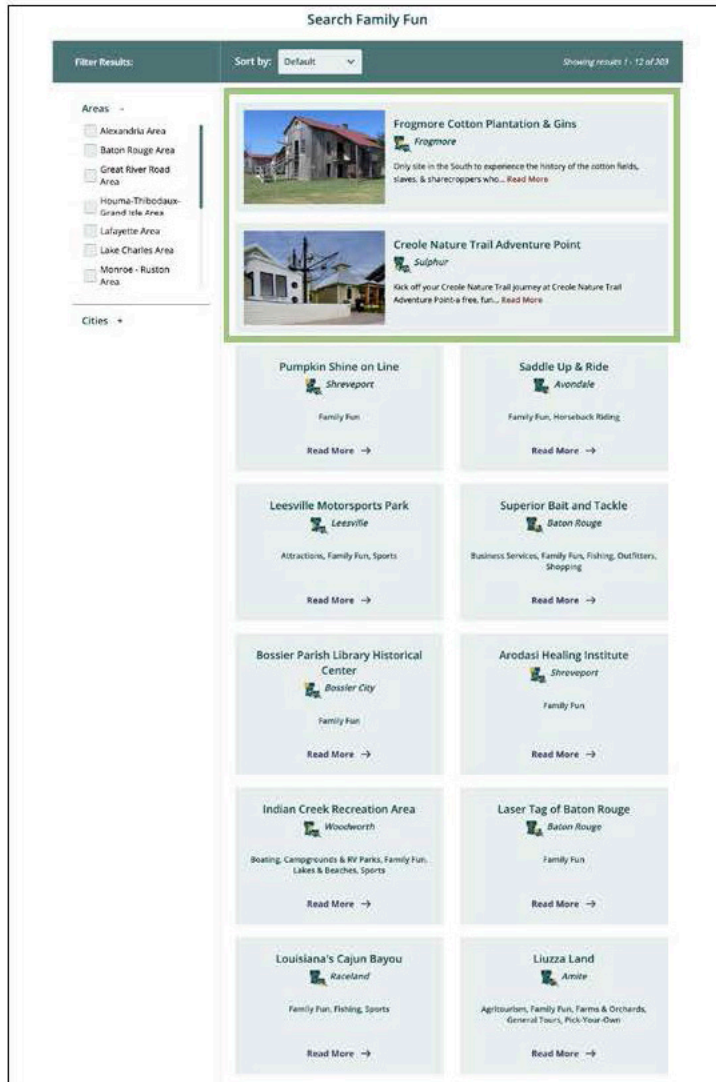
**5.9 Million Visits**

**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**



**Explore Birding on the Cajun Coast**  
Birdwatchers alert! Grab your binoculars, cameras and list, then head to the Eagle Expo on Feb. 22-24. Enjoy boat and walking tours, speakers, a sunset social and more.


[Register Today →](#)

**B Featured Event Listing**



**FEB 16**  
**Don Toliver - Thee Love Sick Tour 2023**  
**NEW ORLEANS:** Don Toliver is a hip-hop artist with influences as wide-ranging as R&B legend Bobby Womack and rap superstar Travis Scott.


**LOUISIANA** February 2024  
Feed Your Soul.



**The Year of Music Takes the Stage**  
In 2024, Louisiana is celebrating the Year of Music — and for good reason! The state is home to jazz, Cajun and zydeco, as well as world-renowned artists, festivals and venues. Come experience Louisiana's rich music history for yourself!

[GROOVE TO THE MUSIC](#)

Get a **FREE** copy of the **NEW** Louisiana Inspiration Guide!



**Listen to the Sounds of Mardi Gras**  
Mardi Gras season culminates in vibrant eruptions of joy. If you can't celebrate the holiday here, enjoy our collection of parade-worthy jams at home.

[GET THE PLAYLIST](#)

SPONSORED CONTENT

**A** **Explore Birding on the Cajun Coast**  
Birdwatchers alert! Grab your binoculars, cameras and list, then head to the Eagle Expo on Feb. 22-24. Enjoy boat and walking tours, speakers, a sunset social and more.





[Register Today →](#)

FEATURED EVENTS

**B** **FEB 16**  
**Don Toliver - Thee Love Sick Tour 2023**  
**NEW ORLEANS:** Don Toliver is a hip-hop artist with influences as wide-ranging as R&B legend Bobby Womack and rap superstar Travis Scott.

MORE EVENTS

Check out [ExploreLouisiana.com](https://ExploreLouisiana.com)  
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**LOUISIANA**    

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Monthly

## LOUISIANA ENEWS

126K+ Subscribers

48.37% Open Rate

## PRICE


ITEM	NET RATE
Monthly Leisure eNews	\$1,115
Quarterly Culinary eNews	\$1,115
Featured Event Listing	\$495

## 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

A Message From Our Partner July 2021




**LOUISIANA**  
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LouisianaTravel.com



**Savor the Northshore during Tammany Taste of Summer this August!**

Plan to take advantage of delicious deals at accommodations, restaurants and attractions in St. Tammany Parish that you can only get when you eat, play and stay during the Tammany Taste of Summer, Aug. 1-31. Click the button below to sign up for your FREE Tammany Taste of Summer Savings Pass!

[Get Savings Pass](#)

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[t](#)
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[p](#)
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## LOUISIANA ENEWS

126K+ Subscribers

48.49% Open Rate

## PRICE

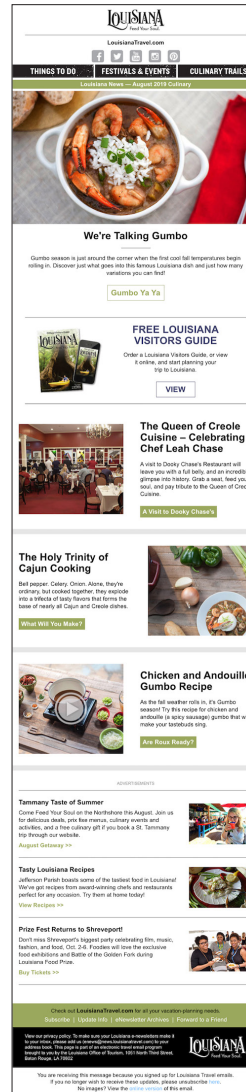
ITEM	NET RATE
Custom eNewsletter	\$4,797
(max 1 per quarter)	

## 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



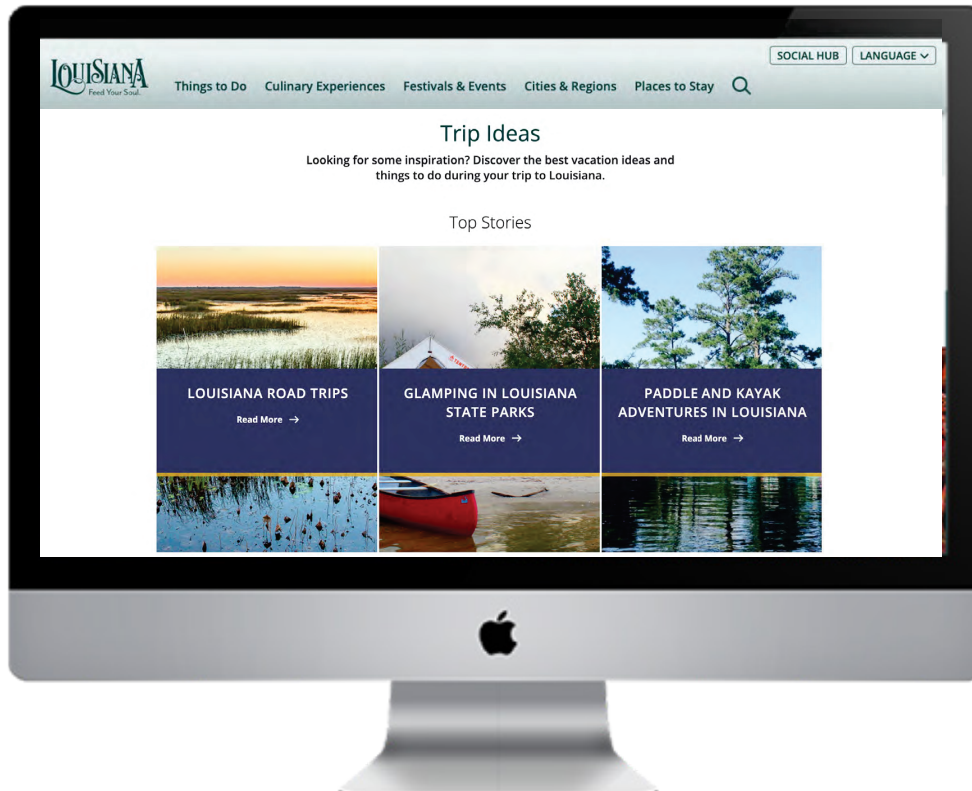
Quarterly Culinary Newsletter

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**

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**CYNTHIA HAZELL-CUTCHIN**

Advertising and Data Manager

**800-683-0010 ext: 4684**

**[Cynthia.Hazell@MilesPartnership.com](mailto:Cynthia.Hazell@MilesPartnership.com)**

**Submit Ad Materials To:** Cynthia Hazell-Cutchin • 800-683-0010 ext: 4684 • [Cynthia.Hazell@milespartnership.com](mailto:Cynthia.Hazell@milespartnership.com)

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**miles**  
PARTNERSHIP