



ENEWSLETTER

The TourLouisiana.com eNewsletter is sent to those who have opted in and requested information on Louisiana travel.

Monthly Broadcasts: 25,000 Louisiana travelers

The screenshot shows the layout of the Tour Louisiana eNewsletter. At the top, there are social media sharing icons (RSS, YouTube, Facebook, Twitter) and a 'Subscribe' button. The main header features the 'Tour Louisiana' logo with the tagline 'Your recipe for a great destination' and a 'Go Now' button. A large featured image of a street scene in Louisiana is labeled 'Featured Spotlight'. Below this is a red banner for 'SPOTLIGHT LOUISIANA...'. The main content area includes an article titled 'Adventure Up and Down the Bayou!' with a photo of Cajun food and text describing the Cajun Bayou experience. Below the article is a 'Learn More' button and social media icons for Facebook and Twitter. A callout box points to this section, stating 'Exclusive Banner 300x250px'. At the bottom of the newsletter, there is a 'Trending Louisiana Video' section with a video thumbnail for 'New Orleans' and a 'WIN AN AMAZON PRIZE PACKAGE' contest featuring logos for Amazon, Uber, WeMo, Philips Hue, and EchoDot, with a 'Learn More' button and an 'Enter Contest' button.

Featured Spotlight

This exclusive position is the “main attraction” of each eNewsletter and includes images, creative copy, logo and links.

Header Image

This purely editorial image is the first thing readers see when they open the newsletter, making it the perfect placement to highlight your destination or event.

Exclusive Banners

As the only advertising banner in each edition of the TourLouisiana.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

Advertising Rates (Monthly)

Featured Spotlight	\$750
Header Image	\$200
Exclusive Banner	\$295

