

Tour **Louisiana**.com

Your recipe for a great destination.

The #1 Independent
Louisiana Travel Website!



Media Kit



Find the travelers that are trying to find you.

Be a part of a great travel resource that works hard to drive traffic, cultivate qualified leads and bring visitors to you. Have your message be seen by more than 380,580 travelers on TourLouisiana.com.

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Louisiana.com
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TourLouisiana.com Destination Spotlight

Have your destination be seen by over **1 MILLION** travelers on TourLouisiana.com!

TourLouisiana.com Destination Spotlight

Set your destination apart from the crowd - focus your marketing efforts on the homepage of **TourLouisiana.com!**



- Appears above the fold on the TourLouisiana.com homepage
- Limited to four participants monthly
- Requires a TourLouisiana.com content page
- Main content or sub pages - your choice!
- Participation is limited to four placements per organization annually
- \$600 each



01252012

Have your message be seen by more than 380,000 travelers on the Website!

Content Levels & Specifications

<u>Item</u>	<u>What's Included</u>	<u>Word Count</u>	<u>Images</u>	<u>File Format</u>
Bronze content package	1 Main Content Page	Up to 300	1 photo, 1 logo	Photo – .jpg (high resolution preferred) Logo - .gif or .jpg
Silver content package	1 Main Page, 1 Subpage	Up to 600	3 photos, 1 logo	
Gold content package	1 Main Page, 2 Subpages	Up to 1,000	5 photos, 1 logo	
Platinum content package	1 Main Page, 3 Subpages	Up to 2,000	12 photos, 1 logo	

Need ideas for your Sub-page?

Don't sweat! We have some ideas for you!

Below are some examples of content pages that are not only intriguing to read, but are useful for travelers as they consider visiting your destination, accommodation, attraction, event or restaurant.

- ▷ Top 10 Points of Interest in your area
- ▷ Annual Events hosted in your area
- ▷ Recommended Accommodations available for visitors in your area
- ▷ Top 10 Reasons to Visit your area
- ▷ Restaurants, Shopping and Spas to visit

Don't forget about your Brochure and Video!

To increase interest of travel to your destination, add your rack brochure and a video to your content page!

<u>Item</u>	<u>File Format</u>	<u>File Size</u>	<u>Notes</u>
PDF	.PDF	Max 5MB	
Video	.avi, .wmv, .mpg, .mpeg, .mov	Max 95 MB	*Max run-time 10 mins *File may be submitted via upload at materials.ajrmediagroup.com OR as a data file on a DATA DVD
Video	YouTube	95 MB	*Max run-time 10 mins *Additional Fee of \$95 will be incurred for videos that require acquisition from the YouTube site AND permission for acquisition must be provided in writing

File Submissions and Deadlines

Submit files for your content page at <http://Materials.AJRMediaGroup.com>. All materials are **due the 15th the month before your billing cycle begins on your contract**. If materials are submitted after that date, the page is subject to go live the following month from your billing cycle start date. For more information, visit <http://Materials.AJRMediaGroup.com> or email Help@AJRMediaGroup.com.

2/28/2012



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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2012 Rates

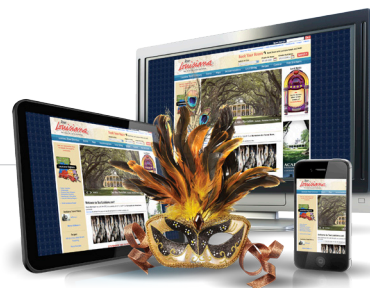
ANNUAL TRAFFIC

as of December 31, 2011

- Visits: 380,580
- Pageviews: 1,669,044

ADVERTISING RATES

ALL RATES NET.



MEMBER RATES*

NON-MEMBER RATES

CONTENT (Annual Rates)

Bronze	\$595	\$685
Silver	\$995	\$1,150
Gold	\$1,195	\$1,375
Platinum	\$1,595	\$1,850

Options

• Destination Spotlight	\$600	\$750
• PDF	\$250	\$300
• Video	\$295	\$375

EXCLUSIVE CONTEST (Monthly) database of entrants included

\$1,250	\$1,450
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NEWSLETTER (Sent monthly to 100,000 travelers)

Featured Spotlight	\$749	\$875
Exclusive Banner - 300px/250px	\$598	\$700

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 <i>Coming soon</i>	\$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.

*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.

When your content is part of TourLouisiana.com, not only are travelers able to immediately associate your destination, attraction, event, accommodation 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.

MORE QUALIFIED LEADS MAKE US DIFFERENT

Other websites might provide you with a name and email address of someone who responded to a non-targeted appeal (i.e. “Check here if you want to receive information from all Louisiana advertisers). While these are technically leads, they are not the type of lead that is truly qualified to meet your needs.

TourLouisiana.com provides advertisers the opportunity to receive leads from opt-in travelers who specifically have requested information from you – including coveted and valuable email addresses – when one of the eligible content options is chosen. These qualified leads include much more information about their interactivity with you including:

- » Click-outs to your website
- » Click-outs to your Facebook page
- » Click-outs to your Twitter page
- » Pageviews of your TourLouisiana.com content
- » Views of your video
- » Self-submitted personal information when they request to download your PDF brochure or ask you to mail them one

ANNUAL TRAFFIC

- Visits: 380,580
- Pageviews: 1.66 Million

STANDARD FEATURES

- Full contact information, including a link and email address
- A link to your existing website
- Unlimited calendar event listings



PARTICIPATION LEVELS INCLUDE:

Bronze Level

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

Gold Level

- Includes Standard Features
- Main Page and 2 sub-pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

Platinum Level

- Includes Standard Features
- Main Page and 3 sub-pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval

Sign Up Today!

TourLouisiana@AJRMediaGroup.com
1.855.GoToAJR (1.855.468.6257)

Additional Integrated Options

Destination Spotlights

Highlight your organization on the home page of TourLouisiana.com. With a limited number of positions available each month, the Destination Spotlight is the place to stand out from the crowd.

Exclusive Contest

Each month, thousands of TourLouisiana.com customers visit the website to enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those customers, but also all of the entrant information, including coveted and valuable email addresses. Additional exposure for the advertiser is received through a mention and link in the monthly eNewsletter.

Web Banners

Target and acquire the travelers you need – those interested in travel to Louisiana – by placing your banners on TourLouisiana.com. With a variety of creative sizes, you will keep your organization top-of-mind with travelers gathering information about their visit to Louisiana. Ask about taking all banner positions for selected time periods for a special promotion for your organization.

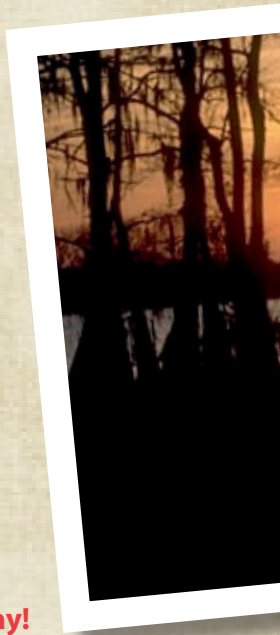
eNewsletter (sent monthly to over 100,000 travelers)

» 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.

» Featured Spotlights

With the option of including an image, creative copy and links, this exclusive position is the “main attraction” of each eNewsletter.



**For more information including
pricing and availability, contact us today!**

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AJR | **MEDIA**
GROUP

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