

# SERVING OUR NEIGHBORS TO THE NORTH

## 2024-2025 Canadian-Focused Display Ad Campaign



IN PARTNERSHIP WITH:  
LOUISIANA TRAVEL ASSOCIATION

You want to create brand awareness and encourage travelers from Canada to take the next step toward booking their dream vacation—**Prospecting and Remarketing Display Ads** do just that. Combining your vivid imagery and strong calls-to-action are our specialty, making your ad stand out. Madden's experts are here to help you every step of the way.

### WHAT'S IN IT FOR YOU?

- **Reach Canadian consumers interested in a Louisiana vacation.** Showcase your unique business to a highly-qualified audience.
- **Bring them back.** A remarketing tag is placed on ExploreLouisiana.com allowing us to utilize geotargeting tactics to identify Canadian visitors already interested in a trip to Louisiana, and serve them ads. Remarketing traffic from ExploreLouisiana.com boosts your impact and reach.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included with each package.



**SIGN UP BY**  
June 30, 2024



**CAMPAIGN TIMEFRAME**  
Flexible according to your marketing calendar



**PRODUCTION CYCLE**  
Please allow 4 weeks for material creation

### PARTNER NET RATES

	Bronze	Silver	Gold
<b>RATE</b>	\$3,700	\$5,200	\$8,100
<b>CAMPAIGN LENGTH</b>	2 months	2 months	3 months
<b>TOTAL IMPRESSIONS</b>	330,000+	600,000+	1.24 million+

Reserve your Canadian-focused package—  
contact me today!



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FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT:

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LOUISIANA  
TRAVEL  
ASSOCIATION

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08/07/23

## HOW IT WORKS



Ads are delivered to your  
targeted Canadian audience



Interested travelers visit  
LouisianaTravel.com



After visiting LTPA.org,  
they see your ads while  
browsing the web—the ads  
encourage them to click



Clicking sends them to  
your website