YOU JUST GOT SERVED

2024-2025 Display Campaign

**IN PARTNERSHIP WITH:
LOUISIANA TRAVEL ASSOCIATION**

LOUISIANA Feed Your Soul.

By using a remarketing and lookalike audience for a **Google Display Ad Campaign**, you can use the power of the Louisiana travel brand to help increase site traffic and further encourage visitors to consider a Louisiana vacation.

WHAT'S IN IT FOR YOU?

- **Reach consumers interested in a Louisiana vacation.** By implementing a remarketing tag on the partner's website and utilizing the ExploreLousiana.com existing tag, we're able to direct remarketing ads to previous visitors from both sites, encouraging them to further consider your destination.

- **Align your brand with LOT.** Additionally, we'll target a lookalike audience with similar characteristics and behaviors to those in the tagged remarketing group. These visitors are already interested in taking a trip to Louisiana, making them a valuable audience.

- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included with each package.

SIGN UP BY
June 2024

CAMPAIGN TIMEFRAME
Flexible according to your marketing calendar

PRODUCTION CYCLE
Please allow 2 weeks for material creation

Choose your niche targets!

Niche targets include Culinary, Outdoor Recreation, History/Art/Culture, and Festivals & Events.

PARTNER NET RATES

	Option 1	Option 2	Option 3
RATE	$3,600	$5,000	$8,500
CAMPAIGN LENGTH	1 month	2 months	3 months
IMPRESSIONS	400,000	735,000	1.52 million

HOW IT WORKS

Ads are delivered to your targeted audience on sites like USAToday.com and Travel.com

Interested travelers visit LouisianaTravel.com

After leaving, they see your ads while browsing the web—the ads encourage them to click

Clicking sends them to your website