



ADVERTISE FOR LIFE LOUISIANA

SAVING BABIES & HELPING MOMS IN LOUISIANA!

ABOUT

Louisiana Right to Life's Advertise for Life Initiative reaches women considering abortion to help them choose life! Our ads connect pregnant women through our online platforms to pregnancy centers.

Advertise for Life Saves Lives!

"Latrice was 24 weeks pregnant and determined to have an abortion out of state. But after our ads connected her to a pregnancy center, she made an adoption plan for her baby instead!"

88

*These are just the babies that have been **confirmed** as saved!

*Confirmed Babies
Saved 2019-2021*



2021 AD RESULTS

SPECIALIZED GOOGLE ADS



310,581
IMPRESSIONS

*number of times our ads
were displayed*



13,766
UNIQUE CLICKS

*on one of the pregnancy help
websites*



1,388
PHONE CALLS

*to the pregnancy help
hotlines or PRCs*

BATON ROUGE INSTAGRAM ADS TO YOUNG WOMEN



398,509
ADS REACHED
PEOPLE



412
TAPS TO
LANDING PAGE



Each month an average of
8,855
UNIQUE USERS
SAW OUR ADS

MOBILE GEOFENCING ADS

*targeting Southern, LSM and
the Delta abortion facility
in Baton Rouge*



749,360
ADS REACHED
PEOPLE



2,777
TAPS TO
LANDING
PAGE



Our Louisiana Pregnancy Center Online Platform:
WWW.ADIFFICULTCHOICE.COM

LEARN MORE: WWW.PROLIFELOUISIANA.ORG/AFL