



LOUISIANA TRAVEL ASSOCIATION

MARKETING

PLAN
2024-2025

PRINT MEETING PLANNING
MEDIA RADIO
BUNDLES TV
DIGITAL DATA &
TRADE RESEARCH
ADVERTISING OPPORTUNITIES
CULTURE
OUTDOORS CULINARY

LOUISIANATRAVELASSOCIATION.ORG

How to navigate through the LTA Marketing Plan

To make the Marketing Plan easier to navigate, we have categorized magazines by niche markets; Culinary, Culture, Lifestyle, Outdoors and Travel. AND... be sure to contact LTA's marketing plan staff for a personal consultation specific to your business.

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LOUISIANA
TRAVEL
ASSOCIATION

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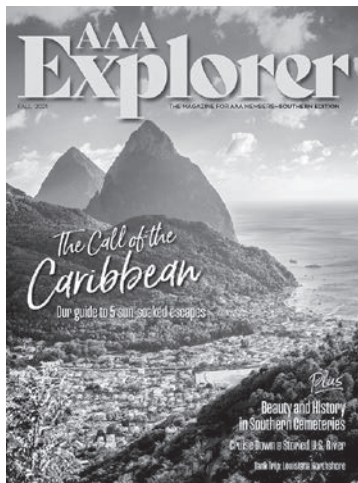
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AAA Explorer Southern Magazine

Individual Ad

TRAVEL



Reach three top Louisiana travel markets and five of the top 10 brand development index (BDI) markets with one publication – AAA Explorer Southern. The magazine is the primary member communication to AAA Members in Louisiana, Mississippi, and Arkansas. AAA Explorer Southern offers the largest circulation of any magazine in Louisiana and two of its top feeder states - Mississippi & Arkansas. There are more than 473,927 AAA members residing in over 172,930 households in Louisiana. AAA membership in Mississippi, Louisiana's No. 2 feeder state, is made up of more than 211,148 members residing in over 77,523 households. Arkansas, Louisiana's No. 4 feeder state, has more than 263,541 members in over 96,072 households.

Louisiana editorial in every issue!

91% were inspired to travel to a destination featured in AAA Explorer Southern

85% feel encouraged to visit a destination advertised in AAA Explorer Southern

73.6% took travel planning actions after reading AAA Explorer Southern

Top Louisiana areas visited by AAA Explorer Southern Readers/Members:

Louisiana	50.5%	481,749
New Orleans	47.6%	454,084
Baton Rouge	42.8%	408,294
Lafayette	32.4%	309,083
Lake Charles	26.3%	250,891
Shreveport	17.2%	164,081
Natchitoches	12.6%	120,198

Reader Profile

Membership/Readership:
945,000+
Female: 49%
Male: 51%
Median Age: 61
Married: 53%
Average household income:
\$81,884

AD SPECS

Full page 7.75" w x 10.5" h

2/3 page vertical 4.5" w x 9.5" h

1/2 page horizontal 6.875" w x 4.625" h

1/3 page vertical 2.125" w x 9.5" h

1/6 page vertical 2.125" w x 4.625" h

- Ads must be submitted as a PDF/X1a
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Nicole Juel Sanchez

nicole@ajrmediagroup.com

AAA Explorer

ISSUE

Winter 2024 - January/February/March

Spring 2024 - April/May/June

Summer 2024 - July/August/September

Fall 2024 - October/November/December

Winter 2025 - January/February/March

Spring 2025 - April/May/June

MARKET/CIRCULATION

LA, MS, AR / 354,000

LTA MEMBER RATE

Full page \$5,414

2/3 page \$3,795

1/2 page \$3,124

1/3 page \$2,165

1/6 page \$1,082

SPACE & MATERIALS DEADLINES

Winter 2024 - January/February/March
October 15, 2023

Spring 2024 - April/May/June
January 15, 2024

Summer 2024 - July/August/September
April 15, 2024

Fall 2024 - October/November/December
July 15, 2024

Winter 2025 - January/February/March
October 15, 2024

Spring 2025 - April/May/June
January 15, 2025

AAA Explorer Texas Magazine

Individual Ad

TRAVEL



AAA Explorer Texas reaches the largest drive audience in Louisiana's No. 1 feeder state: Texas. The magazine continues to grow its readership now reaching over **3.37 million members residing in over 1.28 million AAA Texas households**. The AAA brand is one of the most trusted brands in America. By advertising with AAA, you will have the implied endorsement that comes with being in the magazine.

Reader Profile

Readership/Membership: 3,375,000

Women: 52%

Male: 48%

Median Age: 59.4

Married: 54.1%

Average Household Income: \$91,303

91% use the **magazine for trip planning**

91% inspired **to travel** to a **destination** featured in the magazine

87% feel encouraged to travel to a destination advertised in the magazine

75% took action as a **result of reading Explorer Texas**

AD SPECS

Full page 7.75" w x 10.5" h

2/3 page vertical 4.5" w x 9.5" h

1/2 page horizontal 6.875" w x 4.625" h

1/3 page vertical 2.125" w x 9.5" h

1/6 page vertical 2.125" w x 4.625" h

- Ads must be submitted as a PDF/X1a
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Winter 2024 - January/February/March

Spring 2024 - April/May/June

Summer 2024 - July/August/September

Fall 2024 - October/November/December

Winter 2025 - January/February/March

Spring 2025 - April/May/June

MARKET/CIRCULATION

TX Households/1.3 million

LTA MEMBER RATE

Full page \$13,962

2/3 page \$10,467

1/2 page \$8,734

1/3 page \$5,228

1/6 page \$3,083

SPACE & MATERIALS DEADLINES

Winter 2024 - January/February/March
October 15, 2023

Spring 2024 - April/May/June
January 15, 2024

Summer 2024 - July/August/September
April 15, 2024

Fall 2024 - October/November/December
July 15, 2024

Winter 2025 - January/February/March
October 15, 2024

Spring 2025 - April/May/June
January 15, 2025

Ad Representative
Nicole Juel Sanchez
nicole@ajrmediagroup.com

AAA Explorer

AJR Media Group AAA Explorer E-Newsletter

Explorer Texas and Explorer Southern Individual Buy



Reach a premium audience of over 590,000 AAA Texas members—or over 370,000 AAA members in Louisiana, Mississippi and Arkansas—who have specifically opted in to receive information about destinations, attractions, lodging, and events. Delivered each month, subscribers look forward to the Explorer Texas eNewsletter arriving in their inbox. On average, it costs \$29 in advertising to obtain one email lead in the travel industry. It would cost over \$12 million in advertising to acquire a comparable amount of qualified leads. No other e-Newsletter reaches an audience this large and this affluent.

SPECS

Sponsored Content Includes:

eNewsletter Feature - Image (.jpg or .png)
Headline (30 characters with spaces)
Description (12-15 words of copy)
Dedicated Content Page on AAA.com - Copy (1,000 words max)
Photos (minimum of one, landscape preferred)
Live-reporting dashboard

BANNER AD SPECS

1200px W x 240px H (jpeg, gif, or photoshop files), 72 ppi, RGB and website URL

PROPERTY/BUSINESS SHOWCASE INCLUDES:

Hotel/Business Name, Image (72 ppi or higher), Offer/Description (5-7 words of copy), website URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE DATES

January 2024	February 2024
March 2024	April 2024
May 2024	June 2024
July 2024	August 2024
September 2024	October 2024
November 2024	December 2024

AAA EXPLORER TEXAS E-NEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated AAA.com landing page and live-reporting Dashboard **\$10,890**
Banner Ad **\$5,940**
Property/Business Showcase **\$3,168**

AAA EXPLORER SOUTHERN E-NEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated AAA.com landing page and live-reporting Dashboard **\$5,445**
Banner Ad **\$2,970**
Property/Business Showcase **\$1,584**

SPACE & MATERIALS DEADLINES

January 2024 - November 1, 2023
February 2024 - December 7, 2023
March 2024 - January 14, 2024
April 2024 - February 7, 2024
May 2024 - March 7, 2024
June 2024 - April 7, 2024
July 2024 - May 1, 2024
August 2024 - June 1, 2024
September 2024 - July 1, 2024
October 2024 - August 4, 2024
November 2024 - September 2, 2024
December 2024 - October 7, 2024

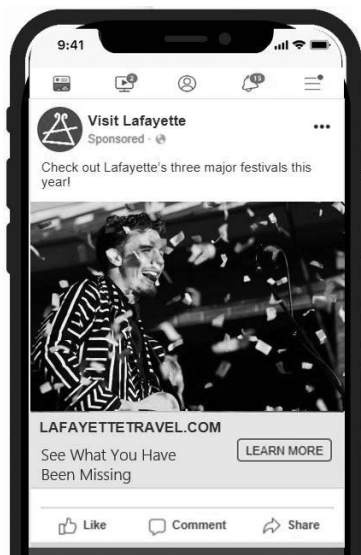
Ad Representative

Nicole Juel Sanchez
nicole@ajrmediagroup.com

AAA
Explorer

AJR Media Group 1st Party Audience of Travel Intenders – Facebook/Instagram Campaign

Individual Buy



What makes it different: Get your Facebook and Instagram ads in front of an EXCLUSIVE 1st party data audience of travelers who are actively researching travel to destinations, attractions, hotels, and events in Louisiana. In addition to reaching this valuable audience, your social ads will benefit from an additional lift by also reaching a highly targeted look-alike audience. While the success of some campaigns is measured simply by clicks or completed views, this digital advertising strategy exponentially increases the value of each engagement by putting your messaging in front of travelers who are more likely to turn clicks into visits.

How it works: AJR's digital strategists utilize your creative and serve ads to their exclusive audiences (not available through any other vendor or on the open exchange) maximizing engagement and overall performance.

CAMPAIGN INCLUDES

- **Single Image Ad and/or Carousel Ad:**

166,666 estimated impressions and final performance report.

- **Social Video Ad:**

115,000 estimated impressions and final performance report.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

TIMEFRAME

Your campaign can start anytime and will run for 30 days.

LTA MEMBER RATE

Single Image Ad and/or Carousel Ad Campaign

\$2,500

Social Video Ad Campaign

\$2,500

SPACE & MATERIAL DEADLINES

One month before campaign starts.

Ad Representative

Nicole Juel Sanchez

nicole@ajrmediagroup.com

AJR MEDIA GROUP

Integrated Media Solutions

AJR Media Group Reach Canadian Audiences: Globe & Mail – Print + Digital Sponsored Content Co-Op

Co-op



What makes it different: The Globe and Mail is Canada's #1 most read national news publisher, connecting you to more travel and vacation prospects who rely on us for their travel information and inspiration. With 6.7 million readers, more Canadians read The Globe every week in print or digital, than any other paper. Globe readers are educated, influential and adventurous. They have the HH incomes to indulge their love of travel offering LTA members a very high value potential guest.

How it works: 2 facing pages of branded advertorial with partners ads in the Saturday edition and shared between 2-4 participating partners per page, and posted on the Sponsored Travel Content Section on the **GlobeandMail.com**. Digital placement includes custom ad units driving to your advertorial content that are placed across the Globe Alliance Travel Channel performance network.

The **Globe Alliance Travel Channel** includes media partners with the highest propensity to travel to the United States. These are Canadian visitors to the following sites: Forbes, Bazaar, Elle, Reuters, ABC News, Woman's Day, Town & Country, The Atlantic, The Guardian, Veranda, Marie Claire, The Washington Post, and The Wall Street Journal.

CAMPAIGN INCLUDES:

PRINT (January 27, 2024 Saturday edition, and/or February 3, 2024 Saturday edition) – Globe and Mail national Saturday Arts & Pursuits section (1.72 million readers)

- (1) Full Page 4C, including branded advertorial content, along with a branded ad for each partner
- The ads and content will all be unified under a Louisiana banner (i.e. Feed Your Soul)

DIGITAL – theglobeandmail.com

- Branded advertorial will be hosted on Globe Partner page online, with partner brand ads rotating to deliver equal share of voice for each
- Custom-build social ads at no charge, will drive to your partner content page on The Globe site with 300,000 guaranteed impressions in total

TIMEFRAME

January 27, 2024 Saturday edition, and/or February 3, 2024 Saturday edition

LTA MEMBER RATE

1/2 page \$10,979

1/4 page \$5,630

SPACE & MATERIAL DEADLINES

October 21, 2023

*All content will be written by the Globe editors in a Canadian voice. Members have full insight, collaboration, and approval of all content. Articles will be published on the Globes website and in print with "Sponsored Content" labeling. All content is licensed on behalf of clients and can be used for their owned channels.

AD SPECS

1/2 Page ad - 8.75" w x 4.365" h

1/4 page ad - 4.325" w x 4.365" h

Digital Banner Specs - 728x90, 300x250, 300x600

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Nicole Juel Sanchez
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions

AJR Media Group TourLouisiana.com

Audience Targeting



What makes it different: As third-party cookies are eliminated from marketing strategies, the value of first party audiences has increased dramatically. The TourLouisiana.com audience is made up of users who are actively searching for travel opportunities across Louisiana and making decisions based on their research. We are making this exclusive audience available to you through our Audience Targeting program.

This program allows you to serve your display ads directly to this known Louisiana travel intender, after they leave TourLouisiana.com, helping you to create more efficient and purposeful relationships with this audience, sharing your destination, attraction or event with them directly.

This audience is not available through any other vendor or on the open exchange.

CAMPAIGN INCLUDES:

500,000 estimated impressions and final performance report.

REQUIREMENTS

Must have a TourLouisiana.com Destination Content Plan in place

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

TIMEFRAME

One month

LTA MEMBER RATE

\$3,500

SPACE & MATERIAL DEADLINES

8 weeks before campaign starts

Ad Representative

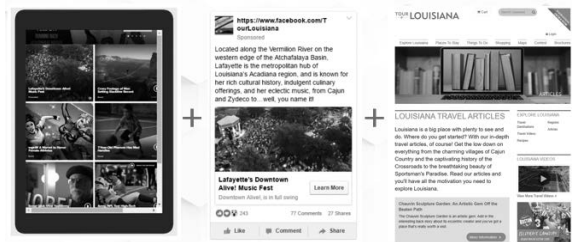
Nicole Juel Sanchez
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions

AJR Media Group TourLouisiana.com Bundle

Individual Buy

TOUR LOUISIANA



What makes it different: Incorporating a powerful combination of data science and creative storytelling optimized for Search, and AJR content specialist will create a custom, SEO-rich article that will live on TourLouisiana and link to your content pages. Once the article is live on the site, a campaign to promote the article will launch with sponsored ads appearing on premium publisher sites and social media platforms. Furthermore, the article page will renew every year as part of your paid content plan on the site for no additional cost.

Plus, the TourLouisiana Bundle includes opportunities to participate in (2) issue of our monthly Events eNewsletter to match the timing of your planned events and festivals, and one full month on the homepage of TourLouisiana.com as the Destination Spotlight to promote your destination with powerful imagery resulting in higher conversions.

CAMPAIGN INCLUDES

- (1) Native Lagniappe Article + Sponsored Content Campaign:
2,500 GUARANTEED article views
- (1) One-month Destination Spotlight on the Homepage of
TourLouisiana.com
- (2) Hot & Happening Events in the TourLouisiana.com eNewsletter:
25,000 opt-in subscribers per send

SPECS

Contact marketing@louisianatravelassociation.org

REQUIREMENTS

Must have a TourLouisiana.com Destination Content Plan in place

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

TIMEFRAME

Your sponsored content campaign can start anytime. Plan at least 8 weeks in advance to allow our team to work with you for content preferences and approvals. The homepage and eNewsletter placements are subject to TourLouisiana inventory available.

LTA MEMBER RATE

TourLouisiana.com Bundle \$5,750

SPACE & MATERIAL DEADLINES

8 weeks before campaign starts

Ad Representative
Nicole Juel Sanchez
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions



Datafy Visitor Data Intelligence Dashboard Data Driven Decisions, Measurement & ROI

What makes it different: It's not enough to just know where your visitors are coming from. This program allows you to know who your visitors are, what they are doing in your market, how that has changed over time and put those insights to work for you. It lets you measure your success, show your growth and impact to your stakeholders, and make the most informed decisions on how and where to place your marketing budgets, delivering economic impact estimations and return on ad spend.

How it works: The Visitor Intelligence dashboard is the foundation of this program. With your direction, your most important points of interest will be tracked with 5 years of historical data, as well as current visitation data. Once ideal audiences and markets are established by analyzing the data, optional marketing campaigns can be run to target those audiences generated from your dashboard and used to conquest competitor audiences. Ad performance will be tracked within the dashboard, as well as visitor attribution resulting from those marketing efforts, with custom calculations provided to show Return on Ad Spend (ROAS), as well as ROI and economic impact estimations. Combined, this program will exponentially increase your marketing efficiencies, while providing you with unprecedented data on your visitors and your community.

Campaign Includes: Annual custom dashboard tracking visitors and locals, with analytic visualizations, 5 years historical and current data, dynamic Event Dashboard, geographic, demographic & psychographic data and more.

All plans now include: Credit Card Spend and/or Vehicle Data

Ad Representative
Nicole Juel Sanchez
nicole@ajrmediagroup.com



TIMEFRAME

Your annual subscription can start anytime.

LTA ANNUAL MEMBER RATE - Based on population

Population Size	Bronze	Silver	Gold	Platinum
More than 200,000		\$29,964	\$37,164	Upon Request
Between 130,000 and 200,000		\$28,764	\$33,564	Upon Request
Between 90,000 and 130,000		\$25,164	\$29,964	Upon Request
Between 50,000 and 90,000		\$21,564	\$26,364	Upon Request
Between 20,000 and 50,000		\$16,764	\$22,764	Upon Request
Less than 20,000		\$14,364	\$19,164	Upon Request
Less than 20,000 / Less than 5 hotels	\$8,364			
Four Years of Historical Data:	\$500	\$1,000	\$1,500	\$2,000
Optional Add-on: Consumer Spending Data \$450/month				

SPACE & MATERIAL DEADLINES

Dashboards can be live within 15 business days of polygon approvals from client.

Datafy Add-On: Targeted Digital Advertising with Attribution Reporting

Attribution Marketing Add-On: Once your dashboard is live, we can run highly targeted media campaigns to your specified audiences, such as past visitors over certain dates, visitors to your competitor locations or visitors to a specific event or location, plus look alike audiences to attract new visitors.

Campaigns Include: Complete campaign management including media plans and execution. Reporting on key success metrics, attribution for visitors who were served your ad and showed up in market, as well as **feeder market and demographic data for the visitors who took action on your ad** – all via your own advertising dashboard.

Campaigns can be scaled up for larger reach and greater impact.

SPECS: Contact marketing@louisianatravelassociation.org

TIMEFRAME: 30 day flights

LTA MEMBER RATE

Level 1 - Display, 271,838 Est. Impressions \$2,500

Level 2 - Display, 543,155 Est. Impressions \$5,000

Level 3 - Video + Display, 604,124 Est. Impressions
80,645 Est. Completions \$7,500

Level 4 - Video + Display, 805,493 Est. Impressions
107,543 Est. Completions \$10,000

SPACE & MATERIAL DEADLINES

30 business days prior to launch date.

Compass Media Content Creation + Targeted Display Campaign

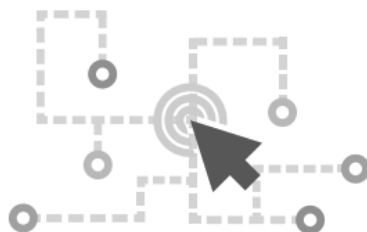
Individual Buy



Telling a compelling story about your destination is a crucial part of a successful marketing plan. Compass Media offers a few different content packages to meet the needs of any size destination. Packages include content writing in long or short form. Or with a Content + Clicks integrated program, we harness the power of the Google Display Network to reach a qualified, behaviorally targeted audience for the well-crafted content we produce. It truly is a powerful combination and one that delivers results for you.

CONTENT

- 1. Let's talk.** The best stories come when one of our writers spends time talking with you about your business or destination. We'll learn what makes you special.
- 2. We write.** We'll produce a long-form article (>800 words) and send it over for your review. We'll pair it with images from your library.
- 3. You post.** Once the article is approved, we'll provide it back to you to post it on your website, ideally in a blog section surrounded by other engaging content you have on your website. We'll include suggested meta data to optimize your post.



CLICKS

- 1. Let's talk.** We'll work with you to determine the ideal audience for this new piece of content.
- 2. We create.** To capture the attention of your target audience, we'll create 2-3 responsive display units using images you provide. We'll create headlines and ad copy to accompany your images so the responsive ad units will entice your audience to click through to your rich, site content.
- 3. We target.** We use numerous targeting methods to get your ads delivered to an audience that is interested in your custom article. We target your ideal audience through location, demographics, user interests, site topics and more.
- 4. We manage.** We'll assign a dedicated campaign manager to your account. He/she will closely monitor and optimize your display ad campaign to maximize results and relevant exposure.
- 5. We report.** Each month of the campaign, you'll receive a report and our strategic recommendations.

CAMPAIGNS

- **Program 1** - 3 short-form articles or lists (<500 words)
- **Program 2** - 3 long-form articles (>800 words)
- **Program 3** - 1 long-form article paired with a 6-week Google Display Network campaign to deliver 1,300 guaranteed clicks.
- **Program 4** - One story paired with a 2-month Google Display Network campaign to deliver 2,100 guaranteed clicks.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time

TARGETING

Customized based on content and strategy to reach those people interested

LTA MEMBER RATE

Program 1 \$1,150

Program 2 \$1,950

Program 3 \$2,400

Program 4 \$3,495

SPACE & MATERIAL DEADLINES

To allow adequate time to produce your story, we need to start the editorial process six weeks prior to your target launch date. For example, to have a story live on your website and a Google Display Network campaign started on July 1, we would need to begin working on your story by May 15.

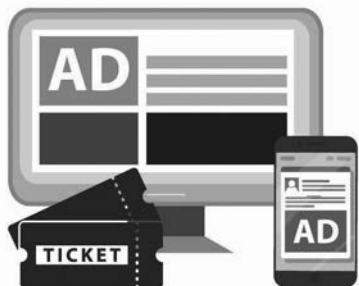


Ad Representative

Elise Ankerson • eankerson@compassmedia.com

Compass Media Custom Festival/Event Promotion Campaign

Individual Buy



Digital advertising is an excellent way to reach potential visitors for Festivals and Events. Compass Media offers a digital campaign to reach your target audience on multiple platforms, with one simple buy. We will work with each advertiser to create a custom campaign to reach potential visitors wherever they are. This campaign includes ads on three key platforms; Facebook, Google Display Network and Search Engine Marketing. Our digital campaign managers will work to optimize each individual campaign and will provide a comprehensive report at the conclusion. This is the perfect way to advertise your next big Festival or Event!

Each campaign includes:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on ALL three of the following platforms:
Facebook, Google Display Network, and Search Engine Marketing
- Comprehensive reporting

CAMPAIGNS

- **Program 1** - 2,100 Guaranteed clicks to website
*Only includes SEM & Facebook
- **Program 2** - 2,950 Guaranteed clicks to website
- **Program 3** - 4,250 Guaranteed clicks to website

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1	\$2,875
Program 2	\$4,100
Program 3	\$5,750

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of campaign.

*In order to be effective, the campaign must run a minimum of 4 to 6 weeks. If materials are not received in time to run the campaign for 4 weeks, the click goal cannot be guaranteed.

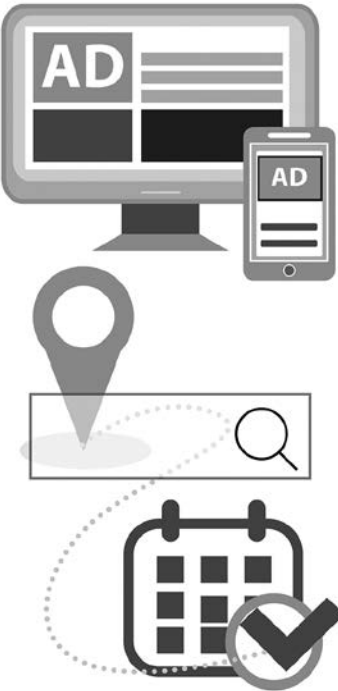
Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Custom Staycation/ Weekend Getaway Campaign

Individual Buy



Behaviorally target potential visitors with this comprehensive digital campaign across three key platforms! Whether it is a staycation or weekend getaway Compass Media's digital campaign managers will work to optimize your campaign on Facebook, Google Display, and Google Search. We will provide a comprehensive report at the conclusion of the campaign. This is the perfect way to let future visitors know what your destination has to offer!

EACH CAMPAIGN INCLUDES:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on three key platforms:
Facebook, Google Display Network and Google Search
- Comprehensive reporting

CAMPAIGNS

- **Program 1** - 2,100 Guaranteed clicks to website
*Only includes SEM & Facebook
- **Program 2** - 2,950 Guaranteed clicks to website
- **Program 3** - 4,250 Guaranteed clicks to website

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org,
emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1	\$2,875
Program 2	\$4,100
Program 3	\$5,750

SPACE & MATERIAL DEADLINES

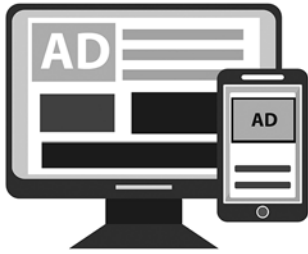
Ad materials are due 15 days prior to deployment of campaign.

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Display Campaign

Individual Buy



Compass Media offers a digital ad campaign made simple by working with you to define your target audience and drive traffic to your website. We will help you determine the best demographics, interests and behaviors of potential visitors. We then create an ad campaign and target those potential visitors through the Google Display Network. Our digital campaign managers will work to optimize each individual campaign and will provide a comprehensive report at the conclusion of each campaign. Depending on the destination's website traffic we can designate a portion of the campaign for re-targeting – this allows you to reach people who have shown an interest in visiting your area.

CAMPAIGNS

- **Program 1** - 1,300 Guaranteed clicks to website
- **Program 2** - 2,200 Guaranteed clicks to website
- **Program 3** - 4,500 Guaranteed clicks to website
- **Program 4** - 9,000 Guaranteed clicks to website

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

TARGETING

Customized based on chosen audience (Interests, Behaviors, Demographics, etc.)

LTA MEMBER RATE

Program 1 \$1,725

Program 2 \$2,800

Program 3 \$5,600

Program 4 \$10,875

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of campaign.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Outdoor Travel Campaign

Individual Buy



Compass Media offers a **Digital Outdoor Travel** ad campaign made simple by providing you with three predetermined audiences to promote your destination's outdoor activities and drive traffic to your website. We have put together three audience groups that are important to Outdoor Travel in Louisiana. Within each of those, we have listed various interest categories, topics, and behaviors to reach those people. We work with each individual advertiser to decide on the geographic targeting you prefer. We then create an ad campaign and target those potential visitors through the Google Display Network. Our digital campaign managers will work to optimize each individual campaign and will provide a comprehensive report at the conclusion of each campaign.

OUTDOOR SAMPLE TARGETING

1 - Soft Adventure

Topics:

Water Activities
Cycling
Adventure Travel
Hiking & Camping
Outdoors

Interests:

Cycling Enthusiast
Water Sports Enthusiast
Outdoor Enthusiast
Canoes & Kayaks
Bike Trails
Campgrounds

2 - Hunting & Fishing

Topics:

Fishing
Hunting & Shooting
Wildlife
Outdoors

Interests:

Fishing
Hunting
Fishing Equipment
Fishing Destinations
Duck Hunting
Hunting Trips
Guided Fishing Trips

3 - Birding

Topics:

Wildlife
Birds
Ecotourism

Interests:

Birding
Nature Imagery
Birdwatching Experiences
Bird Identification
& Information

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org,
emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks
\$1,725

Program 2 - 2,100 Guaranteed Clicks
\$2,800

Program 3 - 4,500 Guaranteed Clicks
\$5,600

Program 4 - 9,000 Guaranteed Clicks
\$10,895

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of campaign.



Ad Representative

Elise Ankerson • eankerson@compassmedia.com

Compass Media Display & Social Media Remarketing Campaign

Individual Buy



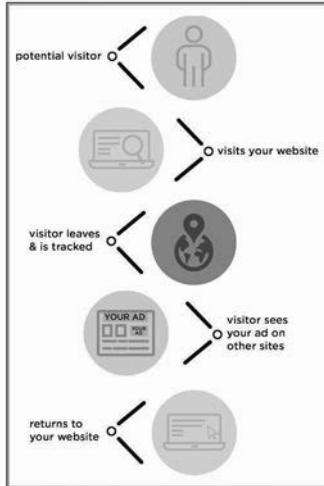
With the Compass Media Website Remarketing, you can reach potential customers who have already demonstrated an interest in traveling to your area by having first visited your website and/or social channels. It's an influential way to match the right people, with the right message, at just the right moment.

HOW DOES IT WORK

- A tracking code is provided to be placed across all pages of your website and Facebook page.
- When a user leaves your website, they are tracked and served with your display ad via the 2+ million websites along the Google Display Network, Facebook, Instagram and the Audience Network.
- Tracking codes can be specific to portions of your website as well.

For extended reach, Compass Media can utilize your remarketing lists, to create "Lookalike Audiences" and reach them through Digital Display, Facebook and Instagram. This group of users show similar characteristics and browsing patterns to those who have engaged with your site and social channels. This will create a new group of potential Louisiana visitors.

Each campaign comes with guaranteed clicks to your website and we will provide comprehensive reporting at the conclusion of the campaign.



CAMPAIGNS

- **Program 1** - 1,920 Guaranteed clicks to website
- **Program 2** - 4,000 Guaranteed clicks to website
- **Program 3** - 8,400 Guaranteed clicks to website

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1 **\$2,875**

Program 2 **\$5,525**

Program 3 **\$10,875**

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of campaign.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Fall Travel Planner

Newspaper Co-op Ad and Individual Digital Campaign

GENERAL INTEREST



It's fall, and your target audience is ready to go somewhere. Whether they are reading their Sunday paper or searching online—you CAN afford to be there.

Compass Media's Fall Travel Planner Custom Print + Digital Program gives you the ability to be seen in subscriber households of geo-targeted newspapers and highly targeted digital websites at a fraction of the cost.



ADDED VALUE

- Each advertiser will receive a custom digital display campaign on the Google Display Network **OR** a YouTube video ad campaign. Each digital ad campaign will target travel intenders within the preferred geo-targeted markets for that advertiser. Guaranteed clicks vary depending on print ad size.
- All advertisers will receive qualified leads every other week via email for 90 days following the print issue delivery day.

GUARANTEED CLICKS (DISPLAY) OR VIEWS (YOUTUBE)

1/2 page: 4,220

1/4 page: 3,720

1/8 page: 3,220

AD SPECS

1/2 page 8"w X 4"h

1/4 page 3.875"w X 4"h

1/8 page 3.875"w X 2"h

CMYK ad saved as a press quality PDF or PDF/X-1a

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

September 2024

MARKET/CIRCULATION

200,000 September 2024 (estimated readership 600,000) Reaching your core states of TX, LA, MS, and AL

Baton Rouge Advocate

Dallas Morning News

Houston Chronicle

Jackson Clarion-Ledger

Birmingham Area

- 280 Living [Birmingham]
- Hoover Sun
- Vestavia Voice [Vestavia]

LTA MEMBER RATE

1/2 page \$18,250

1/4 page \$9,200

1/8 page \$4,800

SPACE & MATERIAL DEADLINES

July 15, 2024

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Spring Travel Planner

Newspaper Co-op Ad and Individual Digital Campaign

GENERAL INTEREST



Take advantage of Compass Media's Spring Travel Planner – a dynamic, integrated marketing campaign that puts your advertising investment to work by reaching families looking to travel this spring through **print** and **digital** platforms.

Compass Media's Spring Travel Planner Custom Print + Digital Program inserts in subscriber households in the metropolitan newspapers in your key markets and offers a customized digital campaign at a fraction of the cost.



ADDED VALUE

- Each advertiser will receive a custom digital display campaign on the Google Display Network **OR** a YouTube video ad campaign. Each digital ad campaign will target travel intenders within the preferred geo-targeted markets for that advertiser. Guaranteed clicks vary depending on print ad size.
- All advertisers will receive qualified leads on a bi-weekly basis via email for 90 days following the print insert.

GUARANTEED CLICKS (DISPLAY) OR VIEWS (YOUTUBE)

1/2 page: 2,750

1/4 page: 2,250

1/8 page: 1,750

AD SPECS

1/2 page 8" w X 4" h

1/4 page 3.875" w X 4" h

1/8 page 3.875" w X 2" h

CMYK ad saved as a press quality PDF or PDF/X-1a

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



ISSUE

April 2024

April 2025

MARKET/CIRCULATION APRIL 2024

563,000+ (estimated readership 1.4 million)

Reaching your core states of AL, AR, GA, LA, KY, IN, MS, MO, OH, TN and TX

Arkansas Democrat Gazette (Little Rock)

Baton Rouge Advocate

Columbus Dispatch (Ohio)

Dallas Morning News

Gwinnett Daily Post (Atlanta)

Houston Chronicle

Indianapolis Star

Knoxville News Sentinel

Louisville Courier Journal

Memphis Commercial Appeal

Nashville Tennessean

Birmingham Area:

• 280 Living [Birmingham]

• Homewood Star [Homewood]

• Vestavia Voice [Vestavia]

• Village Living [Mountain Brook]

2024 LTA MEMBER RATE

1/2 page \$20,500

1/4 page \$9,350

1/8 page \$4,775

2025 LTA MEMBER RATE

1/2 page \$22,000

1/4 page \$11,000

1/8 page \$5,795

SPACE & MATERIAL DEADLINES

April 2024 - December 15, 2023

April 2025 - December 15, 2024

Compass Media Family Travel Planner

Multi Magazine Insert Co-op Ad and Individual Digital Campaign

LIFESTYLE/WOMEN



Take advantage of Compass Media's Family Travel Planner – a dynamic, integrated marketing campaign that puts your advertising investment to work by reaching families looking to travel this spring through print and digital platforms.

- Our beautifully designed insert appears in the January/February issues of some of the most widely read women's magazines in the country. These publications together offer a combined circulation of **500,000+** of YOUR TARGET AUDIENCE in just one buy.
- As an individual advertiser, it would cost 3x more to place an ad in all of these publications.
- With our Family Travel insert, you get more targeted exposure in top women's magazines for a fraction of the cost, plus we offer a custom digital campaign.



Better Homes and Gardens
\$70,454 Median HHI
55 Median age
79% Female
35% Any children in home

Woman's Day
\$63,470 Median HHI
60.3 Median Age
93% Female
27% Kids in the home

Real Simple
\$97,448 Median HHI
55 Median age
30% Kids in the home

ADDED VALUE

• Each advertiser will receive a custom digital display campaign on the Google Display Network **OR** a Facebook Link ad campaign. Each digital ad campaign will target travel intenders within the preferred geo-targeted markets for that advertiser. Guaranteed clicks vary depending on print ad size.

• All advertisers will receive qualified leads other week via email for 9 months following the first print issue delivery date.

AD SPECS

1/2 page 6.375" w x 4" h

1/4 page 3.125" w x 4" h

1/8 page 3.125" w x 2" h

CMYK ad saved as a press quality PDF or PDF/X-1a

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

January/February 2024

January/February 2025

MARKET/CIRCULATION

Core States - TX, LA, MS, AL, TN, GA & FL

500,000 - (2 million estimated readership)

LTA MEMBER RATE

1/2 page \$27,800

1/4 page \$13,900

1/8 page \$6,900

SPACE & MATERIAL DEADLINES

January/February 2024

September 22, 2023

January/February 2025

September 20, 2024



Ad Representative

Elise Ankerson • eankerson@compassmedia.com

Compass Media Foodie Focused Digital Campaign

Individual Buy



Make your destination stand out by showcasing your culinary delights! Compass Media's experienced campaign managers will customize a smart and effective paid campaign on INSTAGRAM and GOOGLE DISPLAY NETWORK to make your investment work for your destination; giving you the best possible return. We will help you determine the best demographics, food interests, and behaviors of potential visitors. Our digital campaign managers will work to optimize each campaign and will provide a comprehensive report at the conclusion.

Sample Targeting Includes:

Foodies
Cooking Enthusiasts
Cajun Creole Recipes
Cajun Food and Recipes
Food & Dining
Food & Drink
Food & Beverage Events
Cooking & Recipes
Seafood
Cajun Cuisine
Food & Restaurants

AD SPECS

320x50, 320x100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1 - ESTIMATED 2,500+ clicks & 250,000+ impressions

\$3,450

Program 2 - ESTIMATED 4,200+ clicks & 500,000+ impressions

\$5,750

Program 3 - ESTIMATED 6,300+ clicks & 625,000+ impressions

\$8,625

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of campaign.

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Targeted Email Solutions

Individual Buy



Email is a powerful marketing tool that we can put to work for your business or organization. 55% of consumers say email is their preferred digital channel for business communication, far outpacing other methods like text messaging and social platforms. (Constant Contact, 2022)

With over 725 targeting filters including location, age, income, lifestyle interests, and more, Compass Media can showcase your offer to your target audience and then track customer behavior as they open and click on your email.

WE OFFER

Matchback Capabilities

Compare the database of contacts in a recent targeted campaign with your contact list of customers who have taken action after receiving your email.

Real-Time Tracking Platform

Provides you with in-depth knowledge and real-time reporting on your campaign's performance.

- Which links have been clicked.
- Who has opened your email.

Our database is the most comprehensive in the marketplace today.

- 100% CAN-Spam, and DMA compliant to ensure delivery to quality email recipients.
- No-Bots guarantee.
- 5 million+ pieces of fresh data per month.
- 145 million+, 100% opt-in email addresses
- Real-time scanning technology that constantly monitors to remove invalid and/or dormant email addresses.

AD SPECS

Contact marketing@louisianatravelassociation.org.

CAMPAIGN

Starts any time

TARGETING

Customized based on chosen audience (Interests, Behaviors, Demographics, etc.)

LTA MEMBER RATE

Up to 50,000 emails per send

\$1,725

**Additional emails over 50,000 contact for rates.*

SPACE & MATERIAL DEADLINES

Contact

marketing@louisianatravelassociation.org

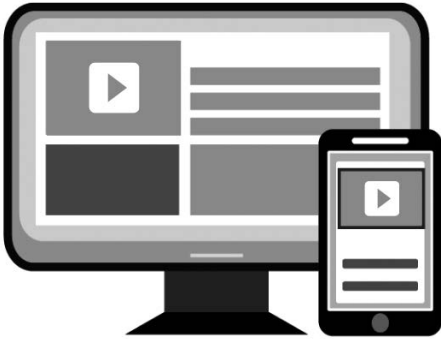
Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media TikTok Targeted Campaign

Individual Buy



Are TikTok Ads right for your brand?

81% of TikTok users use the platform to discover new products and brands*

63% of Gen Z use TikTok on a daily basis. Millennials and Gen Z are increasingly coming to the app, with 30% of TikTok users in the 25 to 44 age range.**

To acknowledge the high percentage of TikTok users turning to the platform for traditional search inquiries, Google is now showing TikTok videos on their search results.**

Is your message there for them to engage with? If not, you are missing out on a dynamic opportunity. If you are on TikTok, are you crafting an advertising message that answers the demand for genuine content?

Like all Social Media, TikTok advertising packages should be customized to fit your exact business needs. There is no one-size-fits-all approach when it comes to these tactics. At Compass Media, we work with you to determine what strategies will reach your goals effectively and efficiently. After we learn about you, we will build a custom TikTok advertising package based on demographics, interests, and behaviors. We provide comprehensive reporting at the conclusion of the campaign.

*TikTok.com, 2023

**Hootsuite, October 2022, TikTok Ecommerce 101: Why Your Business Should Be on TikTok

CAMPAIGN

• **PROGRAM 1** - 4 to 6-week campaign

ESTIMATED IMPRESSIONS: 230,000 to 260,000 impressions

• **PROGRAM 2** - 8 to 10-week campaign

ESTIMATED IMPRESSIONS: 460,000 to 520,000 impressions

AD SPECS

Contact marketing@louisianatravelassociation.org.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time

LTA MEMBER RATE

Program 1 \$2,400

Program 2 \$4,600

SPACE & MATERIAL DEADLINES

Contact

marketing@louisianatravelassociation.org

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media YouTube, Facebook, & Instagram Video Campaign

Individual Buy



Video is one of the most versatile, entertaining, and engaging digital content formats around. Not only does it provide a real-life picture of what is going on, it's also easy to share across multiple platforms and search engines love it!

Compass Media will offer LTA Partners access to a custom, comprehensive video advertising foundation via YouTube, Facebook & Instagram Video Ads with guaranteed View Levels.

Each Video Campaign can be targeted by:

- Geography
- Interests
- Context
- Gender, Age, Household Income and more!

AD SPECS

YouTube:

- URL of YouTube Video (must be public on youtube)
- Click-through URL

Video Ad:

- Click-through URL (Video must be public on the client's YouTube channel!)
- Video Ratios: 9:16 to 16:9
- Max File Size: 4GB Max

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

The client can determine the campaign start date. Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1 - 5,900+ Video Views
\$2,350

Program 2 - 15,400+ Video Views
\$5,750

Program 3 - 33,000+ Video Views
\$11,400

SPACE & MATERIAL DEADLINES

Ad materials are due 15 days prior to deployment of the campaign.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Louisiana Attractions Program



Louisiana Travel Association is producing a brochure that highlights Louisiana's Attractions. This brochure will be distributed at Welcome Centers throughout Louisiana and through robust digital marketing that will circulate the publication online!

ADDED VALUE

- Each advertiser that purchases a full page will receive **TWO coupons**, and any half page advertiser will receive **ONE coupon**.
- Brochure available for download on ExploreLouisiana.com
- Brochure link from ExploreLouisiana.com also available on Group Tour pieces (SYTA, ABA and STS Domestic Showcase).
- Digital brochure added to Louisiana (LTA) Digital Visitor Center.

AD SPECS

- Full page ad** Trim 4"w x 9"h
Bleed 4.25"w x 9.25"h
Keep live matter .25" from trim
Non-Bleed ad - 3.5"w x 8.5"h
- 1/2 page ad** 3.5"w x 4.125"h
- 1/4 page ad** 3.5"w x 2.125"h
- CMYK ad saved as a press quality PDF or PDF/X-1a
 - Fonts embedded or converted to outlines
 - eps, jpeg or tif files are accepted

LISTING SPECS

- Photo listing** - 35 words of copy & contact info
2"w x 2"h 300 dpi color photo saved as a .JPG or .TIF
- Basic listing** - 35 words of copy & contact info
- Coupon** - Logo, offer, disclaimer on back side for blackout dates or special events.

MEDIA/DELIVERY

Email ad materials to charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Summer 2024 & 2025

MARKET/CIRCULATION

- Welcome Centers throughout LA and Certified Folder Display
- A digital flipbook that includes live links to your attraction and destination webpages AND a digital campaign to promote the Attractions Directory that links back to the digital flipbook

LTA MEMBER RATE

Advertising

Full page	\$1,795
1/2 page	\$1,095
1/4 page	\$625

Listings

Photo Listing	\$450
Basic Listing	\$275
Coupons	\$400
*Photo Listing	\$350

**Breweries, Distilleries, Wineries*

**Members of Louisiana Craft Breweries and Members of Distillery Guild*

SPACE & MATERIALS DEADLINES

2024 - April 12, 2024
2025 - April 18, 2025

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Louisiana Christmas Campaign



Louisiana Travel Association will produce a Christmas in Louisiana Brochure that will be available in October of 2024/2025. Participants will be able to purchase a listing for as little as \$150.

ADDED VALUE

- Full page advertisers receive 4 event listings.
- Half page advertisers receive 2 event listings.
- Quarter page advertisers receive 1 event listing.
- Brochure available for download on ExploreLouisiana.com.

AD SPECS

- Full page ad** 3.5" w x 8.5" h
1/2 page ad 3.5" w x 4.125" h
1/4 page ad 3.5" w x 2.125" h
- CMYK ad saved as a press quality PDF or PDF/X-1a
 - Fonts embedded or converted to outlines
 - eps, jpeg or tif files are accepted

LISTING SPECS

- Photo Listing:** 25 words of copy and high resolution color photo.
This includes a listing on the calendar of events
- Basic Listing:** 25 words of copy
- Calendar of Event Listing:** Event Name, Website and Number

Media/Delivery

Email ad materials to charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

October 2024 & 2025

MARKET/CIRCULATION

- Welcome Centers throughout Louisiana and Certified Folder
- LTA will market the brochure in digital ad campaigns.
- Digital flipbook of brochure with live links to each participants' sites

LTA MEMBER RATE

Advertising

Full page \$1,495

1/2 page \$950

1/4 page \$575

Listings

Photo Listing \$400

Basic Listing \$250

Calendar Event Listing \$150

SPACE & MATERIALS DEADLINES

2024 - August 1, 2024

2025 - August 1, 2025

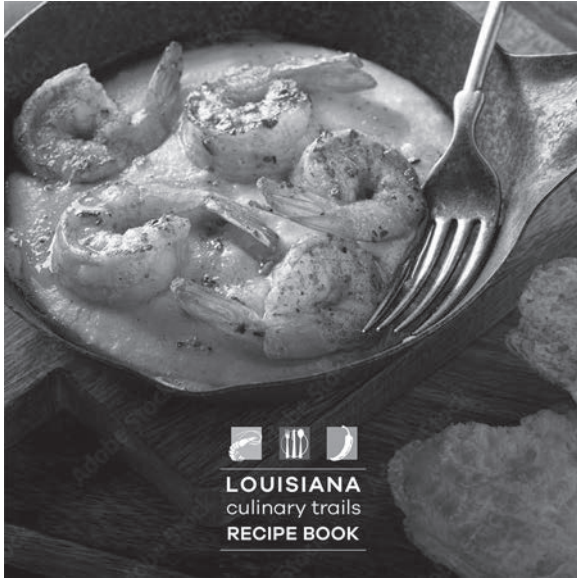
Ad Representatives

Laine Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION


Louisiana Culinary Trails



In 2024, we will be offering an exciting new Culinary Trails plan! Participants in the program can expect a PR mission, an update to the Culinary Trails guide, social media outreach and more. Sponsorship levels will once again be available for \$25,000, \$14,500, \$6,000 and \$3,000. A listing in the recipe book will also be available for \$500.

Stay tuned for more details on the 2024 Culinary Trails plan in late 2023.


COME TASTE WHY THE NEW ORLEANS AREA IS LAUDED FOR SOME OF THE MOST INVENTIVE AND DELICIOUS FOOD IN AMERICA



New Orleanians live to eat, whether at elegant establishments with critically acclaimed chefs or smaller off-the-radar spots with the world's best something. At **Arnaud's**, you can enjoy Sunday jazz brunch in a 100-year-old Creole restaurant in the heart of the French Quarter. And every New Orleans restaurant bucket list should include **Dooky Chase's** Creole gumbo and stuffed shrimp, **Mother's Restaurant's** Ferk Special, a sloppy po'boy packed with boiled ham, roast beef, debris and gravy, and the best fried chicken in the country at **Willie Mae's Scotch House**.

The Sazerac cocktail gained fame in New Orleans in the 1850s and there's no better way to experience its tradition than a visit to **The Sazerac House**. Enjoy a complimentary tour with interactive cocktail exhibits and stick around for an exclusive spirit tasting.

To the west, **Jefferson Parish** stretches from Lake Pontchartrain to the Gulf of Mexico, offering endless access to the beautiful waters that provide seafood to many of the area's restaurants. Travel the **Jefferson Parish Oyster Trail** and see why Louisiana is the country's number one oyster producer. Start in Metairie at **Drago's Seafood Restaurant and Oyster Bar**, home of the original charbroiled oysters, or at **Andrea's Restaurant**, where local seafood meets Northern Italy.



Located in the middle of some of the best fishing waters in the U.S., it's no surprise that seafood reigns supreme on the menus of local favorite restaurants like **Today's Ketch Seafood** in **St. Bernard Parish**.

Head out of the city to the **River Parishes**, where Cajun meets Creole. **Bec's at the Lake Restaurant** offers a casual setting where you'll be surrounded by rustic décor, big screen TVs, a lively bar and an open porch overlooking beautiful Lake Pontchartrain. For a taste of the region's specialty, andouille, head to **Wayne Jacob's Smokehouse** for an andouille burger or andouille chips served with Creole mustard.

Continue west to Ascension Parish and enjoy a meal with a view at **Grapevine Café and Gallery**, where you can experience authentic Louisiana Creole and Cajun cooking in a comfortable art gallery atmosphere. Feeling fancy? Enjoy fine dining at your choice of **The Carriage House** or **Lati's Landing** and enjoy a cool libation at the **Turtle Bar** at the historic **Houmas House and Gardens**.

CREOLE CRESCENT

CHICKEN ÉTOUFFÉE

Ingredients:

- ¾ cup + 2 tbsp. vegetable oil
- 1 cup all-purpose white flour
- 1 tbsp. mild olive oil (pomace or pure)
- 2 cups finely diced yellow onion
- 1½ cups finely diced celery
- 1 cup finely diced green bell peppers
- 1 bay leaf
- 6 cups diced, boneless chicken meat
- 1-inch pieces (about 3 lbs.)
- 1½ tsp. minced fresh garlic
- 1½ tsp. salt
- ¼ tsp. ground white pepper
- ¼ tsp. ground black pepper
- ¼ tsp. ground cayenne pepper
- ¼ tsp. whole-leaf dried thyme
- ½ tsp. whole-leaf sweet basil
- ½ tsp. whole-leaf oregano
- 3½ cups unsalted chicken stock

Make a brown roux:
Heat the vegetable oil in a heavy-duty skillet over high heat. When the oil is hot, about 350°F, gradually add the flour, whisking constantly.

Cook the roux, whisking constantly, until the roux turns the color of peanut butter and begins to thicken, 3-5 minutes. Reduce heat to low and continue cooking, whisking constantly, until the roux turns caramel color and then set aside, 3-5 minutes.

Increase heat to medium and continue cooking the roux, whisking constantly, until the roux turns dark brown (chocolate brown). Remove from heat and set aside. Stir once or twice while cooking.

Make the étouffée:
In a bowl, mix together the onions, celery, and bell peppers. Heat the olive oil in a separate pot over high heat. Add half of the mixed vegetables and cook, stirring as needed, until the onions turn brown (caramelized). Add the remaining onions, celery, bell peppers, and the bay leaf. Cook, stirring as needed, until the onions become soft and clear, 6-8 minutes.

Reduce heat to medium. Add the diced chicken, garlic, salt, white pepper, black pepper, cayenne, thyme, sweet basil, and oregano. Cook, stirring constantly, until the chicken pieces turn white, 3-4 minutes.

Add the chicken stock and bring the mixture to a boil. Pour off any excess oil from the roux. Gradually add the roux to the boiling stock mixture, whisking constantly until thoroughly incorporated. Reduce heat to low and simmer, stirring occasionally, for 15 minutes. Skim as needed. Serve with rice. Serves 4.

Recipe courtesy of Chef Frank Brignien of Brignien's Restaurant.
Visit @GoNOLA504's Instagram TV to see a cooking demonstration.



LOUISIANA
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Ad Representatives

Madeline Brown • madeline@louisianatravelassociation.org

Louisiana Fishing, Golf & Outdoor Adventures Program



LTA is producing a program targeting visitors who want to explore Louisiana for its Sportsman Paradise. This program will showcase Louisiana's outdoor activities including birding, golf, hiking, cycling, fishing and hunting, not to mention, water sports! It will also feature nature museums, parks, gardens and scenic byways. ***In 2025, we will be adding a special section "Golfing in Louisiana" to the program to showcase golf throughout Louisiana.***

SPONSORSHIPS LEVELS

Platinum- \$5,950

- Representation at shows, bring your local outfitter to one show (Max 2)
- (10) photo listings in guide
- Full page ad in guide
- 5 stories for outdoor writers (OWAA) provided on a jump drive with photos
- Opportunity to provide promotional video to be shown at show.
- Opportunity to provide door prize for OWAA writers

Gold- \$3,450

- Representation at shows
- (6) photo listings in guide
- 1/2-page ad in guide
- 4 stories for outdoor writers (OWAA) provided on a jump drive with photos
- Opportunity to provide door prize for OWAA writers

Silver - \$1,950

- Representation at shows
- (3) photo listings in guide
- 1/4-page ad in guide
- 2 stories for outdoor writers (OWAA) provided on a jump drive with photos
- Opportunity to provide door prize for OWAA writers

LOUISIANA OUTDOOR ADVENTURE TRADE SHOW OPPORTUNITIES

OWAA 2024 & 2025

GOLF 2025 TBD

ADDED VALUE

- Brochure downloadable on ExploreLouisiana.com.
- Participants will receive leads from shows LTA attends.

AD SPECS

Full page ad Trim 4"w x 9"h
Bleed 4.25"w x 9.25"h
Keep live matter .25" from trim
Live area - 3.5"w x 8.5"h

1/2 page ad 3.5" w x 4.125" h

1/4 page ad 3.5" w x 2.125" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

LISTING SPECS

Photo listing - 35 words of copy & contact info
2"w x 2"h 300 dpi color photo saved as an .EPS, .JPG or .TIF

Basic listing - 35 words of copy & contact info

MEDIA/DELIVERY

Email ad materials to charlie@louisianatravelassociation.org,
emails must specify program and company name in the subject line.

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org



LOUISIANA
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ASSOCIATION

PRINTED

Spring of 2024 & 2025

MARKET/CIRCULATION

- Welcome Centers throughout Louisiana, outdoor shows and Certified Folder Display
- Outdoors Show: OWAA (Outdoor Writers Association of America)
- Golf Shows: Shows to be determined with a partnership with the Louisiana Office of Tourism.
- A digital flipbook that includes live links to participants' webpages AND a digital campaign to promote the LA. fishing, golf and outdoor program that links back to the digital flipbook

LTA MEMBER RATE

Full page \$1,795

1/2 page \$1,095

1/4 page \$695

Photo Listing \$450

Basic Listing \$295

***Charter Fisherman & Outfitters Rate**

***Photo Listing *\$350**

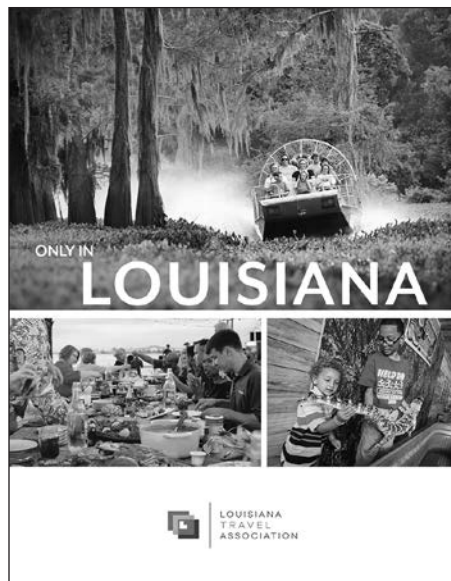
SPACE & MATERIALS DEADLINES

2024 - February 23, 2024

2025 - February 21, 2025

American Bus Association

Conference Profile



The American Bus Association facilitates relationships between North American motorcoach and tour companies and all related segments of the travel and supplier industries, by promoting travel from motorcoaches to consumers. ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada and an additional 2,800 member organizations that represent the travel and tourism industry and supply bus products and services. LTA will attend this conference on your behalf and meet with the tour operators, tour suppliers and DMOs.

ADDED VALUE

- Profile mailed to entire American Bus Association operator list
- Profile mailed as a follow up piece to all delegates that met with LTA representative
- Profile digital link added to LTA's Group Tour Newsletter in March issue
- Profile digital link uploaded to ABA's website with URL link of participants.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos
(300dpi full color saved as TIF, JPG, or EPS)

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JPG, or EPS)

Brochure listing - Business name, address, phone number, email and website
(Reader service card of brochures)

- **With full page buy:** 10 attraction listings in your area with name, number and website
- **With 1/2-page buy:** 6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2024 - Jan 13-16 Nashville, TN.

2025 - Jan 31-Feb. 4 Philadelphia, PA

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

2024 - December 8, 2024

2025 - December 15, 2025

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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Bank-Select Traveler 2024/NTA 2023

Conference Profile



National Tour Association is a trade organization of thousands of tourism professionals (tour operators and buyers), tour suppliers (sellers), DMOs (sellers) involved in the growth and development of the packaged travel industry. We are committed to providing business opportunities and professional education in an environment where our members can foster relationships with one another. LTA will attend this conference on your behalf and meet with the tour operators, tour supplies and DMOs.

Bank Travel/Select Traveler is the nation's leading organization of Bank Loyalty Program Directors. Serving 3,000 banks and financial institutions nationwide with information on building and growing loyalty programs. Bank Clubs are generating the newest sales markets and creating opportunities for travel companies, destinations and suppliers that want new group sales. Market your business to the Bank Travel Directors who may choose southern states as their desired destinations. This specially designed profile will be used at the conference during appointments with LTA staff. Participants will receive leads.

ADDED VALUE

- Profile mailed to entire Loyalty program directory
- Profile digital link added to LTA's Group Tour Newsletter in March or June issue
- Profile digital link uploaded to Select Traveler website for Louisiana destinations.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos
(300dpi full color saved as TIF, JGP, or EPS)

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JGP, or EPS)

Brochure listing - Business name, address, phone number, email and website. (Reader service card of brochures)

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2024 - NTA

November 17-20

Huntsville, AL

2024 - Bank-Select Traveler

March 17-19

Buffalo Niagara, NY

MARKET/CIRCULATION

400

2023 LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

NTA 2024 -

September 13, 2024

Bank/Select Traveler -

February 1, 2024

Ad Representatives

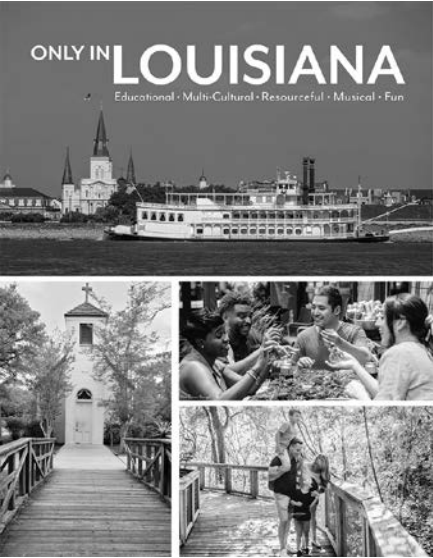
Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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Faith Travel

Conference Profile



Going On Faith is the nation's leading organization of church and religious travel planners. The Going On Faith Conference (GOF) is an association of 3,000+ church and religious travel planners, serving the religious travel community. GOF is generating the newest sales markets and creating opportunities for travel companies, destinations and suppliers that want new group sales. Religious travel is one of the fastest growing segments in travel today with an estimated value of \$18 billion and 300 million travelers strong.

ADDED VALUE

- Profile and digital flip book mailed/mailed to entire GOF membership
- Digital flip book link added to LTA's Group Travel Newsletter January 2025

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos
(300dpi full color saved as TIF, JPG, or EPS)

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JPG, or EPS)

Brochure listing - Business name, address, phone number, email and web site
(Reader service card of brochures)

- **With full page buy:** 10 attraction listings in your area with name, number and website
- **With 1/2-page buy:** 5 attraction listings in your area with name, number and website

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2024 - TBD

2025 - TBD

MARKET/CIRCULATION

350 faith travel planners

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

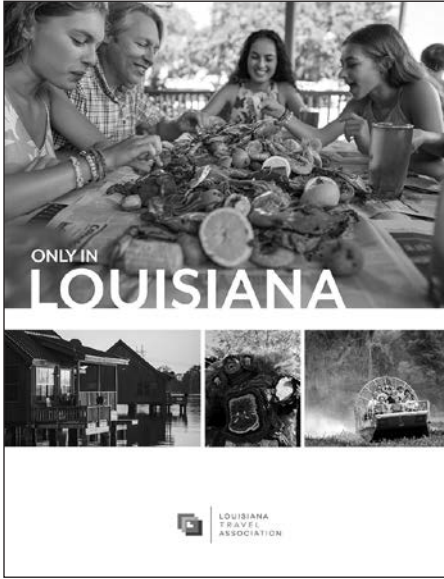
2024 - July 15, 2024

2025 - July 14, 2025



STS Domestic Showcase

Conference Profile



The Mission of the STS Domestic Showcase is to promote, foster and encourage travel to and within the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. LTA will attend this conference on your behalf and meet with the tour operators, tour supplies and DMOs with a primary focus on travel to Louisiana. Target your business to the fastest growing travel segment by participating in LTA's STS Domestic Showcase conference profile.

ADDED VALUE

- Profile mailed to entire STS Domestic Showcase Tour Operator List
- Profile mailed as a follow up piece to all delegates that met with LTA representative
- Profile digital link added to LTA's Group Tour Newsletter in June issue
- Profile digital link uploaded to STS's website with URL link of participants.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos
(300dpi full color saved as TIF, JPG, or EPS)

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JPG, or EPS)

Brochure listing - Business name, address, phone number, email and website
(Reader service card of brochures)

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2024 - March 20-23, Little Rock AR
2025 - TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

2024 - February 15, 2024
2025 - February 16, 2025

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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Student Youth Travel Association

Conference Profile



A truly cost effective way to reach the student youth travel market is by participating in the LTA SYTA Conference profile. This is a great way for an attraction, hotel, restaurant or DMO to connect and serve student travel tour operators throughout the US/Canada. This specially designed profile will be used at the conference during appointments with LTA staff. Participants will receive leads.

ADDED VALUE

- Profile mailed to entire SYTA membership directory
- Profile digital link added to LTA's Group Tour Newsletter in October issue
- Profile digital link uploaded to SYTA website for Louisiana destinations.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos
(300dpi full color saved as TIF, JGP, or EPS)

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JGP, or EPS)

Brochure listing - Business name, address, phone number, email and website
(Reader service card of brochures)

- **With full page buy:** 10 attraction listings in your area with name, number and website
- **With 1/2-page buy:** 6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2024 - August 9-13 New York, NY

2025 - August 22-26, Savannah, GA

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

2024 - July 15, 2024

2025 - July 15, 2025

Ad Representatives

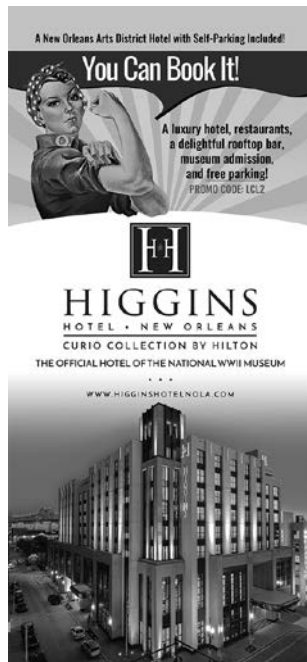
Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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Brochure & Rack Cards

Printing Program



ONE STOP SHOP! Let LTA design, print and distribute your brochure. Save money by using LTA and receive ten hours of graphic design!

LTA MEMBER RATE

RACK CARD

(4"x9")

100# GLOSS WHITE COVER

10,000 - \$1,300

15,000 - \$1,600

25,000 - \$2,060

50,000 - \$2,975

BROCHURE

2 Panel (8"x9")

80# GLOSS WHITE TEXT

10,000 - \$1,350

15,000 - \$1,650

25,000 - \$2,110

50,000 - \$3,320

3 Panel (8.5"x11")

70# GLOSS WHITE TEXT

10,000 - \$1,550

15,000 - \$1,905

25,000 - \$2,500

50,000 - \$3,720

4 Panel (8.5" x 14")

70# GLOSS WHITE TEXT

10,000 - \$2,060

15,000 - \$2,500

25,000 - \$3,180

50,000 - \$5,030

- Prices do not include taxes
- These prices include shipping to ONE location.
- Any hours of design exceeding 10 will be billed at \$50 an hour.

PREPARATION OF MATERIALS

Choose your format

First you must determine the size of your brochure. This will be dictated either by your budget or by what you need to include in your brochure. It is wise to consult an experienced graphic designer to finalize exactly what you need. LTA's graphic designer can assist you in these matters.

Create an effective brochure

The following are points to consider in the design of your brochure. Keep in mind that additional costs may be incurred in this phase of the project.

- Copy writing: Participants are responsible for writing their own copy.
- Photographs: Photos are also a participant's responsibility. If you wish for the LTA graphic designer to design your brochure, we ask that you furnish high resolution digital photos.
- Maps: Original map drawings can be a major expense, so whenever possible use existing public maps with minor changes to indicate your location. It is important to provide accurate positioning of your company. The association staff can work with you in this area.
- Original Artwork: Original artwork should never be folded, stapled, taped or written on.
- Proofing: In order for you to see how your final product will appear, a proof will be made by the printer before the brochure goes to press. This allows a final chance to check for any mistakes and to be sure color is correct. This proofing should be done in a timely manner so as not to delay the production process. At this point changes are costly, so proof all prior laser copies carefully.

Email for more information

Natalie Hutchinson • natalie@louisianatravelassociation.org



LOUISIANA
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Visitor Center Distribution Program (VCD)

What Is the Visitor Center Distribution Program?

The Louisiana Travel Association provides members with a low cost means of distributing literature through the state's network of visitor information centers. These visitor centers are operated by the State of Louisiana on the major interstate highways at entry points to Louisiana, and by city or parish governments, chambers of commerce and tourist bureaus throughout the state. This program assists members in getting their brochures into the hands of visitors traveling through Louisiana.

How Does The Program Work?

A master list of visitor center distribution participants is supplied to the network of centers together with each participant's brochure. Updates are sent to each center monthly. Annual computer reports allow participants to review where their brochures are used most frequently. While every effort is made to encourage each center to order all participating members' brochures, LTA **cannot** be responsible for making certain that is the case. We urge participants to review their annual reports and to contact centers who are not ordering their brochures. Participants may request reports anytime throughout the year.

How Can I Participate?

A member must sign a yearly contract priced based on brochure size. The brochure is assigned a code number and a copy of the brochure is sent to each center. Each center orders brochures according to the need of the center using the code assigned. Following the initial shipment, LTA will warehouse the remaining brochures and bulk ship them as ordered. You will be furnished with annual reports detailing the distribution of your brochure. A maximum of 10,000 brochures will be distributed per annual contract. **If more than 10,000 of your brochures are distributed annually, you will be contacted regarding additional billing options.** As we near your annual contract renewal date, the LTA office will automatically mail out an invoice for the upcoming year.

How Many Brochures Will I Need?

It is not possible to determine how many of your brochures will be needed to satisfy the requests of the visitor centers each year. While the number of brochures needed varies according to the participant's location and description, the average is 3,000 copies. This should assist you in budgeting on an annual basis for the distribution of your promotional literature. Remember that new brochures on the program will be distributed quickly at first but will settle to a normal level once the centers are familiar with their availability. Every brochure must meet certain guidelines set by the Louisiana Office of Tourism in order for it to be distributed to the nine state information centers. A copy of the guidelines can be obtained by calling the LTA office.

Where Do I Send My Brochures For Distribution?

The brochures should be shipped prepaid to: LTA

4100 S. Sherwood Forest Blvd., Ste. 202
Baton Rouge, LA 70816

****It is the participant's responsibility to notify LTA of ANY changes in design or content of their brochure. They must also contact LTA when a special offer has expired.

ADDED VALUE:

- Participants of LTA's Visitor Center Distribution program will also be featured on LTA's Digital Visitor Center Website, www.louisianatravelassociation.org/digital-visitor-center.

Digital Marketing:

- AAA/CAA markets- Digital Visitor Center link provided to all these markets.
- Welcome Center Signage includes QR code for each region and link to VCD participants.
- Digital campaign to visitors- Targeting those looking for trips to Louisiana. Reporting available at end of program.
- Link on LTA Quarterly Group e-newsletters.

SPECS for Digital Visitor Center:

35 words of copy, contact info, website link, link to flipbook, link to newsletter sign-up

Deadline

Brochures must be at LTA and approved before the 20th of the month that distribution begins.

ANNUAL PRICING INCLUDES DISTRIBUTION AND DIGITAL

One panel rack card (no larger than 4" x 9")	\$600/yr
2-3 panel brochure (no larger than 4" x 9")	\$650/yr
Multiple page brochure (no larger than 4" x 9")	\$750/yr
Digest size / Full Size	\$900/yr
One-time distribution 1-3 panel brochure (4" x 9") (maximum of 5,000 quantity needed)	\$375/yr
A maximum of 5,000 brochures will be distributed per year.	

Call or email

Trudie Burchfield, 225-346-1857,
Trudie@LouisianaTravelAssociation.org
for more information about VCD.

Ad Representatives

Charlie Waltman • charlie@louisianatravelassociation.org
Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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PRINTER AND SHIPPING REQUIREMENTS

1. Each box of brochures must be **clearly labeled** with the quantity of brochures contained for inventory and distribution report accuracy.
2. Brochures **must be banded or shrink-wrapped** in multiples of 25, 50 or 100. There will be a 20% up-charge for any brochures received unbound.
3. We have limited warehouse space; therefore, boxes must be within the parameters of **12" x 9" x 9"**.
4. Brochures may be shipped directly to the LTA office or dropped off during office hours.
5. **All shipments must be coordinated with the office manager prior to being sent**, and all palletized shipments must be shipped via freight carrier with a lift gate.
6. When shipping brochures, an **"inside delivery"** notation must be included in the shipping details. If inside delivery is not included, the cost of offloading will be billed back to the printer or VCD participant.

ADDITIONAL INFORMATION & GUIDELINES

- Participants of LTA's Visitor Center Distribution program will also be featured on LTA's Digital Visitor Center Website, louisianatravelassociation.org/digital-visitor-center.
- Reports: Annual reports on inventory levels and distribution points will be sent out with your renewal invoice.
- Auto Renewals: Your business will be billed on an annual basis unless LTA is notified to cancel the program, however, if full payment has not been received in 60 days, you will be placed on hold and after 90 days termination of distribution will be implied and remaining brochures discarded.
- Inventory of Non-Renewals: Customers who do not wish to renew must notify LTA 30 days prior to their contract's expiration date in order to stop distribution and avoid re-billing. Any inventory of brochures will need to be picked up by the owner or their designee within 30 days of cancelation or this distributed inventory will then be shipped at the owner's expense or will be disposed of by LTA.

SERVING LOUISIANA'S TOURISM INDUSTRY



CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
SINCE 1899



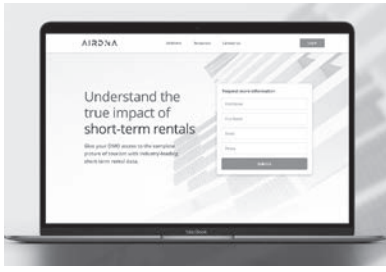
BROCHURE DISTRIBUTION
to Hotels › Restaurants › Airports
in LOUISIANA and TEXAS

1-800-799-7373
www.certifiedfolder.com

DATA & RESEARCH OPPORTUNITIES

AirDNA DMO Solutions

Individual Buy



As the market leader and most trusted source for home-sharing data & analytics, AirDNA empowers Destination Marketing Organizations to effectively use data to understand the trends, tax revenue opportunities, and visitor experiences presented by the growth of Airbnb, Vrbo and the broader short-term rental sector.

TIMING: Year Long Engagements billed monthly, quarterly or annually.

PROGRAMS

Option 1 - Destination Data Package \$500/monthly and \$6,000 annually **Trend Report, Ext MSR, Monthly Pacing & Market Minder**

Trend Report Subscription

- Main Market plus 16 submarkets or comp markets
- Monthly Reports with Comprehensive breakdown of your home-sharing market including Airbnb and Vrbo.
- Isolate Seasonal and Monthly Trends in Supply & Demand, Occupancy, ADR, RevPar and Total Revenue with YOY% change.

The Extended Market Summary Report

- Historical data since 2014 -to current month, month over month metrics of Supply & Demand, Occupancy, ADR, RevPar and Total Revenue including average lead time and average days stay for your market.

Future Pacing Trend Report

- This weekly report will provide the key market metrics of Supply & Demand, Occupancy, ADR, RevPAR and Total Revenue for the upcoming 6-months.
- Available with monthly view that shows the YOY% change from the same week last year.

Market Minder Dashboard (Depending on number of active listings in destination)

- Interactive market intelligence dashboards with information on Guests, Pricing, Occupancy, and Revenue Trends on a city level.
- *Future rates and availability with daily updates for the next 6 months.

Option 2 - Destination Package Add Ons

a)Traveler Origin Data – Monthly subscriptions starting at \$250/month, \$3,000 annually

depending on number of active listings in destination.

- Monthly Reports to track every Airbnb guest review including city & country of origin, profile details, and review text.
- * All historical information upon first delivery.

b)PPD Data – Property Performance Data \$250/monthly, \$3,000 annually

- Our most granular form of data will allow you to examine the annual and monthly performance of each individual listing (i.e. occupancy rate, revenue, average daily rate, latitude and longitude etc.). This data is typically digested via PowerBI or Tableau to create a custom analysis for your use case.
- * Delivered Monthly.

Option 3 - Basic Package: Market Summary Report + Market Minder \$300/monthly and \$3,600 annually **Market Summary Report**

- Historical data since 2014 -to current month, month over month metrics of Available Listings, Booked Listings, Supply & Demand, Occupancy, ADR, RevPar and Total Revenue

Market Minder Dashboard

- Interactive market intelligence dashboards with information on Guests, Pricing, Occupancy, and Revenue Trends on a city level.
- *Future rates and availability with daily updates for the next 6 months.

Ad Representative

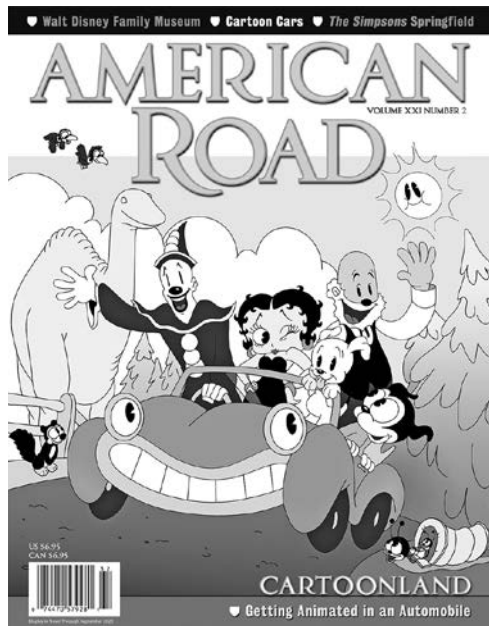
Bree Trager • bree.trager@airdna.co

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AIRDNA

American Road Magazine's Trip Talk Podcast

Individual Buy



In 2021 and 2022, Feedspot.com announced AMERICAN ROAD Trip Talk was voted by their panelists into the Top 20 Road Trip Podcasts. AMERICAN ROAD Trip Talk introduces listeners to the people behind the places featured in AMERICAN ROAD magazine. Each week, Executive Editor Thomas Repp and host Gary Mantz drive you down the backroads that make this nation so unique. Listeners receive trip planning information needed to confidently explore the road less traveled.

BROADCAST

- 50,000 weekly listener
- 2000+ additional monthly downloads via American Road website
- Syndicated on Megaphone/Spotify, iTunes, and a dozen more podcast sites

PROGRAMS

Option 1 - Sponsor Spots

All four :30 sponsor spots

Opener, Middle (2x), Closer

Options 2 - Dedicated show about YOUR Destination

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

BROADCAST

Airs every Friday from
1 p.m. – 1:30 p.m. PST on KKNW.

LTA MEMBER RATE

Option 1 - Sponsor Spots
\$650

Option 2 - Dedicated show about
YOUR Destination
\$2,875

SPACE & MATERIALS DEADLINES

2 months prior to launch.

Ad Representative

Becky Repp

becky@americanroadmagazine.com



Relic – Podcast Production

Individual Buy



As destination marketers, you understand the significance of having full control over your brand's narrative. With podcasts, you can cultivate a loyal and engaged audience by delivering authentic and compelling content directly to their ears. Unlike traditional advertising, podcasts offer an uninterrupted and intimate connection, fostering a sense

of community around your destination. By owning this powerful channel, you can shape the conversation, build trust, and establish your destination as the go-to location for unforgettable experiences.

Through Relic's Destination Marketing Podcast Network (DMPN), we can help produce a podcast for your destination that can be an invaluable asset in your owned media strategy. With seamless distribution and expertly crafted content, you can extend the podcast's reach through various platforms, including social media, blogs, newsletters, and more. This multiplies your opportunities to engage with your audience and ensures that your destination remains top-of-mind for travelers seeking unique and enriching experiences. Embrace the power of podcasts as a gateway to your owned media success, and let Relic help you get there!

How it works: When a destination signs on with the Destination Marketing Podcast Network, Relic's job is to make the process as easy and fun as possible. The following six steps are designed to do just that:

- **Show Development:** Insight into podcast best practices and show-specific strategy.
- **Logo & Icon:** Creating a destination specific logo and podcast icon for distribution
- **Recording of Episodes:** Using remote tools, our team will facilitate recording each episode of the podcast.
- **Editing & Audio Mixing:** Fixing mistakes in recording, matching audio levels between guests, and giving the overall episodes a uniform, polished sound.
- **Database Hosting & Distribution:** Uploading the podcast episodes & distributing them to the largest outlets such as Apple Podcasts, Spotify, iHeartRadio, and more.
- **Monthly Analytics:** Our reporting tools will give you insight into demographic information and other important metrics.

Optional Services:

Podcast Strategy & Brand Guide

The Brand Guide Outlines why the show exists, who it is targeted to and what makes it unique. Through a combination of collaboration, best practice and strategic guidance from the Relic team, we will create a Show Brand Guide that captures the essence of the show that will be best suited to accomplish your goals.

Podcast Marketing

Relic can create a custom marketing plan to ensure your podcast is heard by your target audience.

Audience:

- Destinations need to provide content for new audiences (Gen Z & Millennials) who prefer to consume content in a passive way.
- Podcasts are a value add for visitors. They can be used as a guide for a visitor preparing to come to the destination or while visiting.
- Content from podcasts can easily be reused on a variety of other platforms.
- Podcasts can be used to inform, educate and engage stakeholders.
- Destinations can own their platform and audience with a podcast. Instead of "renting" other platform's audiences, you can create your own audience and better understand them.

Reporting Capabilities:

Reporting Metrics: We include number of listens over a period of time, age of listener, gender, location, listening device, and platform.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

TIMEFRAME

Client can pick the air date.

LTA MEMBER RATE

Option 1 - 1 monthly episode
\$1,450

Option 2 - 2 Bi-Monthly Episodes
\$2,400

Optional Services
\$1,200

All other services will be performed under discounted Hourly Rate
\$140/hr

SPACE & MATERIALS DEADLINES

One month before air date.

Ad Representative

Jared Price • jared@relicagency.com



Spotify by LocaliQ

Individual Buy



Audio stays with people all day long, reaching them in screenless moments where visual media can't (like running, driving, cooking and cleaning). Spotify alone reaches 406 million people monthly, including **236 million** ad-supported monthly active users, that stream 2 or more hours daily. Listeners on the free, ad-supported platform hear 15- or 30- second audio ads at naturally occurring breaks between songs during their listening sessions.

TARGETING OPTIONS

Reach demographic based and interest-based audience segments, crafted by analyzing users' streaming habits and music tastes. Campaigns using Spotify's enhanced first- and third-party audience segment targeting compared to basic demo targeting drive 2.7x higher awareness and 5.3x higher intent.

- Geography (County, State, City, DMA, Zip/Postal Code)
- Age (13-65+)
- Gender
- Genre (Reach people based on the genre of the song they heard immediately before hearing your ad.)
- Interests (Reach relevant audiences based on their podcast, playlist, and platform preferences.)
- Real-Time Contexts (Reach listeners as they soundtrack specific moments throughout their day.)

REPORTING CAPABILITIES

Reporting reviewed monthly by phone or email – whichever works for your schedule! Your sales and support experts work together to review your performance and communicate progress to you.

Reporting will include metrics like the number of times the ad was served, reach and frequency, clicks and click through rate as well as demographic information such as age and gender.

SPECS

*Audio File

- Length: 30 seconds or less
- File types: WAV, MP3, OGG
- Audio: WAV - 16-bit 44.1 kHz MP3, at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

Companion Image

- Dimensions: 640 × 640 pixels
- File type: JPEG or PNG

CAMPAIGN

Starts at any time.
3 month campaign

LTA MEMBER RATE

Option 1 - 75,000 Impressions
\$3,500

Option 2 - 150,000 Impressions
\$5,000

SPACE & MATERIALS DEADLINES

Two weeks before start date.

Ad Representative

Gillian Hanes • gillian.hanes@reachlocal.com

LOCALiQ

Gray Media OTT Streaming Video Targeting

Individual Buy



More and more people each year are watching their favorite TV shows, movies, sports and live TV using an internet-enabled streaming device. The term is OTT, or Over The Top, which is ultimately the ability to stream content without a cable or satellite subscription. It's a convenient way to watch premium programming when, where and how the viewer wants. It's your TV commercial with pinpointed targeting. From favorite networks like HGTV, Discovery or Food to Sports channels or Movies, we'll air your brand message on Smart TVs and Mobile devices to qualified travel intenders.

REPORTING + WEBSITE ATTRIBUTION

Custom dashboard that allows you to see your campaign as it progresses. Results show how many people viewed as well as other engagement metrics like networks, dayparts and demographics. The website attribution shows how many people saw your commercial and went to your website.

TARGETING

- Geography based on goals and investment option
- Options of demographics and contextual targeting

AD SPECS

- :30 second commercial or
- :15 second commercial
- *Compatible with both TV and Mobile

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time - Can run 30 to 70 days.
Participant can pick air dates and cities.

LTA MEMBER RATE

Bronze - 85,000 total impressions
\$3,450

Silver - 150,000 total impressions
\$6,030

Gold - 300,000 total impressions
\$12,000

Platinum - 450,000 total impressions
\$18,100

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Jennifer Casey • Casey@gray.tv



DESTINATION
MARKETING

Gray Media TV Promotion

Individual Buy



Television is a powerful way to invite visitors to your next festival, event or to promote your area. Gray Media has strong and locally recognized stations throughout the Southeast Region, mirroring the target geography of Louisiana. Our marketing professionals will work with participants to determine the best collection of Gray Media television stations to influence travel and support your goals.

REPORTING

At end of the campaign, participant will get a list of exactly where the commercials ran. Date, time and program.

ADDED VALUE

- **Banner ad campaign with buy.**
- Gray will help put a commercial together from existing footage the participant has. Extra fee of \$300-\$400.

TARGETING

- Geography based on chosen Gray TV Stations
- Local newscasts and other popular TV programs

Market Selections*

Contact marketing@louisianatravelassociation.org for the full list of market options*

Examples:

LA: New Orleans, Shreveport, Baton Rouge, Lake Charles, Monroe and Alexandria

AL: Birmingham, Montgomery

MS: Jackson, Biloxi, Hattiesburg

TN: Memphis, Knoxville

TX: Waco, Tyler-Longview

AD SPECS

- :30 second commercial or
- :15 second commercial

Gray will help produce a commercial from existing footage provided by the participant. Extra fee of \$300 - \$400

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time - 2-week campaign.
Participant can pick air dates and cities.

LTA MEMBER RATE

Option 1 - 2-Market Plan \$8,625

1,250,000 total impressions
(Recommend 1 big and 1 small market)

Option 2 - 3-Market Plan \$10,350

1,700,000 total impressions
(Recommend 1 big, 1 medium and 1 small market)

Option 3 - 4-Market Plan \$15,525

2,550,000 total impressions
(Recommend 2 big, 1 medium and 1 small market)

Option 4 - 5-Market Plan \$20,125

3,275,000 total impressions
(Recommend 2 big, 2 medium and 1 small market)

Option 5 - 6-Market Plan \$24,725

4,025,000 total impressions
(Recommend 2 big, 2 medium and 2 small market)

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Jennifer Casey
Jennifer.Casey@gray.tv



DESTINATION
MARKETING

Advance Travel & Tourism “It’s a Southern Thing” Contest Package with Lead Generation



“It’s a Southern Thing” attracts people from all over the USA and beyond through original content that includes highly shareable videos, stories, memes and more. It serves up relatable humor, inspirational people, and fascinating stories that break the stereotypes and show the South as the culturally rich, diverse, down-home place it really is.

AUDIENCE

- Over 1.6 billion video views
- 4.7 million social followers
- 36 million social engagements
- Passed 500,000 YouTube subscribers in 2021
- Increased watch time in 2020 by 147% on Facebook and 30% on YouTube
- Grew a TikTok audience of more than 400,000 after launching in late 2019
- Increased SouthernThing.com traffic 55% YOY to 88M in 2020

HOW IT WORKS

Exclusive contest featuring your company with a custom landing page. The contest post is boosted to your targeted audience on It’s a Southern Thing’s Facebook page. When fans enter to win, they can opt-in to receive your own marketing and you receive all email addresses.

REPORTING

Reporting provided monthly at the end of each monthly campaign

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

*Limited to 4 partners in LTA 2024/25
Marketing Plan (August 2023-July 2025)

- Sponsored Article written by our social media team, posted on southernthing.com tagging your brand on Facebook and shared on the “It’s a Southern Thing” Facebook page that features your contest.

- Facebook and Instagram Story featuring the details of your contest, logo, and a link to the landing page for people to enter.

- E-Newsletter Sponsorship featuring the details of your contest, logo, and a link to the landing page for people to enter.

LTA MEMBER RATE

\$12,360

SPACE & MATERIALS DEADLINES

Three months prior to start date.

Ad Representative

Adrienne Hennis • ahennis@al.com



Country Roads Magazine Multi-Media Spotlight Lead Generation Package

Individual Buy



For forty years *Country Roads* magazine has celebrated the events, destinations and attractions of Louisiana by connecting visitors and residents with the culture that surrounds them. *Country Roads* has built robust, deeply engaged audiences across a range of publication channels that includes print, digital, and e-newsletter offerings. Showcase your brand and message alongside all the great content at www.countryroadsmag.com and in our bi-weekly *Country Roads* e-newsletters received by thousands of opt-in subscribers.

TIMEFRAME

Starts at any time.

One month campaign. We can only accommodate one Lead Generation package per month.

LTA MEMBER RATE

\$3,500

SPACE & MATERIALS DEADLINES

Two months before start date.

HOW IT WORKS

Build your database with leads from Country Roads loyal audience. The client provides a giveaway and Country Roads will promote the giveaway through multiple channels to prompt readers to sign up at an online landing page. Names and email addresses will be provided at the end of the one month campaign.

For the duration of the month, Country Roads will use all its channels to drive signs up for your giveaway to a digital landing page. At the end of the campaign, entrants' names and email addresses will be delivered to you. Promotion for the Spotlight Package includes a full-page, premium position print ad, eNewsletter ads and website ads, plus social media mentions.

PROGRAM

- Premium position full page ad on page 10 of Country Roads magazine
- E-newsletter promotional ads to our most qualified audience
- Social media posts on Country Roads Facebook and Instagram channels
- An online landing page showcasing the giveaway, your photos and branding with click through
- Lead generation emails
- 1 custom article – consultation, research, writing, editing
- Article promoted on online landing page
- At conclusion of campaign article lives on countryroadsmag.com website forever (within parent category)
- Rights to reproduce content for ongoing marketing purposes

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Gray Media Multimedia Digital Promotion

Individual Buy



Gray Digital Media is dedicated to helping you promote your unique story with industry-proven story-telling platforms for travel destinations. This multi-media program drives rich prospect engagement, connecting you with travel prospects.

CAMPAIGN

• Targeted Email

Your story is deployed to a geography of your choice. Email also includes creative development and the opportunity for a video link. (25,000 impressions with 15% open rate).

• Targeted Video + Display

Your message is targeted demographically, geographically and contextually throughout the internet. Impressions also include retargeting to prospects.

• Targeted Video

• Targeted OTT

• Targeted Display

REPORTING

Custom dashboard that allows you to see your campaign as it progresses. Results show how many people viewed and how long they viewed. Also provides Google Analytics to see the effect (how many searches occurred due to commercial, **when read/analyze access is provided to Google Analytics**). **Website Attribution is included with OTT to show who saw your commercial and visited your website.**

TARGETING

- Demographics, geotargeting and contextual targeting for video & display ads
- Regional geography for email

AD SPECS

- :30 or :15 second commercial
- Long-form video for link
- Logo

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts any time.

One month recommended but can run up to 60 days.

PROGRAM

Total Campaign Impressions - 175,000

- Targeted Email
- Targeted Video + Display
- Targeted Video
- Targeted OTT
- Targeted Display

LTA MEMBER RATE

\$3,500

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Jennifer Casey • Jennifer.Casey@gray.tv



DESTINATION
MARKETING

Hoffman Media Southern Bundle

Louisiana Cookin', Southern Lady, Taste of the South



Own the South through the powerful audiences of *Louisiana Cookin'*, *Southern Lady* and *Taste of the South*! All three brands have national circulation with editorial exclusively focused on the South – highlighting southern culinary delights and must-experience gems that await travelers as they plan their next getaway to Louisiana. If you're a destination, attraction, hotel or restaurant, this high-impact media campaign is for you!

PROGRAM

Starts with issue and ad size of your choice in all Southern Bundle magazines.
Price below reflects 3 total ads – one in each title – *Louisiana Cookin'*, *Southern Lady* and *Taste of the South*

ADDED VALUE

- One social post across all three brands on Facebook.
- Total Social Posts = 3

AD SPECS (for all three magazines)

1/2 page ad - 6.875" w x 4.625" h

1/3 page - 1/3 Page (V) 2.1875" x 9.375"

1/4 page ad - 3.375" w x 4.625" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Christy Lohmann • CLohmann@HoffmanMedia.com



CAMPAIGN

Choose your issue:

January/ February 2024 & 2025
March/April 2024 & 2025
May/June 2024 & 2025
July/August 2024
September 2024 (monthly issue -
Southern Lady & Taste of the South)
October 2024 (monthly issue -
Southern Lady & Taste of the South)
September/October 2024
November/December 2024

MARKET/CIRCULATION

Louisiana Cookin' - 50,000
Taste of the South - 100,000
Southern Lady - 180,000

LTA MEMBER RATE

1/2 page \$5,520

1/3 page \$4,485

1/4 page \$3,795

SPACE & MATERIALS DEADLINES

Jan/ Feb 2024 - September 19, 2023
Mar/Apr 2024 - November 4, 2023
May/Jun 2024 - January 14, 2024
Jul/Aug 2024 - March 7, 2024
Sept 2024 - May 5, 2024
(*Southern Lady/Taste of the South*)
Sep/Oct 2024 - May 10, 2024
(*Louisiana Cookin'*)
Oct 2024- June 15, 2024
(*Southern Lady/Taste of the South*)
Nov/Dec 2024 - July 20, 2024
Jan/ Feb 2025 - September 15, 2024

Houstonia Digital Bundles

Individual Buy



Houstonia is nearing 500,000 visitors a month, and to celebrate this huge milestone we have created “everything under the kitchen sink” advertising packages where advertisers can target a specific audience. With travel and outdoors being one of our largest channels on the site, you are able to maximize exposure to your destination at a discounted rate exclusive to LTA members.

Program 1

4 Week Package

- **Rich Media-** 10,000 minimum ad impressions on the channel of your choice on Houstoniamag.com.
- **Sponsored Content-** 1 Advertiser-provided story at 20,000 minimum ad impressions on your choice of content channels on Houstoniamag.com.
- **Social Media Campaign-**
 - 1 Houstonia-branded paid Facebook ad promoting your sponsored content.
 - 1 Houstonia-branded paid Instagram ad promoting your sponsored content.

Program 2

4 Week Package

- **Rich Media-** 20,000 minimum ad impressions on the channel of your choice on Houstoniamag.com.
- **Targeted E-Blast-** 1 Houstonia-branded email for your exclusive message delivered to a targeted list of 50,000 email recipients to generate leads for your product or service.
- **Sponsored Content-** 1 Advertiser-provided story at 20,000 minimum ad impressions on your choice of content channels on houstoniamag.com.
- **E-Newsletter Content Ads-** 1 ad promoting your advertiser provided story in Houstonia’s award-winning daily newsletter to approximately 16,000 households.
- **Social Media Campaign-**
 - 1 Houstonia-branded paid Facebook ad promoting your sponsored content.
 - 1 Houstonia-branded paid Instagram ad promoting your sponsored content.

REPORTING - Delivered at end of campaign

SPECS - Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$2,300

Program 2 \$4,600

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Stephanie Rice • srice@houstoniamag.com

Houstonia.

Reach Louisiana Bundle by LPA

Individual Buy



Trusted Media | Hyper Local Platforms | Quality Audiences

According to the 2019 Louisiana Visitor Profile, the majority of Louisiana's visitors originate from in-state. A 2021 Coda Venture Market Study showed that 65% of Louisiana adults plan to travel in-state, and newspaper media – print and digital – reaches 93 percent of them. Louisiana offers the best far from home, yet far from ordinary "Staycations" available. Choose from three levels of marketing programs to reach the state's premier audience of engaged, affluent and likely to travel audience. Each packages includes print and digital platforms.

CAMPAIGNS

Staycation Gold Package

- Statewide or multi regional
- Digital Banner Campaign - 750,000 impressions on LPA News Site Digital Ad Network Statewide, including metros
- Print Ad Network - Four 2x4 or two 3x7 ads in LPA's Statewide Print Ad Network
- Recommended Timeframe: 4 weeks

Staycation Silver Package

- Two or one region
- Digital Banner Campaign - 500,000 impressions on LPA News Site Digital Ad Network statewide or in two regions, including metros in the regions
- Print Ad Network - three 2x4 ads or one 3x7 ad in LPA's Print Ad Network statewide or 2 regions
- Recommended Timeframe: 3-4 weeks

Staycation Bronze Package

- Regional package-one region only
- Digital Banner Campaign – 250,000 impressions on one of LPA News Site Digital Ad Network regions, including metros in the region
- Print Ad Network – Two 2x4s in one of LPA's Print Ad Network regions
- Recommended Timeframe: 3-4 weeks

SPECS

Digital - 300x250, 728x90, 320x50, Max File Size: 110KB, File Formats: JPEG, PNG or GIF

Video - 15 or 30 Second Video, MP4 Format

Print - High resolution .pdf files in both black & white and 4 color.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Staycation Gold Package

\$8,600

Staycation Silver Package

\$6,000

Staycation Bronze Package

\$2,875

SPACE & MATERIALS DEADLINES

Two weeks before start date.

Ad Representatives

Jerry Raehal • jerry@lapress.com



Trusted Media | Hyper Local Platforms | Quality Audiences

The Digital People's Multimedia Targeting Package

Individual Buy



If you want to reach your audience across multiple platforms and build strong brand awareness, this multimedia targeting package is for you. **Google Search Ads, Targeted Display Ads, OTT/CTV, and Facebook/Instagram ads are included.** Reach your desired audiences via search ads, still/html ads, and video ads, reinforcing your message across multiple mediums.

Benefit/Value

A unique blend of digital ads and the modern television marketplace offer outstanding combined reach.

SPECS

Facebook

1080 x 1080

1200 x 628

1080 x 1920

Targeted Display

Still image or HTML ads

728 x 90 320 x 50

300 x 250 160 x 600

300 x 600 300 x 50

250 x 250 300 x 100

320 x 480 766 x 1024

1024 x 768 320 x 320

1200 x 628 File Size for Targeted Display: 250 KB or Less

OTT/CTV

:15 and :30 Required, Can Also Do :60

Aspect Ratio: 960 x 720, 960 x 540

Audio Bitrate: 128 kbps or higher

Preferred Format: mp4

Max video file size: 10 MB with max final load size of 200MB

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Option 1 \$3,675

Estimated 210,000 total impressions

Option 2 5,400

Estimated 360,000 total impressions

Option 3 8,900

Estimated 640,000 total impressions

SPACE & MATERIALS DEADLINES

Three weeks before start date.

The Digital People will provide you with a google drive to upload materials.

Ad Representatives

Renee Arrington • renee@yourdigitalpeople.com



MAGAZINES - CULINARY



The Local Palate

Individual Ad

CULINARY



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes, and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events, and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. *The Local Palate* is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

PACKAGE DETAILS

- Package 1**
- One 1/2 page print ad
 - One Instagram post
- Package 2**
- One 1/3 page print ad
 - One Facebook Post

ADDED VALUE

Run of Site Banners for 30 days with print placement.

MARKET/CIRCULATION

Distributed to paying subscribers, hotels, bookstores, airports, supermarkets, drugstores and retailers and via controlled public place distribution to: doctor's offices, spa's and salon's, hospitals, attorney's, and luxury car dealerships.

Readership: 300,000+ (approximately 75k print and digital issues)

Digital edition also available to all paying subscribers, digital-only subscribers, third-parties across App stores, Apple and Google, Amazon, Magzter, Flipster, and more

AD SPECS

1/2 page ad - 7.25" w x 4.553" h

1/3 page ad - 2.283" w x 9.311" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

Media/Delivery

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Spring Travel South Issue 2024
South's New Restaurants Issue 2024
Summer Get Outdoors & Entertaining Issue 2024
Summer Road Trip Getaway Issue 2024
Fall Food Issue 2024
Culinary Towns 2024 (Special Issue)
Holiday Entertaining Issue 2024
Winter / Holiday Comfort Recipes Issue 2024
Spring Travel South Issue 2025
South's New Restaurants Issue 2025
Summer Get Outdoors & Entertaining Issue 2025
Road Trip Getaway Issue 2025
Fall Food Issue 2025
Culinary Towns 2025 (Special Issue)
Holiday Entertaining Issue 2025
Winter / Comfort Food Recipe Issue 2025

LTA MEMBER RATE

Package 1 \$4,350

Package 2 \$3,295

SPACE & MATERIALS DEADLINES

Spring Travel South Issue 2024 - November 1, 2023
South's New Restaurants Issue 2024 - December 12, 2023
Summer Get Outdoors Issue 2024 - February 1, 2024
Summer Road Trip Getaway Issue 2024 - March 5, 2024
Fall Food Issue 2024 - May 14, 2024
Culinary Towns 2024 (Special Issue) - July 19, 2024
Holiday Entertaining Issue 2024 - July 23, 2024
Winter/Holiday Comfort Recipes 2024 - August 27, 2024
Spring Travel South Issue 2025 - October 29, 2024
South's New Restaurants Issue 2025 - December 10, 2024
Summer Get Outdoors Issue 2025 - January 28, 2025
Road Trip Getaway Issue 2025 - March 4, 2025
Fall Food Issue 2025 - May 6, 2025
Culinary Towns 2025 (Special Issue) - July 18, 2025
Holiday Entertaining Issue 2025 - August 1, 2025
Winter/Comfort Food Recipe 2025 - August 26, 2025

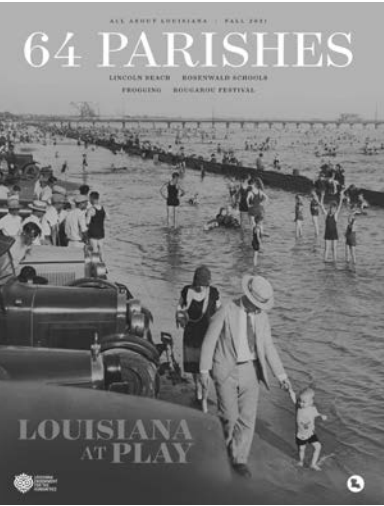
Ad Representative
Joe Spector • jspector@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

64 Parishes

Individual Ad

CULTURE/HISTORY/FOOD/EDUCATIONAL



64 Parishes, published by the Louisiana Endowment for the Humanities, is the premier magazine of Louisiana history and culture. The quarterly glossy publication features award-winning content by writers, artists, photographers, and culture bearers telling Louisiana’s most interesting stories. Our readers are highly educated, engaged, and eager to experience the unique cultures and traditions of this great state.

EDITORIAL SPONSORSHIPS

Support the mission of 64 Parishes and its contributors by sponsoring a story. Your sponsorship comes with a brief blurb about your business and logo inclusion.

- **Regular column**, including parish spotlights, literature, foodways, music: (1-3 pg.): **\$250**
- **Feature story** (3-6 pg.): **\$550**

ADDED VALUE

- Full page buy: 585x150 banner ad in three 64 Parishes weekly e-newsletters
- 1/2 page buy: 585x150 banner ad in one 64 Parishes weekly e-newsletter

AD SPECS

Full page ad - Bleed 8.5”w x 11.125”h
Trim: 8.25”w x 10.875”h
Non bleed 7”w x 9.625”h

1/2 page ad - 7”w x 4.75”h

1/4 page ad - 3.375”w x 4.75”h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

Media/Delivery

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative
Lauren Noel • Noel@leh.org



ISSUE

- Winter -
(December - February) 2023/2024
- Spring -
(March - May) 2024 & 2025
- Summer -
(June - August) 2024 & 2025
- Fall -
(September - November) 2024
- Winter -
(December - February) 2024/2025

MARKET/CIRCULATION

Louisiana, Texas, Mississippi
72,000

LTA MEMBER RATE

- Full page \$1,791**
- 1/2 page \$1,140**
- 1/4 page \$780**

SPACE & MATERIALS DEADLINES

- Winter 2023/2024 - October 10, 2023
- Spring 2024 - January 12, 2024
- Summer 2024 - April 12, 2024
- Fall 2024 - July 14, 2024
- Winter 2024/2025 - October 13, 2024
- Spring 2025 - January 12, 2025
- Summer 2025 - April 12, 2025

Country Roads Magazine

Individual Ad

CULTURE



In its 40th year of publication, *Country Roads* has built robust, deeply engaged audiences across a range of publication channels that includes print, digital, and e-newsletter offerings.

READER PROFILE

75% female

63% between 35 & 64 y/o

AD SPECS

Full page ad - 9.75" w x 13.5" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

Media/Delivery

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Monthly

January 2024 - June 2025

MARKET/CIRCULATION

Country Roads' print circulation is concentrated in the 9-parish Louisiana Capital Region (i.e. East Baton Rouge parish + 8 surrounding parishes). Additional circulation extends north to Natchez, Mississippi; and south, east, & west along I-10 & I-12 corridors.

LTA MEMBER RATE

Double Page spread \$3,000

SPACE & MATERIALS DEADLINES

Deadline is the 1st of the preceding month of publication.

Ad Representative

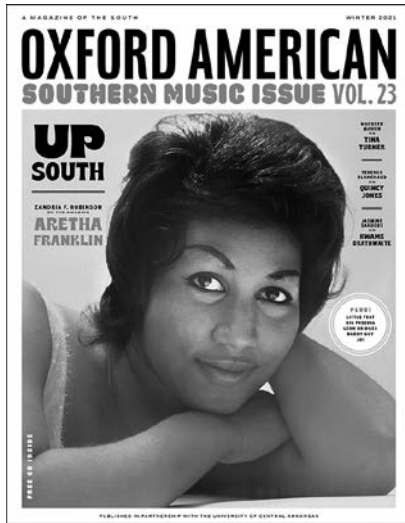
Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Oxford American

Individual Ad

CULTURE/EDUCATION/LIFESTYLE



The *Oxford American* (OA) is a unique quarterly publication that enhances the cultural fabric of the South. It is a respected brand that has won multiple National Magazine Awards over its 30-year history. The OA's mission is to explore the complexity, diversity and vitality of the American South through exceptional writing, music, food, and the visual arts. The OA delivers a highly engaged and dedicated audience that enjoys the experiences that Louisiana has to offer.

READER PROFILE

- 70% reside in Southeast/South Central regions
- 73% vacation 2+times per year
- 60% have professional degrees
- 82% describe the *Oxford American* as their favorite magazine
- Frequent consumers of books, music, and spirits

ADDED VALUE

- Provided based on a minimum commitment of one (1) NEP (National Equivalent Page)
- One (1) 585x120 weekly OA editorial e-Newsletter banner ad

AD SPECS

Covers (w/bleed) - 8.375" w x 10.75" h ad plus bleed = 8.625" w x 11" h

Spread (w/bleed) - 16.75" w x 10.75" h ad plus bleed = 17" w x 11" h

Full page (w bleed) - 8.375" w x 10.75" h ad plus bleed = 8.625" w x 11" h

1/2 page horizontal - 7.375" w x 4.833" h

- OA will lay out for approval
- Digital files are required. PDF/X-1a preferred (all images 300dpi, all fonts embedded, all colors CMYK process or grayscale—no spot colors).

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Quarterly

Spring (March-May) 2024 & 2025

Summer (June-August) 2024 & 2025

Fall (Sept. -Nov.) 2024

Annual Music Issue (Dec.- March) 2024

MARKET/CIRCULATION

Average Audience: 50,000

Includes targeted distribution at select outlets, cultural, educational & partnered experiences

LTA MEMBER RATE

Premium Placements

Full page \$2,850

Spread \$5,700

Inside Back Cover \$3,600

**Note, Inside Back Cover position is available as part of an integrated Print/Digital package*

SPECIAL SECTION

"SOMEWHERE IN LOUISIANA":

Good Living, Good Reading, Good Tasting, Good Listening

LTA MEMBER RATES

Full page \$2,250

1/2 page \$1,550

SPACE & MATERIALS DEADLINES

Spring 2024 - January 6, 2024

Summer 2024 - April 7, 2024

Fall 2024 - July 7, 2024

Winter/Music 2024 - Sept. 15, 2024

Spring 2025 - Jan. 5, 2025

Summer 2025 - April 6, 2025

Ad Representatives

Kathleen King • kking@oxfordamerican.org

Kevin Blechman • kblechman@oxfordamerican.org

Ray Wittenberg • rwittenberg@oxfordamerican.org

**OXFORD
AMERICAN**

AARP The Magazine

Individual Buy & Co-op Ad

LIFESTYLE



AARP The Magazine reaches the largest and most powerful travel segment in America – the 50+ audience. Distributed bi-monthly to nearly 38 million AARP Members, AARP The Magazine highlights the active and travel-loving lifestyles of 50+ adults. Over **97% of AARP Members will book a trip within the next year**, making our readers the top choice for advertisers to grow tourism revenue and quality leads from a premium travel audience.

Reader Profile:

Female: 57%
Male: 43%
Median Age: 53
Median HHI: \$91,032

ADDED VALUE

Bonus Advertorial

Included in your 1/4 or 1/8 co-op ad you will receive a mention in the bonus co-op advertorial. This corresponding advertorial will be created by AARP Media Sales and highlight the each participating LTA member.

With each half page media buy within AARP The Magazine, LTA members will receive a solus bonus advertorial equal in size. This corresponding advertorial will be created by AARP Media Sales and highlight the LTA member.

National Reader Service

National Reader Service: With each media insertion, LTA members will receive one reader service listing in AARP The Magazine and online generating opt-in quality leads from 22.5 million 50+ households nationwide for 16 weeks.

AD SPECS

1/2 page ad individual ad - 7.375" w x 4.875" h

1/4 page co-op ad - 3.625" w x 4.125" h

1/8 page co-op ad - 3.625" w x 2" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Dannan Jameson
dannan@osquaredmedia.com

AARP
Media Advertising Network™
Right Time. Right Audience. Right Brand.

ISSUE

February/March 2024
April/May 2024
October/November 2024
February/March 2025
April/May 2025

MARKET/CIRCULATION

Texas 50-59 Age Segment
306,500 households

2024 LTA MEMBER RATE CO-OP AD

1/4 Page \$5,220
+ Bonus co-op advertorial
1/8 page \$2,610
+ Bonus co-op advertorial

2025 LTA MEMBER RATE CO-OP AD

1/4 Page \$5,377
+ Bonus co-op advertorial
1/8 page \$2,688
+ Bonus co-op advertorial

2024 LTA MEMBER RATE INDIVIDUAL AD

1/2 Page \$10,440
+ Bonus half page advertorial

2025 LTA MEMBER RATE INDIVIDUAL AD

1/2 Page \$10,754
+ Bonus half page advertorial

SPACE & MATERIALS DEADLINES

February/March 2024 - November 10, 2023
April/May 2024 - January 18, 2024
October/November 2024 - July 18, 2024
February/March 2025 - November 10, 2024
April/May 2025 - January 18, 2025

Houstonia Magazine

Individual Ad

LIFESTYLE/CULTURE/CULINARY



A news, entertainment and information source that canvasses the nation's fourth largest city in search of the newsmakers and tastemakers, people who are changing the way we eat, play and think. Chock-full of timely, engaging stories, as well as spectacular photography and cutting-edge design. *Houstonia* is the city's monthly indispensable news, culture, and lifestyle magazine.

***Houstonia Magazine* is the largest lifestyle brand serving the entire all-greater Houston area, reaching over 250,000 readers in print and with a digital audience over 500,000 per month.**

ADDED VALUE

- 1x Buy-Banner ad on *Houstonia Headlines* e-newsletter. (15,000+ subscribers. 17.5% open rate)
- 3x Buy-1 banner ad, 20,000 impressions on Travel/Outdoor Channel, and 1 custom eblast to Houstoniamag.com subscribers (13,900+ subscribers. 22% open rate)

AD SPECS

Full page bleed - 8.625" w x 11.125" h

Trim - 8.375" w x 10.875" h

Live Area (safety*) - 7.625" w x 10.125" h

Full page non-bleed - 7.5" w x 9.875" h

2/3 page (vertical only) - 4.75" w x 9.875" h

1/2 page vertical - 4.75" w x 7.375" h

1/2 page horizontal - 7.3125" w x 4.875" h

1/3 page vertical - 2.3125" w x 9.875" h

1/3 page horizontal (square) - 4.8125" w x 4.8125" h

1/6 page vertical - 2.3125" w x 4.8125" h

1/6 page horizontal - 4.75" w x 2.3125" h

- PDF-X1a preferred

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Stephanie Rice

rice@houstoniamag.com

Houstonia

ISSUE

December-February 2023/2024

March-May 2024

June-August 2024

September-November 2024

December-February 2024/2025

March-May 2025

June-August 2025

MARKET/CIRCULATION

Houston and greater Houston area
65,000. Readership-350,000+
(Subscriber, Newsstands, Mailed Copies)

LTA MEMBER RATE

Full page \$7,800

2/3 page \$5,450

1/2 page \$4,450

1/3 page \$2,600

1/6 page \$1,200

SPACE & MATERIALS DEADLINES

December-February 2023/2024

October 20, 2023

March-May 2024

January 10, 2024

June-August 2024

April 1, 2024

September-November 2024

July 5, 2024

December-February 2024/2025

October 20, 2024

March-May 2025

January 10, 2025

June-August 2025

April 1, 2025



okra. magazine believes the South is like a good book. It's full of stories and every story has many chapters. Each issue of **okra.** includes continuing "Chapters" on the many things that make the South unique: Stories (our features), Southern Comforts (artisans, musicians, authors), To Dine Southern (food, recipes, chefs, dining events), Southern Snapshots (interesting people or places, fascinating characters and readers submitted images) and The Road Less Traveled (cool, off-the-beaten path destinations).

okra. magazine was named in the Top 20 Finalists for the "Hottest Magazine Launch of 2017" by the MPA: Association for Magazine Media and "Mr. Magazine."

ADDED VALUE

- ROS banner ad for 2 months

AD SPECS

Bleed ad sizes - Add 1/8" image outside of trim.

Safety Area: Keep live elements 3/8" inside trim

Spread - Trim - 18"w x 10.875"h

Full page ad - Trim - 9"w x 10.875"h

1/2 page ad - Trim - 9"w x 5.25"h

- PDF-X1a preferred

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Brittany Sanders • brmcdonald45@gmail.com

okra.
REAL SOUTHERN CULTURE

ISSUE

Fall/Winter (November-January)
2023/2024

Winter/Spring (February-April) 2024

Spring/Summer (May-July) 2024

Summer/Fall (August- October) 2024

Fall/Winter (November-January)
2024/2025

Winter/Spring (February-April) 2025

Spring/Summer (May-July) 2025

MARKET/CIRCULATION

Regional- TX, MS, LA, TN, VA, WV, NC,
SC, GA, AL, AK, FL

54,000

LTA MEMBER RATE

Full page \$3,550

1/2 page \$2,200

Inside cover spread \$6,390

Inside back cover \$4,260

Back cover \$4,790

SPACE & MATERIALS DEADLINES

Fall/Winter 2023/2024

October 1, 2023

Winter/Spring 2024 - December 15, 2023

Spring/Summer 2024 & 2025

April 1, 2024 & 2025

Summer/Fall 2024 - June 20, 2024

Fall/Winter 2024/2025 - October 1, 2024

Winter/Spring 2025- December 15, 2024

Spring/Summer 2025- April 1, 2025

Texas Monthly

Co-op Ad

LIFESTYLE



For 50 years, *Texas Monthly* has been the indispensable authority on being Texan, reaching millions each month across print, digital and live events. Audiences in Texas and beyond trust the magazine for coverage and perspectives that only *Texas Monthly* can provide. With an impressive total audience of 37.4 million people, *Texas Monthly* utilizes cross-platform brand extensions that provide readers with more of what they want: amazing stories, videos, podcasts, live experiences and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.

Texas is the number one feeder market into Louisiana. A large number of out-of-state visitors to Louisiana come from Texas, and *Texas Monthly*'s readers tend to spend much time and money on domestic travel and visiting.

Audience:

- 2.57 million readers
- 50% male | 50% female

Over 100k *Texas Monthly* readers have visited Louisiana/Mississippi in the past year, 28% more likely as a *Texas Monthly* reader to have stayed 15+ nights in a hotel while on a vacation in the past year.

AD SPECS

1/2 page ad - 7.375" w x 4" h

1/4 page ad - 3.625" w x 4" h

1/8 page ad - 3.625" w x 2" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

March 2024 - Spring Travel

May 2024 - Summer Travel

September 2024 - Fall Travel

November 2024 - Winter Travel

March 2025 - Spring Travel

May 2025 - Summer Travel

CIRCULATION

270,853 total circulation

LTA MEMBER RATE

1/2 page \$6,100

1/4 page \$3,050

1/8 page \$1,525

SPACE & MATERIALS DEADLINES

March 2024 - December 20, 2023

May 2024 - February 15, 2024

September 2024 - June 25, 2024

November 2024 - August 25, 2024

March 2025 - December 20, 2024

May 2025 - February 15, 2025

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

ROVA - The Magazine for Epic Road Trips

'Louisiana's Best Road Trips' - Individual Buy

OUTDOOR



ROVA - The Magazine For Epic Road Trips is the travel lifestyle magazine focused on road vacations, outdoor adventure and the RV traveler. ROVA – The Magazine For Epic Road Trips is about traveling the roads of America— real stories with authentic images of people, places and curiosities; and a real look inside what this exciting travel has to offer. ROVA – The Magazine For Epic Road Trips is for the road-trippers, the digital nomads and the life changers. ROVA – The Magazine For Epic Road Trips recognizes that RV travel has reached record numbers and the industry is booming with Millennials and Gen Xers. Louisiana is one of the top states with \$375.0 million* in economic impact from RV tourism including travel, camping and all activities these visitors engage in.

ROVA – The Magazine For Epic Road Trips makes for a compelling media buy as camping, RVing and outdoor travel continue to be ranked by tourism leaders as the best and safest travel for ongoing tourism recovery. ROVA readers are the new Travel Leaders!

MULTIMEDIA ADDED VALUE

• 1/4 page

* Banner ad on www.rovamag.com for 4 weeks

• 1/2 page

* Banner ad on www.rovamag.com for 8 weeks **AND**

* **Blog: 'The Louisiana Trip Planner' Blog + Links on www.rovamag.com** - inclusion in a Louisiana Sponsored Blog with 200 words plus two photos. Published on www.rovamag.com for a 24/7 presence.

• Full page

* Banner ad on www.rovamag.com for 8 weeks **AND**

* **Blog: 'The Louisiana Trip Planner' Blog + Links on www.rovamag.com** - inclusion in a Louisiana Sponsored Blog with 400 words plus two photos. Published on www.rovamag.com for a 24/7 presence.

*RVIA Economic Impact Study 2022

*Banner ads are rotating

AD SPECS

Contact marketing@louisianatravelassociation.org.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

2024 February/March - *Annual Louisiana Trip Planner Ad Section*
 April/May
 June/July - *Summer Trips*
 August/September - *4th Annual Brewery Round Up*
 October/November
 December/January - *Annual State Parks Picks*
 2025 February/March
 April/May
 June/July

MARKET/CIRCULATION

ROVA reaches an estimated 100,000 camping and RV enthusiasts. LTA members receive national circulation for ROVA of 50,000. This includes the total U.S. and Louisiana target markets: AL, AR, FL, GA, KY, LA, MO, MS, SC, TN, TX, VA, WV.

LTA MEMBER RATE

Full page \$4,500
1/2 page \$2,900
1/4 page \$1,950

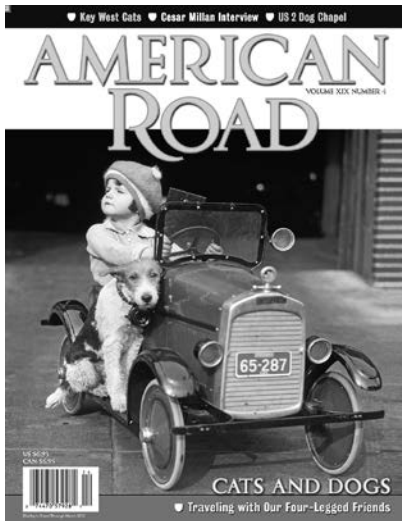
SPACE & MATERIALS DEADLINES

February/March 2024 - Nov 20, 2023
 April/May 2024 - January 25, 2024
 June/July 2024 - March 22, 2024
 August/September 2024 - May 22, 2024
 October/November 2024 - July 31, 2024
 December/January 2024 - Sept. 29, 2024
 February/March 2025 - November 20, 2024
 April/May 2025 - January 26, 2025
 June/July 2025 - March 22, 2025

American Road Magazine

Co-op Ad

TRAVEL



American Road is the ideal place to inspire road trip travelers to experience authentic, intriguing, nostalgic, picturesque, off-the-beaten-path destinations. There is no better place to promote your safe travel opportunities. Our clients continue to see strong results from their campaigns with American Road—and no wonder. More Americans are looking towards road-based travel for their next vacation destination. Proof of this phenomenon: American Road's online audience doubled in the last year. Subscriptions increased by more than 15%.

Reader Profile

Female: 56%
Male: 44%
Median Age: 60
100% take 2+ trips annually

ISSUE

Winter 2023
Spring 2024
Summer 2024
Autumn 2024
Winter 2024
Spring 2025
Summer 2025

MARKET/CIRCULATION

National/30,000
Readership: 90,000-120,000

LTA MEMBER RATE

1/2 page \$2,100
1/4 page \$1,050
1/8 page \$525

SPACE & MATERIALS DEADLINES

Winter 2023 - November 1, 2023
Spring 2024 - February 1, 2024
Summer 2024 - May 1, 2024
Autumn 2024 - August 1, 2024
Winter 2024 - November 1, 2024
Spring 2025 - February 1, 2025
Summer 2025 - May 1, 2025

ADDED VALUE

- *Getaways and Deals*: downloadable PDF promoting special offers and getaways.
- *Virtual Road Trips*: a preview and direct link to your video or 360 tour.
- *Visitor Guides*: showcase of destination visitor guides with direct link to request/view page.
- *Opt-in leads*: access to responsive travelers who request info from American Road.
- Social Media campaign to American Road's Facebook and Twitter audiences.
- Resource listing in magazine and online
- All download and click activity is tracked & reported via Clickmeter.com. Value: \$4000
- A 1/2-page ad buy qualifies for an additional high-impact placement on Americanroadmagazine.com's *Itineraries* page with a downloadable PDF in Louisiana's region to inspire longer stays.

AD SPECS

1/2 page ad - 7.875" w x 4.25" h

1/4 page ad - 3.875" w x 4.25" h

1/8 page ad - 3.875" w x 2.125" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Becky Repp

becky@americanroadmagazine.com



Destination Film Guide

Individual Ad

FILM PRODUCTION

DESTINATION FILM GUIDE

DF

Showcase your location to producers, directors and location scouts and tap in to the lucrative on-location film production industry with *Destination Film Guide*. Our fresh new brand includes a beautiful print publication, content-based website and informative e-newsletter that creates a platform to showcase the best film destinations across North America.

We build a bridge to your best prospects through content marketing, digital advertising and the industry's exclusive North American planning guide. From the latest production incentives to genre-specific location tips, nobody covers the market like the *Destination Film Guide* print edition! DestinationFilmGuide.com showcases hundreds of potential locations with detailed information about all aspects of film production while the bi-weekly InSite e-newsletter provides insight regarding film production professionals with timely tips and news about production deals.

Option 1

- 3 pages in *Destination Film Guide* (2 pages of "Site InSpecion" branded content, plus a full-page ad).
- Digital Site InSpecion content marketing feature written and optimized for you on DestinationFilmGuide.com.
- Featured in one edition of the InSite e-newsletter and on social channels.

Option 2

- 2 pages in *Destination Film Guide* (1.5 pages of "Site InSpecion" branded content, plus a ½-page ad).
- Digital Site InSpecion content marketing feature written and optimized for you on DestinationFilmGuide.com.
- Featured in one edition of the InSite e-newsletter and on social channels.

Option 3

- 1 page in "Site InSpecion" branded content in *Destination Film Guide*.
- Digital Site InSpecion content marketing feature written and optimized for you on DestinationFilmGuide.com
- Featured in one edition of the InSite e-newsletter and on social channels.

Option 4

- 3-month banner on DestinationFilmGuide.com

Option 5

- 6-month banner on DestinationFilmGuide.com

AD SPECS

Full page ad - Bleed 8.75"w x 10.75"h

Full page ad - Non-Bleed 7.325"w x 9.325"h

1/2 page ad - Horizontal 7.5"w x 4.75"h

1/2 page ad - Island 4.75"w x 7"h

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Spring/Summer 2024

MARKET/CIRCULATION

- **Producers, Film makers, Location Scouts, Directors, Advertising agencies**
- Annual *Destination Film Print & Digital Guide* published in spring: 10,000 distribution
- InSite e-newsletter published bi-weekly: 5,000 distribution
- Content rich website @ DestinationFilmGuide.com: 4,000 monthly visitors

LTA MEMBER RATE

Option 1 \$5,280

Option 2 \$4,000

Option 3 \$2,750

Option 4 \$1,995

Option 5 \$3,400

SPACE & MATERIALS DEADLINES

TBD

DESTINATION FILM GUIDE

DF

Ad Representatives

Cheryl Rash
cheryl@ptmgroups.com

Louisiana Newspaper Print Ad Program

Individual Ad

GENERAL INTEREST



Trusted Media | Hyper Local Platforms | Quality Audiences

Pick the week and LTA will run your print ad in **75+ LPA newspapers** statewide or in geographic regions for a very low price. This is a great way to advertise the exciting events, festivals, etc. in your area.

AD SPECS

- Provide **3 actual sizes as per below (in both BW and 4C)**
- High Res pdf files in both black & white and 4 color

Small - 2x2 ad

3.25" w x 2" h
3.625" w x 2" h
4.25" w x 2" h

Medium - 2x4 ad

3.25" w x 4" h
3.625" w x 4" h
4.25" w x 4" h

Large - 2x6 ad

3.25" w x 6" h
3.625" w x 6" h
4.25" w x 6" h

Extra Large - 3x7 ad

4.89" w x 7" h
5.5" w x 7" h
6.38" w x 7" h

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.



Trusted Media | Hyper Local Platforms | Quality Audiences

Ad Representatives

Jerry Raehal
jerry@lapress.com

ISSUE

Weekly

CIRCULATION & READERSHIP

Statewide - Over 1.4 million readership
Reaching the most coveted audience of educated, affluent and engaged consumers.

STATEWIDE OR REGIONAL ZONES

The program can be purchased by statewide coverage or by regions. The program offers North, Southwest and Southeast regions.

****LPA can not 100% guarantee that participant's ad will appear in all newspapers. Historically 85% of requested ads run in our network.**

LTA MEMBER RATE

Small 2x2	\$500
Medium 2x4	\$865
Large 2x6	\$1,430
Extra Large 3x7	\$2,240

Buy Any Two Regions:

Small 2x2	\$915
Medium 2x4	\$1,840
Large 2x6	\$2,530
Extra Large 3x7	\$4,140

Buy All Three Regions (Statewide):

Small 2x2	\$1,240
Medium 2x4	\$2,500
Large 2x6	\$3,350
Extra Large 3x7	\$5,590

SPACE & MATERIALS DEADLINES

Monday @ noon three weeks prior to the publication week.

225 Magazine Digital Campaign

Individual Buy



[225] is the city magazine, website, and social channel for the Greater Baton Rouge area. We cover exclusive stories on food, culture, entertainment and people in East Baton Rouge, Ascension, Livingston and West Baton Rouge

STATS

- 200,000+ pageviews per month on 225batonrouge.com & 225 app
- 22,000 FREE copies distributed monthly to the Greater Baton Rouge Area
- 8,000+ online e-edition reads per month
- 31,000+ 225 daily opt-in email subscribers
- 101,000+ 225 social media followers on Facebook, Instagram

PROGRAMS

Option 1 - 300 x 250 banner ad on 225batonrouge.com live for 30 days, guaranteed 30K impressions

Option 2 - Travel Blog Article & Photo Gallery on 225batonrouge.com/travel
Organic Social Post on 225
970 x 250 & 300 x 250 banner campaign live for 30 days, guaranteed 50K impressions

Option 3 - 225 Social Ad Campaign
Sponsored social campaign live on 225 Facebook & Instagram for 7 days
Post, Carousel or Reels

TARGETING

Leisure and travel enthusiasts in the Capital City Region

REPORTING

Delivered at end of the campaign

AD SPECS

Contact marketing@louisianatravelassociation.org.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.
30-day campaign

LTA MEMBER RATE

Option 1 \$725
Option 2 \$2,150
Option 3 \$1,100

SPACE & MATERIALS DEADLINES

2 weeks before start date.

Ad Representative

Erin Pou • erinp@225batonrouge.com



AARP Digital Campaign

Individual Buy

AARP

AARP Digital

Anchored by AARP.org and its **22 million unique visitors**, our suite of digital assets features premium content, tools, and programs that offer adults 50+ unlimited possibilities to customize their experience.

Industry-leading engagement with our growing online audience can be leveraged by marketers on and off site, providing endless opportunities to drive measurable ROI.



**Right Time.
Right Audience.
Right Brand.**

AARP.org - The Digital Gateway to 50+ Travelers

Featuring premium travel content with a 50+ focus, AARP.org attracts online visitors who are more likely to be active travelers with the means and motivation to explore. Reaching an average of 22 million unique visitors monthly, AARP Members are engaged and spend an average of 16 minutes per site visit. With an average CTR double the industry standard, AARP.org can deliver Louisiana's best travel prospects.

TARGETING

National, Regional, Statewide or City

REPORTING

Delivered at the end of each campaign

AD SPECS

300x250

300x600

Facebook Sponsored Post – video optional

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Run of Site Programs

Program 1 - 250,000 impressions

\$4,025

Program 2 - 500,000 impressions

\$8,050

Program 3 - 750,000 impressions

\$12,100

Social Media Programs

Program 4 - 175,000 Facebook Sponsored Post impressions

\$5,750

Program 5 - 350,000 Facebook Sponsored Post impressions

\$11,500

SPACE & MATERIALS DEADLINES

One months before start date.



Ad Representative

Dannan Jameson • dannan@osquaredmedia.com

A Second Date with Louisiana by Madden Media

Individual Buy



By collecting and utilizing mobile device ID data, we'll be able to target travelers who have previously visited Louisiana and invite them to return back to the state for even more adventures. Travelers who have visited the state within the last year, on a rolling basis, will be targeted with mobile digital banner ads. For those that choose to also target intent-based audiences, we'll work with our mobile data partners to polygon high-traffic areas across the state that align with the aforementioned intent-based audiences. With this data, we'll be able to create audiences to serve even more relevant content via mobile digital banner ads. For example, a family who has previously visited a state park would fall under our Outdoor Enthusiast' audience and would see targeted messaging from co-op partners who are looking to recapture those visitors for future travel.

CAMPAIGNS

Gold

Reach visitor who have previously traveled to Louisiana. Includes standard banner ad set and targeted media placement. Plus 1 intent based audience and site remarketing

980,000 Impressions

Silver

Reach visitor who have previously traveled to Louisiana. Includes standard banner ad set and targeted media placement

496,000 Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time between January 2024 - June 2025.

LTA MEMBER RATE

Gold \$11,500

Silver \$7,500

Add-On \$6,000 per audience

Option to add on intent-based audiences

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Danah Heye • dheyem@maddenmedia.com



Advance Travel and Tourism's "It's a Southern Thing" Video Sponsorship

Individual Buy



"It's a Southern Thing" attracts people from all over the USA and beyond through original content that includes highly shareable videos, stories, memes and more. It serves up relatable humor, inspirational people, and fascinating stories that break the stereotypes and show the South as the culturally rich, diverse, down-home place it really is.

AUDIENCE

- Over 1.6 billion video views
- 4.7 million social followers
- 36 million social engagements
- Passed 500,000 YouTube subscribers in 2021
- Increased watch time in 2020 by 147% on Facebook and 30% on YouTube
- Grew a TikTok audience of more than 400,000 after launching in late 2019
- Increased SouthernThing.com traffic 55% YOY to 88M in 2020

HOW IT WORKS

These popular video series ask Southerners to give us their hilarious, touching and uniquely interesting thoughts about topics like pop culture, food, music, rivalries, movies and anything else worth discussing.

- Video Posts: Video will be shared on the IAST Facebook page and YouTube channel.
- Social tagging: Your Facebook will be tagged, giving viewers a direct link to like your page and interact further with you.
- Presented by: At the beginning of the video with your logo
- End card: 5-second end card with your logo, slogan and voice over

REPORTING

Reporting provided monthly at the end of each monthly campaign

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

*Limited to 4 partners in LTA 2024/25 Marketing Plan (August 2023-July 2025).

LTA MEMBER RATE

\$5,750

SPACE & MATERIALS DEADLINES

Three months prior to start date.

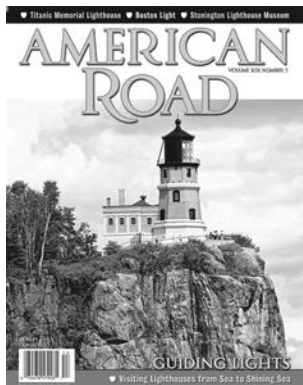
Ad Representative
Adrienne Hennis • ahennis@al.com



American Road Magazine Digital Campaigns

Individual Buy

TRAVEL



American Road is the ideal place to inspire road trip travelers to experience authentic, intriguing, nostalgic, picturesque, off-the-beaten-path destinations. There is no better place to promote your safe travel opportunities. Our clients continue to see strong results from their campaigns with American Road—and no wonder. More Americans are looking toward road-based travel for their next vacation destination. Proof of this phenomenon: *American Road's* online audience doubled in the last year. Subscriptions increased by more than 15%.

Total Audience:

600,000 online readers monthly

100% take 2+ trips annually

CAMPAIGN

Option 1 - Digital Display Ads (30 day campaigns)

Rectangle (280x250)

Leaderboard (970x90)

Avg 33,723 Impressions per month

Option 2 - Dedicated eBlast. Get a direct message to opt-in subscribers

Email blast open rate averages 15-22%

Email blast click range: 5.6%-10.31%

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Option 1 \$425

Rectangle (280x250)

\$635

Leaderboard (970x90)

Option 2 \$680

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative

Becky Repp • becky@americanroadmagazine.com



Atlanta Magazine Total Digital Package

Individual Buy

Digital marketing your preferred method? We have a package for that! By combining our top digital services into one package, you can reach more travelers quickly and effectively. We've combined our most successful services into one package.

PACKAGE INCLUDES

- One week sponsorship of our daily newsletter, *The Daily Brief*
- One Food & Drink E-Newsletter sponsorship
- Two Instagram posts with two accompanying stories each
- Two Facebook posts,
- One audience extension custom email blast (via Site improvement)
- One sponsored content article, 50k ROS impressions on our website
- Listing in the monthly travel newsletter of your choice.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$8,950

SPACE & MATERIALS DEADLINES

One month prior to launch.

Digital Statistics

• Daily Brief newsletter

- Sent to 25,806
- 1.73% click thru rate

• Instagram

- 149k followers
- 69% female, 31% male
- Average impressions per post: 11,000
- Average engagement per post: 290

• Food & Drink Newsletter

- Sent to 18,510
- 1.73% CTR

• Facebook

- 72k Followers
- 67% female, 33% male
- Average impressions per post: 6,000
- Average engagement per post: 230

• Audience Extension Email

- Reach 40,000 people based on the characteristics you chose to target
- Targeting capabilities: geography, demographics, income, interests, occupation, buying activity and more

• Sponsored Content

- 2,730 average page views
- 2,600 average visitors
- 100,000 minimum ad impressions
- Social impressions: 25,000
- Roadblock ad impressions: 6,000
- Webpage social shares: 900

• Travel Monthly Newsletter

- Sent to 13,800 opt-in subscribers
- 23% average open rate
- 1.5% click thru rate

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

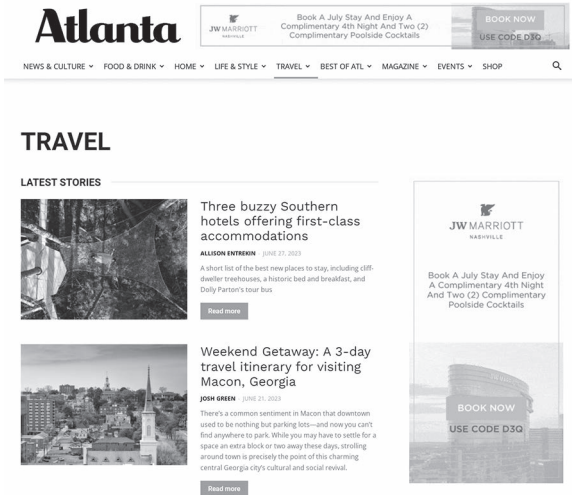
Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta
MAGAZINE

Atlanta Magazine Travel Page Takeover

Individual Buy



Atlantamagazine.com is a great place to market to potential travelers, and you can takeover our travel page on our Atlanta magazine website for the entire month. Your ads will roadblock our travel page with an expected 140,000 impressions. Get your destination in front of regular travelers who are looking for their next trip.

AD SPECS

Site Display Ads (ROS + Channel Sponsorships):

- 728 x 90: Max 100 KB
- 300 x 600: Max 100 KB
- 300 x 250: Max 100 KB
- 320 x 50: Max 50 KB
- Supported formats: .jpg, .png, .gif, iframe/Javascript tag, HTML5
- Pixel tracking available
- Must provide a target URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$2,400

SPACE & MATERIALS DEADLINES

Materials due 30 days prior to launch.

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta
MAGAZINE

Atlanta Magazine's Email Campaign

Individual Buy

Email is still the preferred place to receive promotional messaging, so don't miss out on the chance to reach thousands of opt-in recipients via our email campaigns. Reach travel enthusiasts from the metro Atlanta area who are actively looking for their next trip. Since Atlanta is a feeder city for Louisiana travel, make sure you are reaching the right audience with this campaign.

PACKAGE INCLUDES

Two 100% share of voice eblasts (to be sent on dates of your choice), 1 week sponsorship of our daily newsletter, *The Daily Brief*, and a listing in the monthly travel newsletter.

Digital Statistics

- 100% SOV e-blast
 - Only sent on Sundays, Tuesdays, and Wednesdays to prevent customer fatigue
 - Sent to 13,800 opt-in subscribers
 - .92% click thru rate
 - You create the look and feel of this email
- Travel Monthly Enewsletter
 - Sent to 13,800 opt-in subscribers
 - 23% average open rate
 - 1.5% click thru rate
- Daily Brief newsletter
 - Sent to 25,806
 - 1.73% click thru rate

SPECS

Custom Email Blasts

- Single image file saved as .jpg or .png
- Max file size of 200 KB
- Total creative no wider than 600 pixels
- 1-2 subject lines (2 is only necessary if an A/B test is desired)
- Must provide a target URL
- ***AVERAGE CREATIVE HEIGHT: We have no limits on how short or tall eblast creative can be, but on average creative is between 500 px and 1200 px tall

Travel Enewsletter Listing

- Assets include: Headline, 25-50 words of copy, image between 500 px and 1200 px tall
- Max file size of 200 KB, total creative no wider than 600 pixels
- Must provide target URL

Editorial Newsletter Takeover – *The Daily Brief*

- 300x250: Max 50 KB
- 728x90: Max 50 KB
- Supported file types: .jpg, .png, .gif
- Must provide a target URL

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$4,025

SPACE & MATERIALS DEADLINES

Materials are due 2 weeks prior to launch.

MEDIA/DELIVERY

Email ad materials to
marketing@louisianatravelassociation.org,
emails must specify program and company name
in the subject line.

Ad Representative

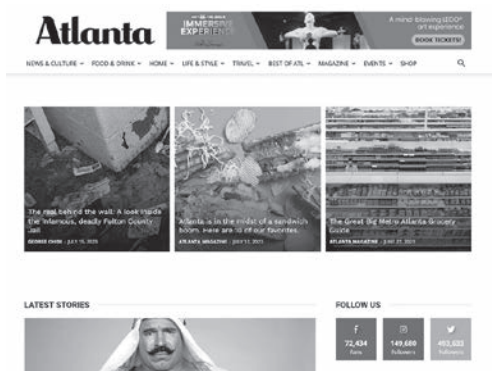
Mary Derzis • mderzis@atlantamagazine.com

Atlanta

MAGAZINE

Atlanta Magazine's Sponsored Content Campaign

Individual Buy



Want your content to live on our site in perpetuity? Reach more travelers with a sponsored content article on our website. Sponsored content gives advertisers the opportunity to reach our audience in a style similar to editorial content. Your article will be hosted on atlantamagazine.com's homepage and in the appropriate content stream.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$2,950

SPACE & MATERIALS DEADLINES

Materials are due 1 month prior to launch.

PACKAGE INCLUDES

- Content being hosted on the site in perpetuity
- Roadblock ads for up to three months
- Promotional ROS ads for up to one month (ads to begin the day article is posted)
- Videos can be placed on your Sponsored Content article page
- Two boosted Facebook posts promoting the article (dates of your choosing)
- Two Twitter posts promoting the article **OR** 2 Instagram posts

Sponsored Content Stats

- 2,730 average page views
- 2,600 average visitors
- 100,000 minimum ad impressions
- Social impressions: 25,000
- Roadblock ad impressions: 6,000
- Webpage social shares: 900

SPECS

- Article saved as .doc or .txt file
- Target 600-800 words; no more than 1,000
- Suggested headline (may be edited to maximize SEO)
- Any links or video embeds to be included in the article
- 2400x1500, 300 dpi .jpg or .png to be used as header image (no text on image)
- Any other images to be included in the article

Display Ads Specs

- 728 x 90: Max 100 KB
- 300 x 600: Max 100 KB
- 300 x 250: Max 100 KB
- 320 x 50: Max 50 KB
- Supported formats: .jpg, .png, .gif, iframe/Javascript tag, HTML5
- Pixel tracking available
- Must provide a target URL
- Note on Social Posts
- Atlanta magazine digital manager will provide the promotional social media posts and send for approval along with a live preview of the article on our website.

MEDIA/DELIVERY

Email ad materials to
marketing@louisianatravelassociation.org,
emails must specify program and company name
in the subject line.

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta

MAGAZINE

Causal iQ's Cross-Device Display Packages

Individual Buy

causal iQ

Imagine a world where digital marketing campaigns are seamless, driven by data, and optimized with precision - that's where Causal iQ (CIQ) shines. By analyzing travel patterns, leisure activities and spending habits, we identify the individuals most likely to visit your unique destination. Rather than targeting single dimensions of data, Causal iQ employs multi-variate optimization to weigh all attributes within a user's profile (including negative predictors) enabling us to drive strong visitation and economic growth for Louisiana. Synergistic, multichannel marketing is the key to consistently higher ROI. Today's travel marketers are embracing digital channels to reach their audiences in innovative and relevant ways.

HOW IT WORKS

Display is a scalable format, that can be efficiently optimized to drive site traffic and promote meaningful awareness amongst in-market travelers. Uncover and activate unique audiences based on custom events & engagements by placing a Causal web-site pixel.

Each Partner to customize their campaign based on the following selects:

TARGETING: CiQ Custom Multi-variate Model: In-Market Travelers

- Geography based on campaign goals (select one):

- Louisiana residents
- Drive Markets
- Drive + Fly Markets.
- Drive + Fly + Canadian Markets

- Option to include demographic targeting

REPORTING - Complete and detailed reporting of key performance indicators.

Additional reporting available based on monthly spend.

AD SPECS

728x90
160x600
300x600
300x250
320x50
300x50
URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

One month minimum.

3 month flight recommended.

LTA MEMBER RATE

Silver **\$11,000 per month**
2,222,222 impressions

Gold **\$16,000 per month**
3,333,333 impressions

Platinum **\$20,700 per month**
4,444,444 impressions

Partners may buy-in cooperatively at \$5,500 each to reach the minimum \$11k investment level.

Inclusion-list available upon request.
Activate with carefully curated publishers on transparent inventory with CiQ.

SPACE & MATERIALS DEADLINES

One month prior to flight.

Ad Representative

Courtney Troulliet • ctroulliet@causaliq.com

causal iQ

Causal iQ's Cross-Device Video Packages

Individual Buy

causal iQ

Imagine a world where digital marketing campaigns are seamless, driven by data, and optimized with precision - that's where Causal iQ (CIQ) shines. By analyzing travel patterns, leisure activities and spending habits, we identify the individuals most likely to visit your unique destination. Rather than targeting single dimensions of data, Causal iQ employs multi-variate optimization to weigh all attributes within a user's profile (including negative predictors) enabling us to drive strong visitation and economic growth for Louisiana. Synergistic, multichannel marketing is the key to consistently higher ROI. Today's travel marketers are embracing digital channels to reach their audiences in innovative and relevant ways.

HOW IT WORKS

Video ads can be highly effective in promoting awareness and visitation. They can showcase the unique attractions and experiences that a destination has to offer, giving viewers a taste of what they can expect if they visit. Additionally, online-video ads create compelling visual stories that capture the attention of travelers and drive them to visit your destination. Uncover and activate unique audiences based on custom events & engagements by placing a Causal website pixel.

Each Partner to customize their campaign based on the following selects:

TARGETING: CiQ Custom Multi-variate Model: In-Market Travelers

- Geography based on campaign goals (select one):

- Louisiana residents
- Drive Markets
- Drive + Fly Markets.
- Drive + Fly + Canadian Markets

- Option to include demographic targeting

REPORTING - Complete and detailed reporting of key performance indicators. Additional reporting available based on monthly spend.

AD SPECS

:06s
:15s
:30s video

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

One month minimum.

3 month flight recommended.

LTA MEMBER RATE

Silver **\$11,000 per month**
625,000 impressions

Gold **\$16,000 per month**
937,500 impressions

Platinum **\$20,700 per month**
1,250,000 impressions

Partners may buy-in cooperatively at \$5,500 each to reach the minimum \$11k investment level.

Inclusion-list available upon request. Activate with carefully curated publishers on transparent inventory with CiQ.

SPACE & MATERIALS DEADLINES

One month prior to flight.

Ad Representative

Courtney Troulliet • ctroulliet@causaliq.com

causal iQ

Causal iQ's Native Advertising Packages

Individual Buy

causal iQ

Imagine a world where digital marketing campaigns are seamless, driven by data, and optimized with precision - that's where Causal iQ (CIQ) shines. By analyzing travel patterns, leisure activities and spending habits, we identify the individuals most likely to visit your unique destination. Rather than targeting single dimensions of data, Causal IQ employs multi-variate optimization to weigh all attributes within a user's profile (including negative predictors) enabling us to drive strong visitation and economic growth for Louisiana. Synergistic, multichannel marketing is the key to consistently higher ROI. Today's travel marketers are embracing digital channels to reach their audiences in innovative and relevant ways.

HOW IT WORKS

Native ad units are an effective way to capture user attention and build relevance. Immerse your brand within a publisher's site to provide users with a seamless ad experience without sacrificing the best that digital marketing has to offer—precise targeting, scale, and ease of execution. Uncover and activate unique audiences based on custom events & engagements by placing a Causal website pixel.

TARGETING: CiQ Custom Multi-variate Model: In-Market Travelers

- Geography based on campaign goals (select one):
 - Louisiana residents
 - Drive Markets
 - Drive + Fly Markets.
 - Drive + Fly + Canadian Markets
- Option to include demographic targeting

REPORTING - Complete and detailed reporting of key performance indicators. Additional reporting available based on monthly spend.

AD SPECS

Custom Image and Copy by Causal iQ

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

One month minimum.

3 month flight recommended.

LTA MEMBER RATE

Silver **\$11,000 per month**
2,222,222 impressions

Gold **\$16,000 per month**
3,333,333 impressions

Platinum **\$20,700 per month**
4,444,444 impressions

Partners may buy-in cooperatively at \$5,500 each to reach the minimum \$11k investment level.

Inclusion-list available upon request. Activate with carefully curated publishers on transparent inventory with CiQ.

SPACE & MATERIALS DEADLINES

One month prior to flight.

Ad Representative

Courtney Troulliet • ctroulliet@causaliq.com

causal iQ

Country Roads Digital Campaign

Individual Buy



For forty years, *Country Roads* magazine has celebrated the events, destinations and attractions of Louisiana by connecting visitors and residents with the culture that surrounds them. Showcase your brand and message alongside all the great content at www.countryroadsmag.com and in our bi-weekly *Country Roads* e-newsletters received by thousands of opt-in subscribers.

CAMPAIGNS

One-month campaign

- 1 dedicated e-Newsletter- 100% SOV
- 1 website medium rectangle ad
- 4x medium rectangle ad on “COUNTRY ROADS THIS WEEK” (bi-weekly newsletter)
- 2x social media posts

AD SPECS

Medium rectangle: 300px X 250px

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$2,250

SPACE & MATERIALS DEADLINES

Two months prior to send date.

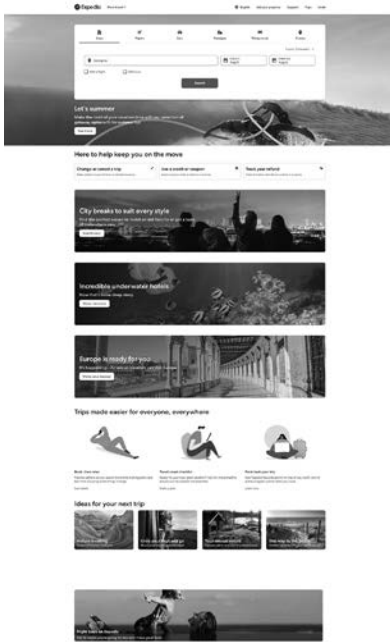
Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Expedia Group Media Solutions

Individual Buy



We are a global advertising platform connecting marketers with hundreds of millions of travelers across Expedia Group brands. With our full-funnel suite of solutions, advertisers can inspire, engage and convert travelers worldwide for meaningful results.

Expedia.com US Stats:

- 34.7 million monthly unique visitors
- 247 million monthly page views
- 60% Women / 40% Men
- 61% Ages 25-54
- 61% Household Income \$75k+

REPORTING

Each campaign includes pre-campaign consultation, creation of ads and landing page (if needed), ongoing support, and post-campaign performance reports.

TARGETING

All campaigns are custom built to best support your destination and marketing needs. Expedia Group's data can be used to help determine campaign timing and targeting.

PROGRAMS

Option 1: 500,000 targeted impressions + 40,000 bonus impressions

Option 2: 600,000 targeted impressions + 50,000 bonus impressions

AD SPECS

160x600, 300x250, 970x90, 728x90, 468x60 and 300x50

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

3-6-month campaigns

LTA MEMBER RATE

Option 1 \$11,000

Option 2 \$16,000

SPACE & MATERIALS DEADLINES

One month prior to start date.

Garden & Gun Digital Campaign

Individual Buy



G&G offers fantastic digital opportunities for Louisiana Travel Association partners!

Whether in grand style or with simple sophistication, *Garden & Gun* subscribers travel both near and far, seeking authentic experiences, unique flavors, and the most extraordinary adventures any destination has to offer. They are passionate about travel and always thinking about their next getaway.

Audience: 1.6MM

CAMPAIGN COMPONENTS

RUN-OF-SITE ADVERTISING: GardenandGun.com offers tremendous value for advertising to G&G's national audience.

The award-winning *Garden & Gun* website is an incomparable destination for the reader who is seeking the newest destinations, events, and latest news from G&G. GardenandGun.com is now better than ever with a greater focus on original and new content capturing an active and affluent audience that only *Garden & Gun* can deliver.

Homepage TAKEOVER: G&G's home page is the most popular page on the site. Make a lasting impression on browsers right from the start, owning all positions and unlimited impressions for one (1) week.

THE SKILLET E-NEWSLETTER: G&G's *The Skillet* e-Newsletter is dedicated to all things Southern food & drink, delivered to 67,000+ opt-in subscribers. Whether we're talking seasonal ingredients with farmers and chefs, restaurant openings, dining events, the latest cookbooks, or our new favorite seasonings and sauces, readers are kept well-fed and up to date with all kinds of tasty tidbits. The *Skillet* newsletters are a welcome sight in e-mail in-boxes across the country and regularly enjoy amazing **open rates far above the industry standard at 39% and 8% newsletter CTR!** Enhanced *Skillet* newsletters offers 100% SOV of one letter via native sponsorship of one section of the newsletter using advertiser provided talking points and call to action, a supplied photo and URL.

TRAVEL CHANNEL TARGETING: The Travel Channel on GardenandGun.com provides LTA Partners the opportunity to position your message within a qualified and highly targeted environment. <https://gardenandgun.com/travel/>

Chock full of city and town profiles, tales of amazing road trips and adventures, where to find the best hotels, restaurants, bars and boutiques across the South and beyond. The Travel Channel on GardenandGun.com is the source for our passionate and affluent travelers to find more of what they love.

DUE SOUTH TRAVEL E-NEWSLETTER: G&G's Newest e-newsletter "Due South" will highlight places to travel in the South. Launching May 24, 2023, to 25,000 opt-in subscribers, each weekly newsletter will have a single focus/theme (ex: The Southern Seven, Editor's Pick, city guides, etc.) while also including editorial travel articles and stories from the magazine. Enhanced edition Due South newsletters offer native sponsorship of one section of the newsletter, written by G&G using advertiser supplied talking points, one image, CTA, and URL.

SPECS - Contact marketing@louisianatravelassociation.org

CAMPAIGN

Run-of-Site/Travel Channel campaigns can start anytime and will live online for your preferred timing. One-week Homepage Takeover and Newsletter campaigns are subject to availability, within preferred timing.

LTA MEMBER RATE

Package 1 \$5,750

Package 2 \$5,750

Package 3 \$8,500

Package 4 \$9,500

Package 5 \$11,000

SPACE & MATERIALS DEADLINES

60 days prior to start date.

PROGRAMS

Package 1:

- 500,000 Run-of-Site Impressions

Package 2:

- 250,000 Run-of Site Impressions
- 125,000 Travel Channel Impressions

Package 3:

- 1x Enhanced *The Skillet* e-Newsletter OR 1x Enhanced *Due South*
- e-Newsletter 350,000 Run-of-Site Impressions

Package 4:

- 1x Enhanced *The Skillet* e-Newsletter
- 1x Enhanced *Due South*

Package 5:

- 350,000 Run-of-Site Impressions
- One-Week Homepage Takeover
- 218,000 Travel Channel Impressions

Ad Representatives

Michael Stafford • Michael@lewisstafford.com

Ellen Lewis • Ellen@lewisstafford.com

GARDEN & GUN

Geofence Display Campaign by LocaliQ

Individual Buy

LOCALiQ

LocaliQ is a growth marketing platform built to help your destination find, convert, and keep visitors in your area. Whether you're looking to capture new leads on search engines, build your presence on social media, or connect with travelers through your website, we have the marketing solutions you need to help you reach your goals and grow.

HOW IT WORKS

Use Geofence for either Festivals and Events and to bring in new event attendees or in strategic campaigns to pull new visitors into your destination. LocaliQ targets (create fences) around locations and geos that make the most sense depending on your goal. Your ads are then served to each mobile device collected in those zones and then retargets the mobile device on a consistent basis. We then track the mobile device or human conversions into the 'conversion zones' (the event itself, the downtown area and all the attractions and accommodations). We generally observe somewhere between 500-2000 new visitors into the destination or event, including tracking into accommodations and attractions.

REPORTING CAPABILITIES

Reporting reviewed monthly by phone or email – whichever works for your schedule! Your sales and support experts work together to review your performance and communicate progress to you.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time
3 month campaign

LTA MEMBER RATE

Option 1 - estimateed 450,000
impressions
\$3,500

Option 2 - estimateed 600,000
impressions
\$4,500

SPACE & MATERIALS DEADLINES

One month prior to launch

Ad Representative

Gillian Hanes • gillian.hanes@reachlocal.com

LOCALiQ

Hoffman Media Foodi(E)-Mail Marketing Campaign

Individual Buy



RECIPES | TRAVEL | SUBSCRIBE | DIGITAL EDITION



With above average open rates in the industry, Hoffman Media knows our e-newsletter subscribers are engaged and have multiple interests—food and travel being two of the top interests. Choose one of three titles below to run an e-mail marketing campaign and put your destination, attraction, restaurant, hotel, etc. in front of the eyes of loyal readers.

PROGRAM

Includes a 300x250 e-newsletter ad in 12 e-newsletters in the title of your choice – *Cooking with Paula Deen*, *Taste of the South* or *Louisiana Cookin'*. Some examples for uses of this e-mail marketing campaign: promotion of an upcoming event, opening of an attraction, seasonal travel, etc. The ad can change each month or stay the same.

**Open to discussion if you need to change the order of e-newsletters – (ex: you want two e-newsletters for the title of your choice for 6 months instead of one for 12 months)*

E-Newsletter Stats:

Louisiana Cookin':

26,000 Subscribers/Open Rate: 52%

Taste of the South:

52,000 Subscribers/Open Rate: 49%

Cooking with Paula Deen:

71,000 Subscribers/Open Rate: 40%

AD SPECS

300x250

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts during month of your choice.

January 2024

February 2024

March 2024

April 2024

May 2024

June 2024

July 2024

August 2024

September 2024

October 2024

November 2024

December 2024

LTA MEMBER RATE

Louisiana Cookin'

\$2,650

Taste of the South

\$3,600

Cooking with Paula Deen

\$6,150

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Christy Lohmann · CLohmann@HoffmanMedia.com



Hoffman Media StoryMaker Campaign

Louisiana Cookin', Taste of the South, Southern Lady and Southern Cast Iron



Have a new attraction, restaurant or hotel opening? Want to highlight an upcoming event? Hoffman Media is a content hub and valuable extension of our client's creative team. We will work with you to develop and publish your content to millions of engaged followers through our websites and social media platforms. This program gives you the ease and flexibility to activate this campaign within a month's notice – perfect for events, restaurant openings, rebranding, etc. The best part? You have full rights to all content once completed.



CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$4,945

SPACE & MATERIALS DEADLINES

One month before start date.

PROGRAM

The Hoffman Media StoryMaker team (custom content division) will write three blogs on your destination which will be featured on the home pages of four Hoffman Media titles – *Louisiana Cookin'*, *Taste of the South*, *Southern Lady* and *Southern Cast Iron*.

The three blog posts will be featured as a "don't-miss" compilation on the home page of each title.

This package also includes a total of 8 social media posts:

- Louisiana Cookin'** – 2 posts (1 Instagram/1 Facebook)
- Taste of the South** – 2 posts (1 Instagram/1 Facebook)
- Southern Lady** – 2 posts (1 Instagram/1 Facebook)
- Southern Cast Iron** – 2 posts (1 Instagram/1 Facebook)

ADDED VALUE

Purchase this program and receive one sponsored e-newsletter teasing all blog posts with your content and images.

Stats: All 4 titles combined

Total monthly pageviews: 1.4 million, Total Facebook following: 741,000, Total Instagram following: 631,500

AD SPECS

For each of the 3 blog posts, the client will need to send:

- Overall theme
- Content points
- Assets (images, videos, web links, etc.)

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

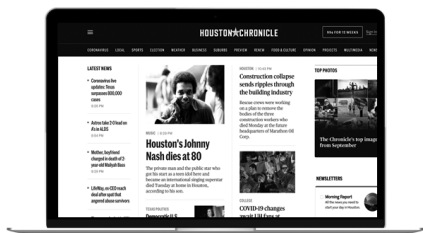
Ad Representative

Christy Lohmann • CLohmann@HoffmanMedia.com



Houston Chronicle Campaign

Individual Buy



Capture the attention of visitors on Chron.com with ROS banner ads, no matter how they access the site (desktop, laptop or mobile).

Coming from:

- Social
- Google Search
- Mobile
- eEdition
- Section Fronts
- Article Pages

CAMPAIGNS

Program 1 - 166,667 Impressions

Program 2 - 333,334 Impressions

Program 3 - 833,334 Impressions

Program 4 - 1.25 Million Impressions

TARGETING

Targeting and Audience determined by participant.

REPORTING

Delivered at the end of the campaign.

AD SPECS

300x250

728x90

300x600

320x50

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

One-month campaign.

LTA MEMBER RATE

Program 1 \$1,150

Program 2 \$2,300

Program 3 \$5,575

Program 4 \$8,625

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Rosa Guerrero • rosa.guerrero@chron.com



Let the Good Time Roll Festival Video Bundle by Advance Travel & Tourism

There are hundreds of festivals all across Louisiana each year—let's make sure you are attracting visitors to your festival or event by highlighting the excitement of your event through a multi-channel, video-focused campaign.

EXAMPLE AUDIENCE

Live music enthusiasts: These individuals are interested in live music, band or entertainment. They are likely to search for information about upcoming shows and events online.

Foodies: Many of your festivals are appealing to foodie travelers. They seek out information online about food events and new places to go. We would couple this with other behaviors to ensure that we're capturing users most likely to visit your destination for festivals or events.

REPORTING

Reporting provided monthly at the end of each monthly campaign

SPECS

Contact marketing@louisianatravelassociation.org

Advance Travel & Tourism will provide free creative design services for all tactics if needed with supplied photography assets.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

2-Month Campaign

- TikTok or Instagram Reels
- YouTube (including YT Shorts)
- Est. Impressions: 633,333

3-Month Campaign

- TikTok or Instagram Reels
- YouTube (including YT Shorts)
- Est. Impressions: 950,000

LTA MEMBER RATE

2-Month Campaign \$9,000

3-Month Campaign \$13,000

SPACE & MATERIALS DEADLINES

Three months prior to start date.

Ad Representative
Adrienne Hennis • ahennis@at.com



Louisiana Trail Bundle Campaign by Advance Travel & Tourism

A targeted digital advertising campaign to promote Louisiana's numerous trails and attract more visitors to the state. Louisiana is home to a variety of scenic and historic trails that offer unique experiences for hikers, bikers, bird-watchers, and history buffs. With our expertise in digital marketing and data-driven strategies, we can help you reach your target audience and increase awareness of Louisiana's trail destinations.

EXAMPLE AUDIENCE

Outdoor enthusiasts: These individuals are interested in hiking, biking, and other outdoor activities. They are likely to search for information about trails and outdoor experiences online.

History buffs: These individuals are interested in exploring Louisiana's rich history and cultural heritage. They are interested in visiting your historic sites and museums along the trails.

PROGRAM INCLUDES

Display advertising: We will deploy eye-catching digital ads that will appear on top websites and apps that our target audiences frequent. These ads will feature images of your scenic trails and highlight the unique experiences that your destination offers.

Video advertising: We will deploy short video ads that will be displayed on YouTube and other video sharing platforms. These videos will showcase Louisiana's top trail destinations and encourage viewers to plan a visit.

REPORTING

Reporting provided monthly at the end of each monthly campaign

SPECS

Contact marketing@louisianatravelassociation.org

Advance Travel & Tourism will provide free creative design services for all tactics if needed with supplied photography assets.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Campaign can start anytime.

3-Month Campaign

- Data Enhanced Display
- YouTube
- Est. Impressions: 738,235

LTA MEMBER RATE

3-Month Campaign \$10,000

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative
Adrienne Hennis • ahennis@al.com



Madden Media’s Canadian Targeted Digital Campaign

Individual Buy



Following similar tactics detailed in the Remarketing Display Campaign, this campaign with focus specifically on a Canadian audience.

Then, by placing a remarketing tag on the partner’s website and utilizing the ExploreLouisiana.com existing tag, we will send secondary ads to active site visitors from Canada. We’ll also build lookalike audiences off of ExploreLouisiana.com’s existing remarketing pool to target users in Canada that share the characteristics and behaviors of current visitors. These are valuable prospects considering they’ve already spent time considering a visit to Louisiana.

Utilizing geotargeting tactics, we identify these Canadian visitors that are already interested in taking a trip to Louisiana. Your ads provide new content for these viewers, inspiring them further and pushing them closer toward the conversion from viewer to traveler.

CAMPAIGNS

- Gold** - 3-month campaign
1.24 million Impressions
- Silver** - 2-month campaign
600,000 Impressions
- Bronze** - 1-month campaign
330,000 Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time between January 2024 - June 2025.

LTA MEMBER RATE

- Gold** \$8,100
- Silver** \$5,200
- Bronze** \$3,700

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Danah Heye • dheyemaddenmedia.com



Madden Media’s Remarketing Display Campaign

Individual Buy



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

By implementing a remarketing tag on the partner’s website and utilizing the ExploreLouisiana.com existing tag, we’re able to direct remarketing ads to previous visitors from both sites, encouraging them to further consider your destination.

Additionally, we’ll target a lookalike audience with similar characteristics and behaviors to those in the tagged remarketing group. These are valuable prospects as they’ve already spent time considering a visit to Louisiana.

Remarketing to your site audience brings the visitors back to the partner’s site to dive deeper and get one step closer to booking a trip to Louisiana.

CAMPAIGNS

- Gold** - 3-month campaign
1.52 million Impressions
- Silver** - 2-month campaign
735,000 Impressions
- Bronze** - 1-month campaign
400,000 Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time between January 2024 - June 2025.

LTA MEMBER RATE

- Gold** \$8,500
- Silver** \$5,000
- Bronze** \$3,600

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Danah Heye • dheyem@maddenmedia.com



Madden Media's Video Remarketing Campaign

Individual Buy



MADDEN

Video inspires action.

YouTube has quickly become the second most-used search engine in the world and we recommend that your partners invest a higher percentage of their budget in video as part of their search strategy. According to the YouTube team, running three-to six-second bumper ads had 107% higher ad recall and 134% higher purchase intent than the longer, 30-second video ads.

A **Video Remarketing Campaign** offers you the ability to include YouTube in your marketing mix and diversify your reach across platforms. Video marketing establishes brand recognition and builds trust—what better way to boost your brand than showcasing co-branded videos?

We will implement a remarketing tag on the partner's website and utilize the ExploreLouisiana.com existing tag to develop a remarketing pool. We will also gather a lookalike audience with similar characteristics and behaviors to those in the tagged groups. Remarketing to these targeted audiences will help develop an emotional connection to Louisiana and further encourage conversion. These are valuable prospects as they've already spent time considering a visit to Louisiana.

CAMPAIGNS

Gold - 3-month campaign
33,500 Views

Silver - 2-month campaign
20,000 Views

Bronze - 1-month campaign
9,500 Views

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time between
January 2024 - June 2025.

LTA MEMBER RATE

Gold \$5,100

Silver \$3,550

Bronze \$2,340

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Danah Heye • dheyem@maddenmedia.com



MADDEN

NOLA.com / The Advocate Content Campaign

Individual Buy



Any media company can reach a large audience. What sets us apart is the quality of the audience that consumes our content. When you advertise with us, you are not just running a traditional ad campaign. You are leveraging the power of a locally owned company that listens to and understands the communities it serves.

The campaign packages below will be targeted to unique consumers who are engaged with our content and have shown active intent to travel and interests in experiences across Louisiana.

Website Stats:

- 10 Million unique monthly website visitors.
- 55 Million monthly page views.
- 2.1 Million unique monthly visitors from the New Orleans DMA
- 952,800 unique monthly visitors from the Baton Rouge DMA
- 269,00 unique monthly visitors from the Lafayette DMA
- 809,407 Total Print Readership

CAMPAIGN

Branded Content Campaign

Custom content written to elevate your brand and increase awareness of what you have to offer. We will publish this story on our premium publisher websites and in our legacy newspapers across Louisiana.

Sites included:

NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com,
The Times-Picayune New Orleans Advocate

Campaign includes:

- 1 custom article
- Home Page place of story on each website
- Printed in all three newspaper markets
- Social Media Handshake
- 100,000 impressions to drive readers to the article

REPORTING

We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more. Our team will work you and your Google Analytics, Google My Business, and Google Tag Manager to accurately report on attribution.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$6,325

SPACE & MATERIALS DEADLINES

One month before start date.



Ad Representative

Jill Dryden • jdryden@theadvocate.com

NOLA.com / The Advocate Digital Campaigns

Individual Buy



Any media company can reach a large audience. What sets us apart is the quality of the audience that consumes our content. When you advertise with us, you are not just running a traditional ad campaign. You are leveraging the power of a locally owned company that listens to and understands the communities it serves.

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- 269,00 unique monthly visitors from the Lafayette DMA
- 809,407 Total Print Readership

CAMPAIGNS

Package 1- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com
- **134,375 impressions**

Package 2- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com
- **403,125 impressions**

Package 3- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com
- **734,375 impressions**

REPORTING

We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more. Our team will work you and your Google Analytics, Google My Business, and Google Tag Manager to accurately report on attribution.

ADDED VALUE

- 3 Month Commitment – 10,000 Monthly Sliding Billboard Impressions
- 6 Month Commitment – 20,000 Monthly Sliding Billboard Impressions
- 12 Month Commitment – 30,000 Monthly Sliding Billboard Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$1,150

Package 2 \$3,500

Package 3 \$6,000

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Jill Dryden • jdryden@theadvocate.com



NOLA.Com Vacation & Travel Guide

NOLA.com | The Times-Picayune | The Advocate | The Acadiana Advocate | Gambit



Whether it's a day trip to one of Louisiana's countless gems or a more adventurous jaunt cross-country or even abroad, Louisianans take their vacations seriously. The **Vacation & Travel Guide** will feature vacation spots near and far and everything in between for the curious traveler planning their next escape.

With our Spring publication and our Fall publication of the Vacation & Travel Guide, you will be prominently placed alongside meaningful and relevant travel content that will reach three markets in south Louisiana – The Times-Picayune New Orleans Advocate, The Advocate in Baton Rouge, The Acadiana Advocate in Lafayette, and the New Orleans Gambit. Don't miss this opportunity to reach your target audience in both our print and digital platforms.

10.2M viewers on NOLA.com monthly
Print readership is 1,129,498 reaching New Orleans, Baton Rouge, and the Acadiana regions!

Package 1

- Full Page
 - The Times-Picayune New Orleans Advocate
 - The Advocate (Baton Rouge)
 - The Acadiana Advocate (Lafayette)
 - Gambit New Orleans

• 250,000 display impressions

• 1 printed logo spot

LTA Package 1 added value:

- 2 event listings included in the publication
- Full page, custom piece of content written and included in publication
- Co-branded social post promoting your content piece on NOLA.com Facebook page

Package 2

- Half Page
 - The Times-Picayune New Orleans Advocate
 - The Advocate (Baton Rouge)
 - The Acadiana Advocate (Lafayette)
 - Gambit New Orleans

• 100,000 display impressions

LTA Package 2 added value:

- 1 event listing included in the publication
- Half page, custom piece of content written and included in publication

Package 3

- Quarter Page
 - The Times-Picayune New Orleans Advocate
 - The Advocate (Baton Rouge)
 - The Acadiana Advocate (Lafayette)
 - Gambit New Orleans

• 66,000 display impressions

LTA Package 3 added value:

- 1 event listing included in the publication

Package 4

- Eighth Page
 - The Times-Picayune New Orleans Advocate
 - The Advocate (Baton Rouge)
 - The Acadiana Advocate (Lafayette)
 - Gambit New Orleans

• 25,000 display impressions

CAMPAIGN

Spring 2024

Fall 2024

Spring 2025

LTA MEMBER RATE

Package 1 \$7,475 per publication

Package 2 \$4,140 per publication

Package 3 \$2,070 per publication

Package 4 \$860 per publication

Package Add-Ons per publication

Eblast: \$300

Logo spot: \$150

SPACE & MATERIALS DEADLINES

Spring 2024 - February 1, 2024

Fall 2024 - August 1, 2024

Spring 2025 - February 1, 2025

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative
Jill Dryden • jdryden@theadvocate.com



Oxford American Digital Campaign

Individual Buy

DIGITAL LANDSCAPE

WEBSITE + E-NEWSLETTERS



The *Oxford American's* dedicated digital audience looks for brands and destinations that complement their enthusiasm and fulfill their taste for enjoyable, cultural, and educational experiences.

A brand for the true lovers and supporters of the South, the OA's mission is to explore the complexity, diversity, and vitality of the region while serving as a respected messenger for all that Louisiana has to offer.

Oxford American Digital Audience:

36K Avg. Monthly Unique Visitors to OxfordAmerican.org

75K Average Monthly Page Views

34K Includes Opt-in Subscribers to weekly and custom content e-Newsletters

84K+ Social Followers (Facebook/Twitter/Instagram)

88% of OA Readers visit OxfordAmerican.org

"SOMEWHERE IN LOUISIANA": Louisiana Eats, Louisiana Arts, Louisiana Listens

• Custom Content e-Newsletters featuring the Best of Louisiana Culture: Food, Arts, Music created for LTA members

PACKAGES

Package 1

- Three (3) months 300x600 Skyscraper Banner Ads
- Three (3) weekly 585x120 e-Newsletter Banner Ads
- One (1) "Somewhere in Louisiana" Custom Content e-Newsletter

Package 2

- One (1) "Somewhere In Louisiana" Custom Content e-Newsletter
- One (1) Social Post (lives across the OA's Facebook, Twitter & Instagram platforms)

Package 3

- One (1) "Somewhere In Louisiana" Custom Content E-Newsletter

DIGITAL SPECS

- 300x600 web banner - Max File Size 30k
- 585x120 e-Newsletter banner
- **"Somewhere In Louisiana"** Custom Content e-Newsletter:
 - Header text (between 1-8 words)
 - 200-400 words of copy for the body of the email
 - 1 hi-res image for the header (300+ dpi)
 - 1 video URL (YouTube or Vimeo) to be embedded [optional]
 - 1-3 hi-res images for the body of the email (300+ dpi) [optional]
 - Logo file for the footer (300+ dpi) [optional]
- **Social Post** - Please contact your account rep for material Spec info

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time between January 2024 - June 2025.

LTA MEMBER RATE

Package 1 \$7,065

Package 2 \$2,700

Package 3 \$1,800

SPACE & MATERIALS DEADLINES

3 weeks before start date.

Ad Representatives

Kathleen King • kking@oxfordamerican.org
Kevin Blechman • kblechman@oxfordamerican.org
Ray Wittenberg • rwittenberg@oxfordamerican.org

OXFORD AMERICAN

Premium Digital Placement by LPA

Individual Buy

ONLINE ADS/IMPRESSIONS



Our Statewide Premium Digital News Site Network reaches the most valuable and desirable demographic of affluent, educated and engaged consumers. Reach the communities your brands serve through authentic digital media with a local connection. Interactive display served on premium news media properties deliver 3x the lift offered by non-premium outlets. With guaranteed placement on LPA's local news site digital network, you will know the brand safe and trusted sites where your brand appears.

Stats:

50+ Premium Local News Sites
15+MM unique visitors per month
3X Brand Lift

PROGRAM 1

CAMPAIGN

30 days

REGIONAL

Option 1	2-3 regions 750,000 impressions
Option 2	2 regions 500,000 impressions
Option 3	single region 200,000 impressions

LTA MEMBER RATE

Option 1	\$4,740
Option 2	\$3,500
Option 3	\$1,550

SPACE & MATERIALS DEADLINES

Three weeks prior to the date the ad is to be placed.

PROGRAM 2

CAMPAIGN

30 days

STATEWIDE NEWS SITE NETWORK INCLUDES 50+ NEWS SITES

Option 1	2,000,000 Impressions
Option 2	1,000,000 Impressions

LTA MEMBER RATE

Option 1	\$12,650
Option 2	\$6,900

• Please contact marketing@louisianatravelassociation.org for a full list of all the news sites.

SPACE & MATERIALS DEADLINES

Three weeks prior to the date the ad is to be placed.

AD SPECS

300 x 250
728 x 90
320x 50
Max File Size is 110KB
File Formats: JPEG, PNG or GIF

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representatives

Jerry Raehal • jerry@lapress.com



Trusted Media | Hyper Local Platforms | Quality Audiences

ROVA - The Magazine for Epic Road Trips

Digital Campaign

Individual Buy

OUTDOOR



The ROVAmag.com eNewsletter is a content platform extension for ROVA - The Magazine For Epic Road Trips; the travel lifestyle magazine focused on road vacations, outdoor adventure and the RV traveler. This travel has reached record numbers and continues to boom with Millennials and Gen Xers. Louisiana is one of the top states with \$375.0 million* in economic impact from RV tourism including travel, camping and all activities these visitors engage in. The eNewsletter features additional content and issue previews for the most passionate – also referred to as ‘the Select ROVA audience’. ROVA reaches the new Travel Leaders!

PROGRAM

ROVA Select eNewsletter

- Unit: Leaderboard Banner 600x90
- Exclusive Leaderboard banner position: 100% Share of Voice (or share eNewsletter with one other LTA partner for 50% SOV)
- February and March eNewsletters coincide with the timing for The Louisiana Trip Planner ad section in ROVA Magazine – only 4 eNewsletters are available in that time.

ADDED VALUE

- Purchase Banner in 1 eNewsletter: receive 728x90 banner ad with URL link on ROVAmag.com for 4 weeks
- Purchase Banner in 2 eNewsletters: receive 50 words + one image included in one eNewsletter and a 728x90 ad banner + URL link on ROVAmag.com for 4 weeks

AD SPECS

- eNewsletter Leaderboard Banner: 600 pixels wide x90 pixels deep + URL
- ROVAmag.com Banner: 728 pixels wide x 90 pixels deep + URL

*RVIA Economic Impact Study 2022

*Banner on www.rovamag.com is rotating

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

E-Newsletters are deployed 2x per month. Sent To: 3,400 opt-in ROVA readers.

LTA MEMBER RATE

\$1,950

SPACE & MATERIALS DEADLINES

One month prior to the date, the ad is to be placed.

Ad Representative

Madelyn A. Roberts • Madelyn.roberts1@gmail.com

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

Search Engine Marketing/Pay-per-click by LocaliQ

Individual Buy

LOCALiQ LocaliQ is a growth marketing platform built to help your destination find, convert, and keep visitors in your area. Whether you're looking to capture new leads on search engines, build your presence on social media, or connect with travelers through your website, we have the marketing solutions you need to help you reach your goals and grow.

LocaliQ is one of Google's largest global partners and one of few Google Premier Partners and Winner of the Quality Score Award three of the previous four years. LocaliQ runs your SEM/PPC campaigns to best practice- which drives a lower cost per click and more targeted site traffic and conversions (leads).

HOW IT WORKS

Smart Optimization Technology: Our proprietary technology does what no human can - it automatically optimizes your campaigns, so you drive traffic only to the best performing keywords and publishers and to create the highest amount of conversions and leads at the lowest cost per click.

Protect Your Quality Score: Search engines have a complex algorithm that determines Quality Scores for each of your ads. That score factors heavily into the price you pay per click. Our Client Success Managers constantly work to improve and protect your Quality Score and ensure your campaigns are ran to highest performance.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Option 1 - 4 month campaign
\$5,000

Option 2 - 6 month campaign
\$7,750

Option 3 - 12 month campaign
\$14,750

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative

Gillian Hanes • gillian.hanes@reachlocal.com

LOCALiQ

Smart Ads on Facebook and Instagram Digital Campaign by LocaliQ

Individual Buy

LOCALiQ

LocaliQ is a growth marketing platform built to help your destination find, convert, and keep visitors in your area. Whether you're looking to capture new leads on search engines, build your presence on social media, or connect with travelers through your website, we have the marketing solutions you need to help you reach your goals and grow.

HOW IT WORKS

Our proprietary technology does what no human can do: Optimize your budget across multiple social platforms and amplify your Search Marketing investment, all to help achieve your business goals and see more results from your dollars. Get a taste of our social advertising program and unique capabilities. Our experts will craft up the perfect mix for your business. Our technology will continually adjust to optimize your campaign ad dollars across multiple social channels, ad types, and placements.

LocaliQ is one of three Meta partners who have an intro into the Meta platform. We create Optimized Smart Ads to utilize ALL Facebook/Instagram targeting into one campaign. You **CANNOT** do this on Facebook alone. We combine all tactics into one campaign and allow our platform to optimize to your specific goals. The results drive between 2,000 to 5,000 new site visits and generate between 300 and 1200 new first party leads per month. Campaign includes Reach, Website Clicks, Retargeting and Most Importantly Lead Ads.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Option 1 - \$3,300

3 month campaign

Impressions estimate - 375,000 - 420,000

Clicks/swipes estimate - 6,500 - 7,000

First party leads estimate - 900 - 2,100

Option 2 - \$6,300

4 month campaign

Impressions estimate - 520,000 - 700,000

Clicks/swipes estimate - 12,000 - 15,000

First party leads estimate - 2,400 - 4,000

SPACE & MATERIALS DEADLINES

One month prior to launch.

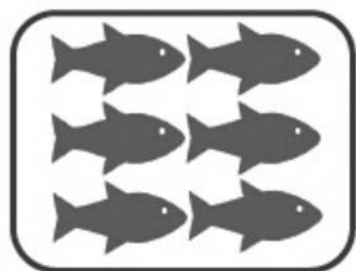
Ad Representative

Gillian Hanes • gillian.hanes@reachlocal.com

LOCALiQ

Spearfish Digital Repeat Visitor Campaign

Individual Buy



What makes it different: On average 70% of a destination's visitors in a given year will have visited previously in just the prior 12 months. These travels are the base of your tourism business. By reaching this audience, Spearfish brings your advertising to REAL TRAVELERS who spent REAL MONEY in your very REAL DESTINATION on REAL CREDIT CARDS.

HOW IT WORKS

Partner defines the Geographic Source Market In-State & Out-of-State. This can be as granular as Metro Area or County or as broad as a country. We pull credit card data identifying prior visitors to their destination. This will show the number of travelers from those source markets who personally charged on a credit card while in your destination during the past 18 months. Jointly we create your customized media buy. This will be based on your budget and preference of reach, frequency or a combination of the two. All IAB ad units are available at the same CPM. Partner campaign will run at the right time to the right audience. Ads will be delivered to prior visitors to your destination from key source markets as they visit one or more of the brand-safe websites in our curated network. These sites are in three main categories: News, Travel, Lifestyle.

CAMPAIGN INCLUDES

Screen shots and an initial ad delivery and click report will be generated at the start of the campaign with subsequent reports generated on a monthly basis through the duration of the campaign.

SPECS

300x250
728x90
300x600
160x600

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

TIMEFRAME

Campaign can start at anytime. Depending on the impressions levels typical campaigns are from 30 days to 90 days in duration.

LTA MEMBER RATE

Option 1: 187,500 impressions
\$1,725

Option 2: 375,000 impressions
\$3,450

Option 3: 562,500 impressions
\$4,725

Option 4: 750,000 impression
\$6,900

Option 5: 937,500 impressions
\$8,625

SPACE & MATERIALS DEADLINES

2 weeks prior to launch.

Ad Representative

Larry Cohen • larrycohen@northeast-media.com

**northeast
media**

Texas Monthly Digital Campaign

Individual Buy



Since 1973, *Texas Monthly* has been the indispensable authority on being Texan, reaching millions each month across print, digital, and live events. Audiences in Texas and beyond trust the magazine for coverage and perspective that only *Texas Monthly* can provide. With an impressive total audience of 20.2 million people, *Texas Monthly* utilizes cross-platform brand extensions that provides readers with more of what they want: amazing stories, videos, podcasts, live experiences, and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.

Texas is the number one feeder market into Louisiana. A large number of out-of-state visitors to Louisiana come from Texas, and almost one-quarter million *Texas Monthly* readers have visited Louisiana/Mississippi in the past year.

CAMPAIGNS

Program 1 - Digital Travel Guide Inclusion

- 100% SOV roadblock ads around individual sponsor content page
- Sponsored article on the Travel Guide collections page
- Up to 750 Words of copy, up to 10 images, and 1 video (optional)
- Article promoted via special section trip planner listing and 150,000 impressions via native tile placement

Program 2 - Travel & Outdoors Vertical Sponsorship

- 25% share-of-voice on the Travel & Outdoors landing page for 30 days
- 150,000 ROS ads targeting travel enthusiasts
- One (1) boosted Facebook ad targeted to our travel audience

Program 3 - Exclusive Travel Newsletter

- 100% SOV of one (1) Exclusive Travel Newsletter
- 1200x800 (6:4) photo, logo, click thru URL
- 32,000+ recipients

Program 4 - Digital Campaign

- Traveling Texan: 32,000 recipients
- ROS banner ads: 50,000 impressions
- **Total Impressions: 82,000**

Program 5 - Digital Campaign

- Traveling Texan: 32,000 recipients
- ROS banner ads: 100,000 impressions
- **Total Impressions: 132,000**

Program 6 - Digital Campaign

- Traveling Texan: 32,000 recipients
- ROS banner ads: 150,000 impressions
- **Total Impressions: 182,000**

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$2,590

Program 2 \$5,100

Program 3 \$5,100

Program 4 \$1,800

Program 5 \$2,590

Program 6 \$3,360

SPACE & MATERIALS DEADLINES

Three weeks before start date.

AD SPECS

Contact

marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to

marketing@louisianatravelassociation.org,

emails must specify program and

company name in the subject line.

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

The Digital People's Google Business Profile Package

Individual Buy



A properly set up and optimized Google Business Profile (GBP) is a critical asset for businesses that serves both local and out-of-town clients from or at a physical location. The information and images contained in your GBP influence how your business is portrayed across Google Maps, Google Search and Google Shopping. With Google receiving more than 90% of search traffic, potential customers look to this profile frequently for accurate information about your business and to read reviews. Our Google Specialists will work with you to verify and claim your business's GBP if needed.

In conjunction with you, we will develop a comprehensive keyword phrase list based

upon actual search terms that people use to search for your services and products. We will then optimize your GBP from top to bottom incorporating these keyword phrases and your images to maximize visibility and customer experience.

Benefit/Value

Get found easier and more often on Google with accurate and full information

Information Needs

- Manager level access to Google Business Profile
- Interior and exterior photographs of business in 720 px by 720 px resolution
- Logo 250 px by 250 px resolution or other larger square format
- Accepted file formats: jpg/png
- Answers to individual business attribute questions that Google provides based upon business category

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

The client can determine the campaign start date. The Digital People will work with you to access your Google Business Profile.

LTA MEMBER RATE

\$600

SPACE & MATERIALS DEADLINES

15 days prior to deployment.

Ad Representative

Renee Arrington • renee@yourdigitalpeople.com



The Local Palate Digital & Social Campaigns

Individual Buy



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. *The Local Palate* is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

Demographics

- 62% Female/ 38% Male
- Age: 52% between 25-49; 33% between 50-64
- Median household income: \$188k
- Top affinities: Shoppers; Cooking Enthusiasts; Book Lovers; Travel Buffs; Art & Theatre Aficionados; Foodies; Aspiring Chefs; Health & Fitness Buffs; Family-Focused; Outdoor Enthusiasts; Green Living Enthusiasts.
- Readers travel on average 4x per year
- Top 15 session states: North Carolina, Texas, Florida, California, Georgia, South Carolina, Illinois, Virginia, New York, Tennessee, Louisiana, Alabama, Pennsylvania, New Jersey, and Maryland.
- Top 15 session cities: Chicago, Atlanta, Charlotte, New York, Washington DC, Nashville, Dallas, Charleston, Houston, Raleigh, Austin, New Orleans, Los Angeles, Orlando and Miami.

CAMPAIGNS

Package 1 | A Taste of Louisiana

- (1) Partnered Post that provides an itinerary for 48 - hours in a Louisiana destination. This will include where to stay, where to dine, and what to see and do. This includes promotion via (1) Facebook post and (1) Pinterest post.
- (1) Restaurant Page that provides a deep dive on one of the Louisiana restaurants that is featured in the Partnered Post. This includes promotion via (1) Facebook post and (1) Pinterest post.
- (1) Recipe Page that exclusively shares a proprietary recipe from the featured restaurant. This includes promotion via (1) Facebook post and (1) Pinterest post.
- (1) Instagram Story driving audiences back to the custom sponsored content on thelocalpalate.com.
- (1) Partnered Section in the Savor the South Newsletter.
- Run of Site Banners for 30 days.

Package 2 | Louisiana Deep Dive

- (2) Partnered Posts that provide a deep dive into the people, places, and stories that make up a Louisiana destination. This includes promotion via (2) Facebook posts and (2) Pinterest posts.
- (1) Partnered Section in the Savor the South Newsletter.
- Run of Site Banners for 30 days.

Package 3 | Restaurant Round Up

- (2) Restaurant Pages that provide a deep dive into a Louisiana destinations' restaurants and their chefs. This includes promotion via (2) Facebook posts and (2) Pinterest posts.
- (1) Instagram Story driving audiences back to custom sponsored content on thelocalpalate.com.
- Run of Site Banners for 30 days.

Digital + Social Reach

- Total newsletter subscribers: 68.5k+
 - Newsletters: Savor the South, Snapshot Atlanta, Snapshot Austin, Snapshot Charlotte, Snapshot Nashville, Shop the South, Festival Focus, and Snapshot Charleston.
- Instagram followers: 46.8k+
- Facebook followers: 32k+
- Average monthly web page views: 100k+
- Average monthly new web users: 40.0k+

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$8,550

Package 2 \$6,600

Package 3 \$6,050

SPACE & MATERIALS DEADLINES

Dates are available on a first come first serve basis and subject to change. Materials are due 30 days prior to launch.

Ad Representative

Joe Spector • jjspector@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

The Local Palate E-Newsletter Campaign

Individual Buy



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. *The Local Palate* is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

Circulation: Total newsletter subscribers: 68.5k+

Newsletters: Savor the South, Snapshot Atlanta, Snapshot Austin, Snapshot Charlotte, Snapshot Nashville, Shop the South, Festival Focus, and Snapshot Charleston.

CAMPAIGNS

Package 1 | Partnered Sections + Banners

- (3) Savor the South Partnered Sections. A block within three of the Savor the South newsletters focusing on the participating destination.
- (3) Savor the South Banners – 728x90 static banner supplied by destination.

Package 2 | Dedicated Newsletters

- (2) Louisiana Getaway* Newsletter Dedications. The participating destination will receive 100% share of voice in two of the Louisiana Getaway newsletters.
- Run of Site Banners for 30 days.

Package 3 | Quarterly Partnered Sections

- (4) Festival Focus Partnered Sections. A block within four of the Festival Focus newsletters focusing on and promoting the participating destination's events.

FREQUENCY:

Louisiana Getaway – First Wednesday of each month

Festival Focus – 1st of each month

Savor the South – Weekly on Thursday and Sunday

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$7,650

Package 2 \$6,600

Package 3 \$5,500

SPACE & MATERIALS DEADLINES

Dates are available on a first come first serve basis and subject to change. Materials are due 30 days prior to launch.

Ad Representative

Joe Spector • jjspector@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

The Travel Guide Group's Louisiana Virtual Travel Show

Individual Buy



The Travel Guide Group is the leading performance based platform and marketing partner to tourism boards, CVB's, DMO's and attractions. Since 2006, The Travel Guide sites such as www.TravelGuidesFree.com have been a central resource for leisure travelers to find and request the best digital and print travel guides from over a 100 destinations at any given time. This has enabled TTGG to deliver over 10 million guide requests and qualified leads for our partners. 74% of our travelers (leads) visited or planned to visit the guide destination within 90 days after the guide request. We work exclusively with the travel industry.

PROGRAM

Each LTA member participating in the Louisiana Virtual Travel Show on www.TravelGuidesFree.com receives:

- Validated active traveler leads, lead reports, and opt-in requests to build email lists and generate website traffic through distribution of your digital and/or printed Travel Guides.
- Inclusion in 'Louisiana Virtual Consumer Travel Show' Page on www.TravelGuidesFree.com
- Dedicated Travel Guide page on www.TravelGuidesFree.com for your destination including guide cover image, 4 additional images, 240 words of copy, map, and call to action for active travelers to order your guide

Option 1

Total of 600 Leads/3 months • Average Monthly Leads: 200

Added Value: Destination Microsite pages + click out button to destination's website for 3 months

Option 2:

Total of 1,200 Leads/6 months • Average Monthly Leads: 200

Added Value: Destination Microsite pages and click out to destination's website for 6 months and included as Featured Guide in 2 Travel Guide eNewsletters sent to 135,000 active

Option 3

Total of 2,400 leads/12 months • Average Monthly Leads: 200

Added Value: Destination Microsite pages, click out button to your website for 12 months and included as Featured Guide in 2 Travel Guide eNewsletters sent to 135,000 active travelers

ADDED VALUE

- Each participant receives a Destination Microsite on www.TravelGuidesFree.com with dedicated content pages for your destination. Pages are organized by State, County, and City/town.
- Drive Traffic: each Microsite Destination page will have a tourism button with click out to your destination's pages driving travelers seeking even more info to your site.

REPORTING

Weekly lead report including date and time stamp of request, full name, validated email and mailing address, guide format (digital and/or print) requested, optional demographic information including activities of interest, and opt-in to build your email list

CAMPAIGN

Start 1st month of any quarter for 3, 6, 9, or 12 months

2024: January - March, April - June

July - September, October - December

2025: January - March, April - June

LTA MEMBER RATE

Option 1	\$930
Option 2	\$1,860
Option 3	\$3,725

Programs with a larger quantity of monthly leads can be customized. Additional Travel Guides for each destination participant can be added for a flat fee of \$150 per month per Guide for unlimited leads.

SPACE & MATERIALS DEADLINES

One week prior to launch.

Ad Representative

Madelyn A. Roberts • Madelyn.roberts1@gmail.com

 **The Travel Guide Group** LLC

TravelGuidesFree.com FreeTravelGuides.com
TravelInformation.com TravelGuides.com

SPECS

Travel Guide Cover, URL for download , 4 additional photos for gallery, 240 words on the Destination Template will be provided for Microsite

TikTok or Instagram + Premium Geofence Package by Advance Travel & Tourism

Individual Buy



A top-ranking leisure travel activity interest for Louisiana domestic travelers is culinary and dining experiences. We suggest you capture this trend and take your future guests on a virtual tour of your food scene through a digital campaign led by TikTok! TikTok now reaches visitors across all ages and demographics and has more monthly view time than YouTube! It is suggested that partners focus on their top foodie locales, or a food tour through their destination, but messaging themes can certainly vary and can be determined by the partner. Other themed ideas include: highlighting outdoor activities or a focus on Wine, Beer, and Spirit assets.

Couple your original videos on TikTok with strategically targeted geofence display ads to popular foodie hotspots in your target markets for added exposure and brand awareness.

HOW IT WORKS

Target vacationers with paid video on one of the hottest social media platforms, TikTok. Target based on age, interests, and geography. Must be vertical video :05s - :15s, and using a strong Call to Action.

*TikTok account not required for ad campaign

TARGETING

Participant will determine

REPORTING

Reporting provided monthly at the end of each monthly campaign

SPECS

Contact marketing@louisianatravelassociation.org

Advance Travel & Tourism will provide free creative design services for geofencing display as needed with supplied photography assets, but shortform vertical video is required by partner for TikTok or Instagram. This can even be a more rudimentary video taken with a mobile phone and is not required to be professionally shot.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time: 1, 2 or 3 month campaigns.

LTA MEMBER RATE

One Month Campaigns

TikTok or Instagram Reels Only

Est. 250,000 Impressions

*For 1-month option, we recommend focusing on a specific event or festival rather than general branding.

\$2,300

Two Month Campaigns:

TikTok or Instagram Reels

Geofence Display

Est. 700,000 Impressions

\$6,900

Three Month Campaigns:

TikTok or Instagram Reels

Geofence Display

Est. 1,050,000 Impressions

\$10,350

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Adrienne Hennis · ahennis@al.com



Von Mack Agency's Social Media Takeover!

Individual Buy



Accelerate your social media messaging reach and engagement with organic management from Von Mack! In short - we'll post for you and we'll do it well. Using a solid growth strategy and proven methodology, Team Von Mack will take the lead in creating a plan and diving in to create finetuned content for your tourism business. Plans are good for Facebook, Twitter, Instagram, Google Business, and more.

PACKAGES:

Lite

- Quarterly Opportunity Audit
- Shared Calendar & Project Goals Foundation
- Content Creation: Includes 2-3 scheduled posts per week in up to three social platforms, strategized to social media content calendar.
- 1 Instagram Reel per Month
- Monthly Hashtag Research
- Monthly Reporting

Standard

- Quarterly Opportunity Audit
- Shared Calendar & Project Goals Foundation
- Content Creation: Includes 3-5 scheduled posts per week in up to five social platforms, strategized to social media content calendar.
- 1 Instagram Reel per Month
- Monthly Hashtag Research
- Monthly Reporting

Advanced

- Quarterly Opportunity Audit
- Quarterly Photography, Content Creation On-Site Visit
- Shared Calendar & Project Goals Foundation
- Content Creation: Includes 5-7 scheduled posts per week in up to five social platforms, strategized to social media content calendar.
- 2 Instagram Reels per Month
- Monthly Hashtag Research
- Monthly Reporting

*Packages do not include social post or message replies. On-site content collection visit does not include rates for any necessary over-night stays. Social page revamps or visual updates to header images/icon are not included and may be accomplished through ad hoc hourly design rates with Von Mack Agency

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Lite - 3 month partnership
\$1,890

Lite - 6 month partnership
\$3,795

Standard - 3 month partnership
\$2,875

Standard - 6 month partnership
\$5,750

Advanced - 3 month partnership
\$6,325

Advanced - 6 month partnership
\$12,650

SPACE & MATERIALS DEADLINES

Three weeks before start date.

Ad Representative

Marica Brewster • marica@vonmackagency.com



Convention South Digital

MEETING & EVENT PLANNERS



ConventionSouth is celebrating 40 years of being the #1 national meetings & events publication focused exclusively on Southern destinations and venues!

We reach meeting & event planners across the country for the 16 southern states we cover editorially. Our readers are the people you want to reach because they are the ones who decide where in the South they will be hosting their events.

Our twice-monthly e-newsletter, *Due South*, and our website, ConventionSouth.com, provide planners with unique news and information for everything they need to know about Southern meetings sites, new planning tools, new technologies, market trends and much more! Our new, interactive, searchable online directory makes planners' jobs easier, and along with our annual August Buyers' Guide & Meetings Site Directory issue, ensures you are front-and-center when they are looking for destinations and venues!

Our digital options allow you to reach planners across the nation directly in their inbox and engage them online as they are planning their next event.

Increase the effectiveness of your marketing with a custom integrated program designed specifically for your plan and budget. We will work with you to ensure you achieve your marketing objectives!

PROGRAM SPECS

Email Marketing

- Program 1 - Custom Broadcast
- Program 2 - Leaderboard (728x90)
- Program 3 - Big Box (300x250)
- Program 4 - Native Image - 70 words, URL links, online landing page online marketing

Online Marketing

- Program 5 - Leaderboard (728x90)
- Program 6 - Big Box (300x250)
- Program 7 - Virtual Tour Hosting - Website hosting of Virtual Tour videos for 3 months
- Program 8 - Virtual Tour Hosting/Marketing - Website hosting for 3 months, PLUS email marketing campaign

Digital Edition

- Program 9 - Digital Belly Band Wraps around Digital Edition

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Tiffany Burtnett
tburtnett@conventionsouth.com

ConventionSouth
Media Group

MARKET/CIRCULATION

AL, AR, FL, GA, KY, LA, MS, OK, NC, SC, TN, TX, VA, WV, MD/DC, MO

E-newsletter (*Due South*): 17,000+

Subscribers. The newsletter is sent twice monthly on the 1st & 3rd Wednesdays.

Custom E-blasts: Available throughout the month

Social Media: Facebook, LinkedIn, Twitter, Instagram

LTA MEMBER RATE

Email Marketing

Program 1 - Custom Broadcast	\$2,070
Program 2 - Leaderboard	\$750
Program 3 - Big Box	\$610
Program 4 - Native	\$1,150

Online Marketing

Program 5 - Leaderboard	\$610
Program 6 - Big Box	\$920
Program 7 - Virtual Tour Hosting	\$1,150
Program 8 - Virtual Tour Hosting/Marketing	\$1,840

Digital Edition

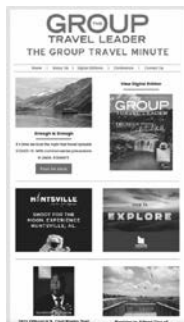
Program 9 - Digital Belly Band	\$1,265
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SPACE & MATERIALS DEADLINES

One month prior to campaign launch.

Group Travel Leader Digital Packages

Individual Buy



For more than 30 years, *The Group Travel Leader* magazine has provided tour operators and travel planners with compelling stories about group friendly destinations throughout the United States. Several issues each year include a focus on Louisiana destinations and attractions.

We offer digital advertising opportunities in our twice monthly e-newsletter, Group Travel Minute and on our website, grouptravellerleader.com. We also have digital outlets for our other publications, Select Traveler and Going on Faith.

Stats:

- Group Travel Minute is sent to over 10,000 leisure group travel planners with an average open rate of 14%.
- Average unique monthly visitors to grouptravellerleader.com is 5,400.

Package 1:

- **Three-month web banner ad** (250 x 250 pixels) on www.grouptravellerleader.com
- **Two E-Newsletter Banner ads** (300 x 250 pixels) in Group Travel Minute that is sent to over 12,000 online readers twice a month.
- **One Sponsored Article** to run in our E-newsletter, Group Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.
- **Two Twitter posts** with content and photos to be provided by you.
- **Two Instagram posts** – you will need to provide the photo, content and photo credit.

Package 2:

- **Dedicated e-Blast** sent to over 10,000 online readers in the month of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.grouptravellerleader.com
- **Three-month web banner ad** (250 x 250 pixels) on www.selecttraveler.com
- **Three-month web banner ad** (250 x 250 pixels) on www.goingonfaith.com
- **Two E-Newsletter Banner ads** (300 x 250 pixels) in Group Travel Minute that is sent to over 12,000 online readers twice a month.
- **One Sponsored Article** to run in our E-newsletter, Group Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **One Sponsored Article** to run in our E-newsletter, Faith Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **One Sponsored Article** to run in our E-newsletter, Select Traveler Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.
- **Two Twitter posts** with content and photos to be provided by you.
- **Two Instagram posts** – you will need to provide the photo, content and photo credit.

REPORTING

Delivered at end of campaign.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$2,400

Package 2 \$4,200

SPACE & MATERIALS DEADLINES

Space and materials by the 1st of the month prior.

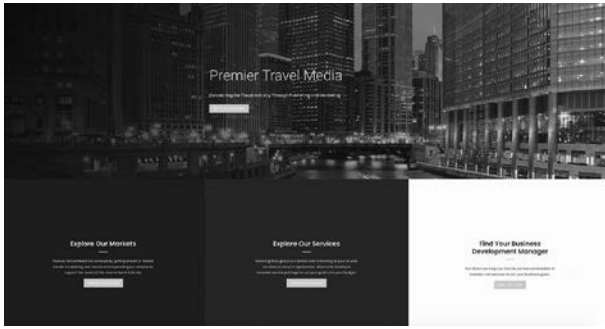
Ad Representative

Kyle Anderson • Kyle@grouptravellerleader.com

GROUP
THE
TRAVEL LEADER
INC.

Premier Travel Media Digital Packages

Individual Buy



Drive more awareness, engagement and direct leads from niche market travel buyers with digital marketing from Premier Travel Media.

Digital marketing packages include professional content creation and marketing by professional travel journalists and SEO experts, digital display advertising in our market-specific newsletters and websites, plus, social media posts to drive engagement with your brand from your desired channel.

Step 1) Choose your market – choose from **Leisure Groups, Sports Events, Family Reunions, Student or Film Producers**

Step 2) Choose your exposure level – Dominant, Competitive or Presence

Step 3) We activate a customized plan for you based on your market choice, content history and goals!

CAMPAIGNS

Dominant

- Digital Focus Guide – longform cornerstone content marketing piece on the market website of your choice. This Digital Focus Guide is your hub that drives SEO and social traffic.
- Supporting Content – Two additional focused content pieces on the SAME market website distributed out over the course of your campaign.
- Destination Video – A market-specific 60: second promotional video placed on your cornerstone and supporting content, and on our newsletter and social media channels.
- Zoom Interview – 1-1 interview with one of your tourism officials about the state of travel in your destination, featured across our web, email and social channels.
- 9 Months of Newsletter Banner coverage – can be all in one market or split into two or three markets.

Estimated Annual Results:

- Search Impressions (Google Bing, etc): 60,000 - 95,000
- Platform Impressions (pageviews, banner impressions, etc): 30,000 - 40,000
- Engagement (clicks, leads, etc): 400 - 800

Competitive

- Digital Focus Guide – longform cornerstone content marketing piece on the market website of your choice. This Digital Focus Guide is your hub that drives SEO and social traffic.
- Supporting Content – Two additional focused content pieces on the SAME market website distributed out over the course of your campaign.
- Destination Video – A market-specific 60: second promotional video placed on your cornerstone and supporting content, and on our newsletter and social media channels.

Estimated Annual Results:

- Search Impressions (Google Bing, etc): 40,000 - 65,000
- Platform Impressions (pageviews, banner impressions, etc): 3,000 - 6,000
- Engagement (clicks, leads, etc): 200 - 300

Presence

- Supporting Content Marketing – Two content pieces (Site InSpecion and Sample Itinerary) on the SAME market website distributed out over the course of your campaign.
- 3 Months of Newsletter Banner coverage

Estimated annual Results (based on LeisureGroupTravel.com):

- Search Impressions (Google Bing, etc): 10,000 - 25,000
- Platform Impressions (pageviews, banner impressions, etc): 8,000 - 10,000
- Engagement (clicks, leads, etc): 50 - 100

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Dominant \$10,000

Competitive \$6,700

Presence \$3,500

SPACE & MATERIALS DEADLINES

Two months before campaign.

REPORTING: Quarterly

AD SPECS: Contact

marketing@louisianatravelassociation.org

Ad Representative

Cheryl Rash • cheryl@ptmggroups.com



PREMIER
TRAVEL MEDIA

Small Market Meetings Digital Packages

Individual Buy



Small Market Meetings was created to fill a niche in the billion-dollar meetings and conventions industry — the need for an industry publication and website that focuses exclusively on second and third tiered meeting destinations.

We offer digital advertising opportunities in our twice monthly e-newsletter, Meetings at a Glance and on our website, smallmarketmeetings.com.

Stats:

- Meetings at a Glance is sent to over 8,000 meeting planners with an average open rate of 15%.
- Average unique monthly visitors to smallmarketmeetings.com is 3,800

PROGRAMS

Package 1

- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Two E-Newsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 8,000 meeting planners.
- **One Sponsored Article** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

Package 2

- **Dedicated e-Blast** sent to over 7,000 meeting planners in the month of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Two E-Newsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 8,000 meeting planners.
- **Two Sponsored Articles** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

Package 3

- **Two Dedicated e-Blasts** sent to over 7,000 meeting planners in the months of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Three E-Newsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 8,000 meeting planners.
- **Two Sponsored Articles** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

REPORTING: Delivered at end of campaign

AD SPECS: Contact

marketing@louisianatravelassociation.org

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$2,500

Package 2 \$4,000

Package 3 \$5,500

SPACE & MATERIALS DEADLINES

Space and materials by the 1st of the month prior.

Ad Representative

Kyle Anderson • Kyle@grouptraveller.com

**SMALL MARKET
MEETINGS**

Southeast Meetings + Events Print and Digital Bundle

Individual Buy

MEETING PLANNERS



We're the best resource for reaching your region's meetings and events community. Why? Our award-winning editorial focuses exclusively on the Southeast market for meetings and event business two times a year. Through the industry's largest circulation (18,000) in the region your message is reaching key decision-makers. We fill the need for immediate news through our website and newsletters that provide exclusive content and current event updates, all sent directly to subscribers. Simply put, we're a premier resource for meeting and event planners in the Southeast. Reach decision-makers with budgets to spend searching for vendors and venues. Target members of key industry associations and professional groups. Influence hard-to-find personnel who make planning decisions for small and mid-sized companies. Here's how you can get your message in front of them.

Circulation / Demographics

- 10,000–18,000+ local meeting planners.
- Nationwide circulation of 132,000
- Each issue is sent digitally to our highly sought-after targeted demographic in your state/region.
- Reach 37,000+ industry experts and planners via our newsletters and 20,200+ average monthly users of our websites.
- Includes: Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina

PROGRAMS

Option 1 - Total Bundle includes:

- Full Page ad in both Winter and Spring/Summer
- Editorial profile in Spring/Summer
- ROS web ad for a year
- (1) Sponsored Content Article
- eBlast to promote the sponsored content
- Monthly e-Newsletter ads

Option 2 - Full page ad in one issue + ROS for a year

Option 3 - 1/2 page ad in one issue + ROS for a year

PRINT AD SPECS

Full page ad - TrimSize: 8.375" w x 10.875" h

Full-Page Bleed: 8.625" w x 11.125" h

1/2 page ad - 7" w x 4.875" h

DIGITAL SPECS

728 x 90

300 x 50

300 x 250

300 x 600

970 x 250

Click-through URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

DATES

Winter 2023

Spring/Summer 2024

(New Orleans Destination Feature)

Winter 2024

Spring/Summer 2025

LTA MEMBER RATE

Option 1 \$11,000

Option 2 \$8,500

Option 3 \$6,000

SPACE & MATERIALS DEADLINES

Winter 2023 - November 1, 2023

Spring/Summer 2024 - March 21, 2024

(New Orleans Destination Feature)

Winter 2024 - November 1, 2024

Spring/Summer 2025 - March 21, 2025

Ad Representative

Ryan Miller • rmiller@greenspring.com

southeast
meetings + events

SportsEvents Digital Campaign

Individual Buy



**MORE COURTS. MORE FIELDS.
MORE WAYS TO PLAY.**

SportsEvents Media Group, producers of *SportsEvents* magazine, sporteventsmagazine.com and S.P.O.R.T.S. – The Relationship Conference is the leading resource for sports event planners, national governing bodies (NGBs), rights holders and event owners. Media outlets are designed to help them be more effective, informed, and successful with their events and competitions. *SportsEvents* Magazine has the largest, verified, audited and guaranteed distribution of sports events planners and event organizers in the sports tourism market.

CAMPAIGNS

Program 1 - Leaderboard Banner Ad Campaign

- One-month campaign

Program 2 - Big Box Ad Campaign

- One-month campaign

Leaderboard Banner Ad Stats

37,223 Average monthly impressions

317 Average monthly clicks

Big Box Ad Stats

5,264 Average monthly impressions

4 Average monthly clicks

TARGETING

Sports events planners, national governing bodies (NGBs), events rights holders, tournament directors and more.

AD SPECS

Leaderboard Ad Specs

- 728x90 Pixels
- GIF or JPG, 72 dip, save for web, RGB
- 50kb
- 1 Link Per Ad

Big Box Ad Specs

- 300 x 250
- 728x90 Pixels
- GIF or JPG, 72 dip, save for web, RGB
- 50kb
- 1 Link Per Ad

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$950

Program 2 \$750

SPACE & MATERIALS DEADLINES

One month before start date.

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line

Ad Representative

Allison Green • Agreen@kenilworth.com

SportsEvents MEDIA GROUP

Sports Travel Digital Campaign

Individual Buy



Optimize the reach of your brand message by leveraging our 1st party database for maximum impact, with a 30-day run-of-site display campaign over SportsTravel, the go-to resource for high-level decision makers in the sports-event industry.

SportsTravel audience includes (but is not limited to): sports governing bodies, sanctioning organizations, entertainment and sports event booking agents, corporate sponsors of sports, college athletic departments, sports related alumni groups, professional teams and leagues, sports marketing firms, corporate incentive travel planners, sports-specific travel agencies and more.

PACKAGES

Package 1

- **Partner Spotlight (One month custom showcase)**
- Fixed homepage placement in Partner Spotlight featured box for a month, with direct link to your custom landing page. plus, two (2) bonus display ads on landing page.
- Promotional email blasts, designed by Northstar, to 25,000-30,000 sports targets
- **TWO Targeted Emails** to 15K Sports Event Organizers

Total - 80,000 Impressions

Package 2

- **TWO Targeted Email** to 15K Sports Event Organizers
- **Run of Site banner:** ads on SportsTravelMagazine.com (One month)

Total - 46,000 Impressions

Stats:

Avg. Audience Delivered: 15,000

Avg. Open Rate: 19.32%

CTR: 0.58%

AD SPECS: Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

CAMPAIGN

Starts at any time, based on availability.

LTA MEMBER RATE

Program 1 \$9,000

Program 2 \$5,750

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

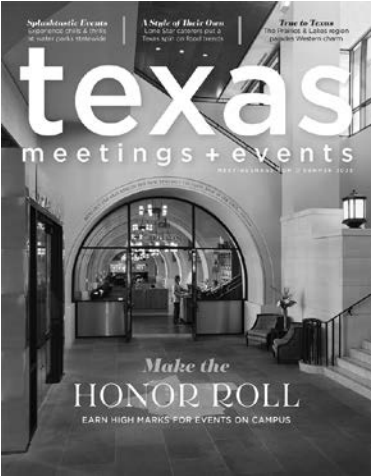
Peter Ciriello • pciriello@ntmlc.com



Texas Meetings + Events Print and Digital Bundle

Individual Buy

MEETING PLANNERS



We're the best resource for reaching your region's meetings and events community. Why? Our award-winning editorial focuses exclusively on the Texas market for meetings and event business four times a year. Through the industry's largest circulation (10,000) in the state, your message is reaching key decision-makers. We fill the need for immediate news through our website and enewsletters that provide exclusive content and current event updates, all sent directly to subscribers. Simply put, we're a premier resource for meeting and event planners in Texas. Here's how you can get your message in front of them.

Circulation / Demographics

- 10,000 local meeting planners.
- Nationwide circulation of 132,000
- Each issue is sent digitally to our highly sought-after targeted demographic in your state/region.
- Reach 37,000+ industry experts and planners via our enewsletters and 20,200+ average monthly users of our websites.
- MI, MN, IL, CA, CO, NE, SW, SE, and TX

PROGRAMS

Option 1 - Total Bundle includes:

- Full Page ad in all issues (Gaming also gets Full Page Profile)
- ROS web ad for a year
- (1) Sponsored Content Article
- eBlast to promote the sponsored content
- Programmatic custom eblast in February 2024 to all planners in TX and LA
- Monthly e-Newsletter ads

Option 2 - Full page ad in one issue + ROS for a year

Option 3 - 1/2 page ad in one issue + ROS for a year

PRINT AD SPECS

Full page ad - TrimSize: 8.375"w x 10.875"h

Full-Page Bleed: 8.625"w x 11.125"h

1/2 page ad - 7"w x 4.875"h

DIGITAL SPECS

728 x 90

300 x 50

300 x 250

300 x 600

970 x 250

Click-through URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

DATES

Winter 2023

Guide to Casinos and Gaming

Spring 2024

Summer 2024

Fall 2024

Winter 2024

Guide to Casinos and Gaming

LTA MEMBER RATE

Option 1 \$19,000

Option 2 \$8,500

Option 3 \$6,000

SPACE & MATERIALS DEADLINES

Winter 2023 - October 1, 2023

Spring 2024 - February 7, 2024

Summer 2024 - May 21, 2024

Fall 2024 - August 15, 2024

Winter 2024 - November 28, 2024

Ad Representative

Ryan Miller • rmiller@greenspring.com

texas
meetings + events

Good Sam RV Travel Guide Series

Co-op Ad

TRAVEL



Good Sam Travel Guide is the most comprehensive travel guide available to the RVing Family camping populous. Over 50 years of providing information to the RVing industry in print, website www.goodsam.com and Good Sam mobile app, are all available to the public.

ADDED VALUE

- You will be represented in a premium position: The Welcome Section of the Travel Guide
- Free listing on www.goodsam.com as well as the Mobile App
- Free Color!

AD SPECS

LTA formatted ad

1/6 page ad - 300 dpi B&W logo saved as an .EPS, .JGP or .TIF file and 50 words of copy

1/12 page ad - 300 dpi B&W logo saved as an .EPS, .JGP or .TIF file and 25 words of copy,

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

2025

MARKET/CIRCULATION

Over 2 million in membership, as well as the general public, using our Good Sam Travel Guide Series, our www.goodsam.com and our Mobile App, who are active RV travelers. These include family campers, Snowbirds and Renters of RV's a well as cabins with a new trend in "glamping". We provide information to thousands of parks and promote activities in their respective areas across the US and Canada. We also have access to 5 million Camping World/Gander Outdoors customers, so we know who your customers are.

LTA MEMBER RATE (Contact

marketing@louisianatravelassociation.org for your member rate)

1/6 page \$2700

1/12 page \$1350

SPACE & MATERIALS DEADLINES

July 31, 2024

Ad Representative

Don & Peggy Holloway • hollowaysgsc@gmail.com



LTA AAA E-Newsletter

Individual Ad

MEETINGS (TRADE)



LOUISIANA
TRAVEL
ASSOCIATION



LTA will target the AAA offices (US and Canada) with a specially designed e-newsletter featuring travel ideas, DMO's, hoteliers, attractions and restaurants. This e-newsletter will also link to the participant's websites.

ADDED VALUE

- Advertorial sections will get an additional photo with a URL link to website.
- Side banners will also include 75 words of copy and a URL link to your website.
- Past issue links will be available on the current issue for one calendar year.
- Social media blast of every issue to tour operator followers.
- Issues used as marketing piece at travel trade shows.

AD SPECS

Side Banner Ad: 300 x 300 pixels

Advertorial section: 1 image, 400x400, 150 words of copy

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

January 2024 & 2025

June 2024 & 2025

October 2024

MARKET/CIRCULATION

700 AAA Offices

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$295

Advertorial sections:

Max 4 per issue \$395

SPACE & MATERIALS DEADLINES

January 2024 - December 15, 2023

June 2024 - May 15, 2024

October 2024 - September 15, 2024

January 2025 - December 15, 2024

June 2025 - May 15, 2025

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

LTA Group Travel E-Newsletter

Individual Ad

MEETINGS (TRADE)



LTA Group Travel E-Newsletter will target national and international operators that are actively planning trips to Louisiana. Each newsletter will contain group friendly destinations, attractions and events from all five regions of the state.

ADDED VALUE

- Advertorial sections will get an additional photo with URL link to website.
- Side banners will also include 75 words of copy, and a URL link to your website.
- Past issues links will be available on the current issue for one calendar year.
- Social media blast of every issue to tour operator followers.
- Issues used as marketing piece at travel trade shows.

AD SPECS

Side Banner Ad: 300 x 300 pixels

Advertorial section: 1 image, 300 dpi, 150 words of copy

MEDIA/DELIVERY

Email ad materials to laine@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

January 2024 & 2025

March 2024 & 2025

Special Show Edition

June 2024 & 2025

October 2024

MARKET/CIRCULATION

700 tour operators

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$300

Advertorial sections:

Max 4 per issue \$575

SPACE & MATERIALS DEADLINES

January 2024 - January 10, 2024

March 2024 - March 10, 2024

June 2024 - June 10, 2024

October 2024 - October 9, 2024

January 2025 - January 11, 2025

March 2025 - March 10, 2025

June 2025 - June 10, 2025

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Connect *SPORTS* Magazine

Individual Ad

SPORTS



Connect Sport Facilities Guide

This annual Spring Publication is a vital source for decision makers and influencers who work in the \$10 billion annual sports travel industry. The print guide is distributed to our proprietary list of sports organizers and rights holders, which includes 95% of the market share of this industry segment.

ADDED VALUE

- Spring 2024 & 2025 - Matching Editorial
- Includes a full page of destination fact and photos

AD SPECS

Full page - Bleed 9.25" w x 11" h (Live area 8.5" x 10.25")

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

Spring 2024 & 2025

* Full page buy ONLY

MARKET/CIRCULATION

5,500 Planner Circulation

Sports Planners/Rights Holders who book 50+ peak room nights, move their events/tournaments around the country and are heavy influencers/decision makers.

LTA MEMBER RATE

Full page \$5,175

SPACE & MATERIALS DEADLINES

Spring 2024 - February 1, 2024

Spring 2025 - February 1, 2025

Ad Representative

Chris Conwell • cconwell@connectmeetings.com

Connect

Destinations Magazine

Co-op Ad

GROUP TOUR/BUS TOUR OWNERS,
OPERATORS AND PLANNERS



Highly visible exposure in ABA's premier travel publication, *Destinations*. Printed and distributed 6x per year, *Destinations* includes state and region-specific coverage and special industry guides in every issue. Circulation of over 5,300+ members and non-members.

Destinations Digital edition is online for 2 full months. In addition, e-mailed to 5,000+ members and non-members, the digital edition is posted and archived on buses.org, The Insider, and Facebook.

ADDED VALUE

Digital Banner ad on buses.org x 2 months for 1/2-page buys. Specs 300x250

OPTIONAL ADD ON

Retargeting is a cookie-based technology that uses a simple JavaScript code to target your audience across the web and on social media, allowing your ads to be served to qualified users that have visited ABA's website(s): buses.org. Campaign length is impression based (50K impressions per purchase) to begin at the first of the month. Ad art files due on the 15th day of the previous month.

PRINT AD SPECS

1/2 page ad - 7.875" w x 4.325" h

1/4 page ad - 3.875" w x 4.5" h

1/8 page ad - 3.875" w x 2.125" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

DIGITAL AD SPECS

Display banners for both desktop and mobile in all of these sizes:

300x250, 160x600, 300x600, 300x50, 320x50, 728x90

Click-through URL

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

January/February 2024 & 2025

Marketplace Issue*Bonus Distribution

March/April 2024 & 2025

Louisiana Travel Resource

November/December 2024

Best of the Best Issue

MARKET/CIRCULATION

Tour Operators, Motor Coach Operators, Travel Industry Reps, Paid Subscribers and Tour Planners/Travel Agents/Receptive Operators/ readership of over 22,500

LTA MEMBER RATE

1/2 page \$1,960

1/4 page \$980

1/8 page \$670

Digital add-on \$2,300

SPACE & MATERIALS DEADLINES

Jan/Feb 2024 & 2025 - November 15

Mar/Apr 2024 & 2025 - January 15

Nov/Dec 2024 - October 1, 2023

Ad Representative

Marshall Boomer • marshall.boomer@theygsgroup.com



AMERICAN BUS ASSOCIATION

Group Travel Leader

Individual Ad

GROUP TRAVEL (TRADE)



Long regarded as the most trusted voice in the group travel industry, *The Group Travel Leader* is published 10 times per year and is read by 16,000 travel buyers and industry professionals in print, and another 12,000 in its digital edition format via our monthly eNewsletter, Group Travel Minute. These travel buyers are professional tour operators who are members of ABA, NTA, SYTA, USTOA, or TAP or group leaders who attend BIG, AATC, FaceTime or other industry tradeshows or events that qualify them each year. Our travel planners are looking for history and heritage sites, museums, shopping, culinary and one-of-a-kind experiences as well new attractions and destinations to visit.

ADDED VALUE

- Your own Advertisers Page in our Tourism Navigator feature on our website, grouptravellleader.com for one year.
- A Partners Link on our website for one year.
- Inclusion of up to 10 photos in our Photo Gallery on our website for one year.
- An itinerary on the Itinerary Page of our website for one year.
- Your ad included in our digital edition of the magazine that links to your website that we send to over 16,000 online readers.
- When you advertise in the September issue, you will also receive a free directory listing that includes your contact information, a 50-word statement and either a color logo or photo.

AD SPECS

Full page - 9.25" w x 11.125" h

2/3 page - 5" w x 9.25" h

1/2 page horizontal - 8" w x 4.5" h

1/2 page vertical - 3.9" w x 9.25" h

1/3 page box - 5" w x 4.5" h

1/3 page vertical - 2.5" w x 9.25" h

1/6 page - 2.5" w x 4.5" h

- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative
Kyle Anderson
Kyle@grouptravellleader.com

THE GROUP
TRAVEL LEADER
INC.

ISSUE

January 2024 - Go South Tour Planner

(produced in partnership with STS)

March 2024 - Louisiana Feature

May 2024 - History & Heritage Feature

September 2024 - Annual Buyers Guide

Directory issue (most popular of year)

January 2025 - Go South Tour Planner

(produced in partnership with STS)

March 2025 - Louisiana Feature

MARKET/CIRCULATION

National/30,000

Travel buyers are professional tour operators who are members of ABA, NTA, SYTA, and USTOA or group leaders that attend Group Travel Family conferences, state motorcoach shows or other industry tradeshows that qualify them each year.

LTA MEMBER RATE

Full page \$3,565

2/3 page \$2,990

1/2 page \$2,415

1/3 page \$1,495

1/6 page \$1,125

SPACE & MATERIALS DEADLINES

January 2024 - November 20, 2023

March 2024 - January 20, 2024

May 2024 - March 22, 2024

September 2024 - July 20, 2024

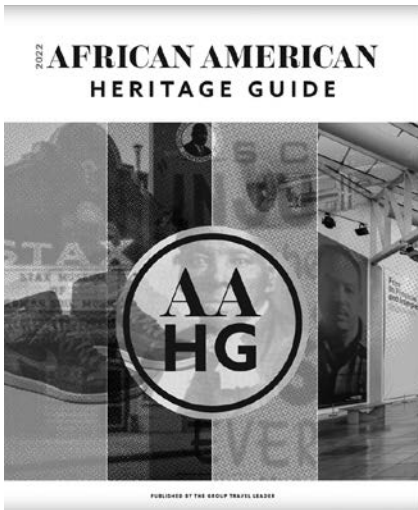
January 2025 - November 20, 2024

March 2025 - January 20, 2025

Group Travel Leader African American Heritage Guide

Individual Ad

GROUP TRAVEL (TRADE)



The **African American Heritage Guide** will showcase many aspects of the America's Black cultural offerings. We'll examine travel opportunities and sites related to both historic and contemporary Black culture. This guide will be inserted into both the November/December issue of *The Group Travel Leader* and the Winter issue of *Going on Faith* magazines. The digital edition will also run in our African American Heritage Guide e-newsletter and on both of our websites for one year.

AD SPECS

Full page - 9.25" w x 11.125" h

2/3 page - 5" w x 9.25" h

1/2 page horizontal - 8" w x 4.5" h

1/2 page vertical - 3.9" w x 9.25" h

1/3 page box - 5" w x 4.5" h

1/3 page vertical - 2.5" w x 9.25" h

1/6 page - 2.5" w x 4.5" h

- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

November/December 2024 GTL & Winter 2024 GOF – African American Heritage Guide

MARKET/CIRCULATION

National/38,000

Print: 20,000 between both publications

Digital: 18,000 between both publications

LTA MEMBER RATE

Full page \$5,750

2/3 page \$4,725

1/2 page \$3,795

1/3 page \$2,415

1/6 page \$1,725

SPACE & MATERIALS DEADLINES

September 1, 2024

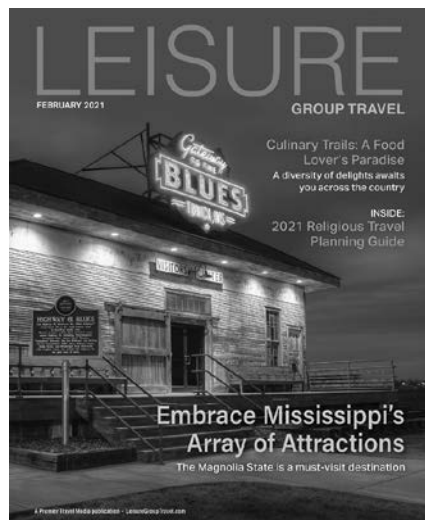
Ad Representative

Kyle Anderson • Kyle@grouptravelleader.com

GROUP
THE
TRAVEL LEADER
INC.

Leisure Group Travel

Individual Ad



America's leading group travel publication and website! Each edition of *Leisure Group Travel* is new and inviting – opening up a world of travel possibilities for subscribers. Alongside award-winning destinations articles, readers discover insightful columns on industry best practices. Leisure Group Travel's iTrack is the only comprehensive ROI tracking program in the group travel industry. 30,000+ leads delivered annually!

ADDED VALUE

- Purchase three or more ads (any size) during the 18-month cycle and receive a complimentary Site InSpection content marketing feature.
- Purchase three or more **half page ads** and also receive a geo-targeted 160x600 skyscraper banner to appear on all Louisiana editorial pages.

AD SPECS

Full page - non bleed - 7.325" w x 9.325" h

Full bleed - 8.75" w x 10.75" h

1/2 page - 7.5" w x 4.75" h

1/3 page square - 4.75" w x 4.75" h

1/3 page vertical - 2.325" w x 9.625" h

1/4 page - 3.5" w x 4.75" h

1/6 page horizontal - 4.75" w x 2.325" h

1/6 vertical - 2.325" w x 4.75" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

October 2023 - Women's Travel edition plus Shopping Destinations
December 2023 - ABA/NTA Preview edition plus Heritage and History
April 2024 - Travel South edition
October 2024 - Women's Travel edition plus Shopping Destinations
December 2024 - ABA/NTA Preview edition plus Heritage and History
April 2025 - Travel South edition

MARKET/CIRCULATION

12,000 group travel planners including tour operators, bus companies, banks, churches, niche affinity groups + bonus distribution at 30 trade shows.

LTA MEMBER RATE

Full page \$4,595

1/2 page \$2,825

1/3 page \$2,200

1/4 page \$1,600

1/6 page \$900

Itinerary \$2,500 (Full-page 3-day custom written itinerary)

SPACE & MATERIALS DEADLINES

October 2023 - August 10, 2023
December 2023 - October 10, 2023
April 2024 - February 10, 2024
October 2024 - August 10, 2024
December 2024 - October 10, 2024
April 2025 - February 10, 2025

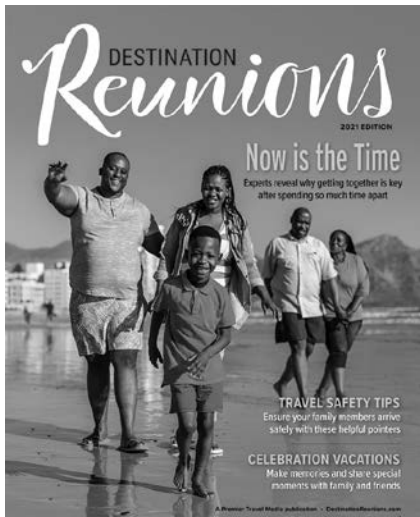
Ad Representative • Cheryl Rash
cheryl@ptmggroups.com

LEISURE
GROUP TRAVEL

Reunions

Individual Ad

REUNIONS



A top source for reunion groups with a desire to reconnect family, friends, and colleagues and create new travel memories. *Destination Reunion's* content offers reunion-specific destination reviews, planning tools and activity ideas that will invigorate the reunion planning experience. Whether a reunion is a collaborative or professionally planned trip, *Destination Reunions* is an essential inspiration source.

ADDED VALUE

- Full Page Ad + 2 Page Destination Content buy receives an online Site InSpection content marketing feature + 3 month e-newsletter banner.
- 1/2 Page Ad + 1.5 Page Destination Content buy receives an online Site InSpection content marketing feature + 3 month website banner.
- Full Page Destination Content buy receives an online Site InSpection feature.

AD SPECS

Full page ad for bleed - 8.75" w x 10.75 "h (Page Trim: 8.5" w x 10.5" h)

Full page ad non-bleed - 7.325" w x 9.325" h

1/2 page ad horizontal - 7.5" w x 4.75" h

1/2 page ad island 4.75" w x 7" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

March 2024 & 2025

MARKET/CIRCULATION

National/20,000

Reunion Planners for family, friends, military and class reunions.

LTA MEMBER RATE

**Full page ad +
2 page Destination Content
\$4,300**

**1/2 page ad +
1.5 page Destination Content
\$3,300**

**Full page Destination Content
\$1,670**

SPACE & MATERIALS DEADLINES

March 2024 - January 15, 2024

March 2025 - January 15, 2025

Ad Representative
Cheryl Rash • cheryl@ptmggroups.com

DESTINATION
Reunions

Small Market Meetings

Individual Ad

MEETING PLANNING



Small Market Meetings was created to fill a niche in the billion-dollar meetings and conventions industry — the need for an industry publication that focuses exclusively on second and third tiered meeting destinations.

The specific editorial focus of *Small Market Meetings* is conference centers, resorts, casinos, spas and convention centers in secondary markets and less traditional meeting destinations such as museums, inns, wineries, ranches, etc. Each issue features articles about trends and issues in the meetings industry, in-depth features on destinations and individual meeting facilities, news items from around the country and advice from guest columnists.

MARKET/CIRCULATION:

Small Market Meetings is the official publication of the Small Market Meetings Conference and mails monthly to more than 9,100 qualified meeting planners nationwide. Our readership is made up of the following types of meeting planners:

- Corporate – 55%
- Association – 43%
- Educational – 34%
- Sales- 19%
- Technology – 7%
- Other – 35%

ADDED VALUE

- Photo slideshow on our website for one year
- Advertisers Page in our SiteVisit link on our website for one year
- Your video on our website for one year

AD SPECS

Full page ad - 9.25" w x 11.125 "h

2/3 page ad - 5" w x 9.25" h

1/2 page ad horizontal - 8" w x 4.5" h

1/2 page ad vertical - 3.9" w x 9.25" h

1/3 page ad box - 5" w x 4.5" h

1/3 page as vertical - 2.5" w x 9.25" h

1/6 page ad - 2.5" w x 4.5" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

February 2024: The South Meeting Guide (in partnership with STS)

March 2024: Building CVB Relations

April 2024: Religious Meetings

June 2024: Convention Centers feature & Baton Rouge City Spotlight article

September 2024: Conference Preview

February 2025: The South Meeting Guide (in partnership with STS)

April 2025: Louisiana Meeting Guide

June 2025: Convention Centers feature

LTA MEMBER RATE

Full Page \$2,425

2/3 Page \$2,070

1/2 Page \$1,725

1/3 Page \$1,265

1/6 Page \$805

SPACE & MATERIALS DEADLINES

February 2024 - December 20, 2023

March 2024 - January 10, 2024

April 2024 - February 20, 2024

June 2024 - April 20, 2024

September 2024 - July 20, 2024

February 2025 - December 20, 2024

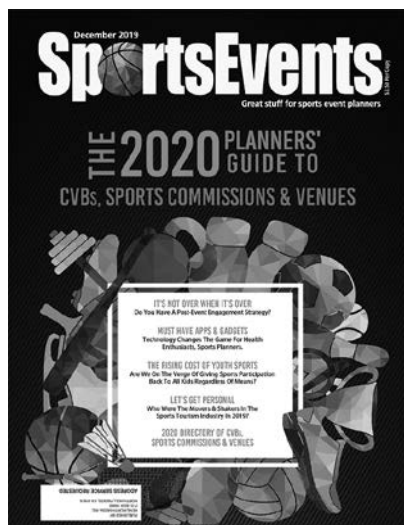
April 2025 - February 20, 2025

June 2025 - April 20, 2025

Ad Representative

Kyle Anderson • Kyle@grouptravelleader.com

**SMALL MARKET
MEETINGS**



SportsEvents Media Group, producers of *SportsEvents* magazine, sportseventsmagazine.com and S.P.O.R.T.S. – The Relationship Conference is the leading resource for sports event planners, national governing bodies (NGBs), rights holders and event owners. Media outlets are designed to help them be more effective, informed and successful with their events and competitions. *SportsEvents* Magazine has the largest, verified, audited and guaranteed distribution of sports events planners and event organizers in the sports tourism market.

ADDED VALUE

- Hyperlinked Ad in Digital E-Pub Online for 12 Months
- 24/7 Access to Online Bid Sheet, Tools, Directories, Digital Magazine and More
- Issue Sponsor Index Listing: Company Name, Phone, Website and Page Number
- Enhanced Print Directory Listing in December 2021 with Ad
- Bonus Distribution of issues at S.P.O.R.T.S. Conference and NASC Symposium
- Free Ad Design Consultation from the *SportsEvents* Design Team

AD SPECS

Full page bleed ad - 8.5" w x 11" h (trim size 8.38" w x 10.88" h)

Full page non-bleed ad - 7" w x 10" h

1/2 page ad - 7.635" w x 4.25" h

1/4 page ad - 3.75" w x 4.25" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

Media/Delivery

Email ad materials to marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Allison Green • AGreen@kenilworth.com



ISSUE

March 2024: Small Markets Big on Sports with matching sponsored content added value

June 2024: State Spotlight on Louisiana
December 2024: Annual Planners Guide to Sports Commissions & CVBs—Free Matching Sponsored Content with 1/2-page ad or larger

March 2025: Small Markets Big on Sports with matching sponsored content added value

June 2025: State Spotlight on Louisiana

MARKET/CIRCULATION

Sports events planners, national governing bodies (NGBs), events rights holders and tournament directors and more / 18,000 (qualified)

LTA MEMBER RATE

Full page \$3,350

1/2 page \$2,185

1/4 page \$1,150

SPACE & MATERIALS DEADLINES

March 2024 - February 5, 2024

June 2024 - May 5, 2024

December 2024 - November 5, 2024

March 2025 - February 1, 2025

June 2025 - May 5, 2025

CONTRACT & RESERVATION FORM 1

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer Southern Magazine

___ Winter 2024 ___ Spring 2024 ___ Summer 2024

___ Fall 2024 ___ Winter 2025 ___ Spring 2025

___ Full page \$5,414 ___ 2/3 page \$3,795 ___ 1/2 page \$3,124

___ 1/3 page \$2,165 ___ 1/6 page \$1,082

AAA Explorer Texas Magazine

___ Winter 2024 ___ Spring 2024 ___ Summer 2024

___ Fall 2024 ___ Winter 2025 ___ Spring 2025

___ Full page \$13,962 ___ 2/3 page \$10,467 ___ 1/2 page \$8,734

___ 1/3 page \$5,228 ___ 1/6 page \$3,083

AJR Media’s AAA Explorer eNewsletter Campaigns

AAA Explorer Texas

___ Sponsored Content \$10,890

___ Banner Ad \$5,940

___ Property/Business Showcase \$3,168

AAA Explorer Southern

___ Sponsored Content \$5,445

___ Banner Ad \$2,970

___ Property/Business Showcase \$1,584

AJR’s Reach Exclusive 1st Party Audience-Facebook/Instagram

___ Single Ad/Carousel Ad \$2,500

___ Social Video \$2,500

AJR’s Reach Canadian Audiences: Globe & Mail

___ January 27th, 2024 edition ___ February 3rd, 2024 edition

___ 1/4 page \$5,630 ___ 1/2 page \$10,979

AJR Media Group TourLouisiana.com Audience Targeting

___ \$3,500

AJR Media Group TourLouisiana.com Bundle

___ \$5,750

Datify by AJR Media Group [Circle your selection(s)]

Population Size	Bronze	Silver	Gold	Platinum
More than 200,000		\$29,964	\$37,164	Upon Request
Between 130,000 and 200,000		\$28,764	\$33,564	Upon Request
Between 90,000 and 130,000		\$25,164	\$29,964	Upon Request
Between 50,000 and 90,000		\$21,564	\$26,364	Upon Request
Between 20,000 and 50,000		\$16,764	\$22,764	Upon Request
Less than 20,000		\$14,364	\$19,164	Upon Request
Less than 20,000/Less than 5 hotels	\$8,364			
Four years of Historical Data:	\$500	\$1,000	\$1,500	\$2,000
Optional Consumer spending data:	\$450/Month			

Datify Visitor Data Intelligence Dashboard: Attribution Marketing Add-On

___ \$2,500 ___ \$5,000 ___ \$7,500 ___ \$10,000

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card: _____

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 2

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Compass Media Content Creation + Targeted Display Campaign

_____ \$1,150 _____ \$1,950 _____ \$2,400 _____ \$3,495

Compass Media Custom Festival/Event Promotion

_____ 2100 Clicks \$2,875 _____ 2950 Clicks \$4,100 _____ 4250 Clicks \$5,750

Compass Media Staycation

_____ 2100 Clicks \$2,875 _____ 2950 Clicks \$4,100 _____ 4250 Clicks \$5,750

Compass Media Digital Display Campaign

_____ 1300 Clicks \$1,725 _____ 2200 Clicks \$2,800

_____ 4500 Clicks \$5,600 _____ 9,000 Clicks \$10,875

Compass Media Digital Outdoor Campaign

_____ 1300 Clicks \$1,725 _____ 2100 Clicks \$2,800

_____ 4500 Clicks \$5,600 _____ 9,000 Clicks \$10,895

Compass Media Display & Social Media Remarketing Campaign

_____ 1920 Clicks \$2,875 _____ 4000 Clicks \$5,525 _____ 8,400 Clicks \$10,875

Compass Media Fall Travel Planner

September 2024

_____ 1/2 page \$18,250 _____ 1/4 page \$9,200 _____ 1/8 page \$4,800

Compass Media Spring Travel Planner

_____ April 2024

_____ 1/2 page \$20,500 _____ 1/4 page \$9,350 _____ 1/8 page \$4,775

_____ April 2025

_____ 1/2 page \$22,000 _____ 1/4 page \$11,000 _____ 1/8 page \$5,795

Compass Media Family Travel Planner

_____ 2024 _____ 2025

_____ 1/2 page \$27,800 _____ 1/4 page \$13,900 _____ 1/8 page \$6,900

Compass Media Foodie Focused Campaign

_____ \$3,450 _____ \$5,750 _____ \$8,625

Compass Media Targeted Email Solutions

_____ \$1,725

Compass Media TikTok Targeted Campaign

_____ \$2,400 _____ \$4,600

Compass Media Social Media Video Campaign

_____ 5,900+ \$2,350 _____ 15,400+ \$5,750 _____ 33,000+ \$11,400

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card: _____

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 3

LTA CAMPAIGNS

Louisiana Attractions Program

_____ Summer 2024

_____ Summer 2025

_____ Full page \$1,795

_____ 1/2 page \$1,095

_____ 1/4 page \$625

_____ Photo Listing \$450

_____ Basic Listing \$275

_____ Coupons \$400

_____ Breweries \$350

\$_____

Louisiana Christmas Campaign

_____ October 2024

_____ October 2025

_____ Full page \$1,495

_____ 1/2 page \$950

_____ 1/4 page \$575

_____ Photo Listing \$400

_____ Basic Listing \$250

_____ Calendar Listing \$150

\$_____

Louisiana Culinary Trails 2024

_____ Emerald 25,000

_____ Platinum \$14,500

_____ Gold \$6,000

_____ Silver \$3,000

_____ Listing \$500

\$_____

Louisiana Fishing, Golf & Outdoor Adventures Program

_____ Spring 2024

_____ Spring 2025

_____ Full Page \$1,795

_____ 1/2 page \$1,095

_____ 1/4 page \$695

_____ Photo Listing \$450

_____ Basic Listing \$295

_____ Charter rate \$350

\$_____

TRADE AND TRAVEL SHOWS

American Bus Association

_____ 2024

_____ 2025

_____ Full page \$800

_____ 1/2 page \$450

_____ Listing \$100

\$_____

National Tour Association-Bank Traveler/Select Traveler

_____ NTA 2024

_____ Bank Traveler/Select Traveler 2024

_____ Full page \$800

_____ 1/2 page \$450

_____ Listing \$100

\$_____

Faith Travel

_____ 2024

_____ 2025

_____ Full page \$800

_____ 1/2 page \$450

_____ Listing \$100

\$_____

STS Domestic Showcase

_____ 2024

_____ 2025

_____ Full page \$800

_____ 1/2 page \$450

_____ Listing \$100

\$_____

Student Youth Travel Association

_____ Aug 2024

_____ Aug 2025

_____ Full page \$800

_____ 1/2 page \$450

_____ Listing \$100

\$_____

Brochure & Rack Card Printing

Rack Card (4"x9")

2 Panel (8"x9")

3 Panel (8.5"x11")

4 Panel (8.5"x14")

_____ 10,000 - \$1,300

_____ 10,000 - \$1,350

_____ 10,000 - \$1,550

_____ 10,000 - \$2,060

_____ 15,000 - \$1,600

_____ 15,000 - \$1,650

_____ 15,000 - \$1,950

_____ 15,000 - \$2,500

_____ 25,000 - \$2,060

_____ 25,000 - \$2,110

_____ 25,000 - \$2,500

_____ 25,000 - \$3,180

_____ 50,000 - \$2,975

_____ 50,000 - \$3,320

_____ 50,000 - \$3,720

_____ 50,000 - \$5,029

\$_____

Louisiana Distribution Program

_____ One panel rack card (no larger than a 4" x 9") \$600

_____ 2-3 panel brochure (no larger than a 4" x 9") \$650

_____ Multiple page brochure (no larger than a 4" x 9") \$750

_____ Digest/Full size \$900

_____ One-time distribution (max 5,000 brochures) \$375

\$_____

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 4
DATA & RESEARCH OPPORTUNITIES

AirDNA DMO Solutions

___Option 1 \$6,000 ___Option 2a \$3,000
___Option 2b \$3,000 ___Option 3 \$3,600

\$ _____

RADIO

American Road Magazine's Trip Talk Podcast

___Option 1 \$650 ___Option 2 \$2,875

\$ _____

Relic – Podcast Production

___Option 1 \$1,450 ___Option 2 \$2,400
___Optional Services \$1,200 ___Additional Hours \$140/hr

\$ _____

Spotify by LocaliQ

___Option 1 \$3,500 ___Option 2 \$5,000

\$ _____

TV

Gray Media OTT Streaming Video Targeting

___Bronze \$3,450 ___Silver \$6,030
___Gold \$12,000 ___Platinum \$18,100

\$ _____

Gray Media TV Promotion

___Option 1 \$8,625 ___Option 2 \$10,350 ___Option 3 \$15,525
___Option 4 \$20,125 ___Option 5 \$24,725

\$ _____

MEDIA BUNDLES

Advance Travel & Tourism It's a Southern Thing Contest Package with Lead Generation

___\$12,360

\$ _____

Country Roads Magazine Multi-Media Spotlight Lead Generation Package

___\$3,500

\$ _____

Gray Media Multimedia Digital Promotion

___\$3,500

\$ _____

Hoffman Media Southern Bundle

___Jan/Feb 2024 ___Mar/Apr 2024 ___May/June 2024
___July/Aug 2024 ___Sept 2024 ___Oct 2024
___Sept/Oct 2024 ___Nov/Dec 2024 ___Jan/Feb 2025
___Mar/Apr 2025 ___May/June 2025
___1/2 page \$5,520 ___1/3 page \$4,485 ___1/4 page \$3,795

\$ _____

Houstonia Digital Bundles

___Program 1 \$2,300 ___Program 2 \$4,600

\$ _____

Reach Louisiana Bundle by LPA

___Gold \$8,600 ___Silver \$6,000 ___Bronze \$2,875

\$ _____

The Digital People's Multimedia Targeting Package

___\$3,675 ___\$5,400 ___\$8,900

\$ _____

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 5
MAGAZINES - CULINARY

The Local Palate

Spring Travel South Issue	_____ 2024	_____ 2025
South's New Restaurant Issue	_____ 2024	_____ 2025
Summer Get Outdoors & Entertaining Issue	_____ 2024	_____ 2025
Summer Road Trip Getaway Issue	_____ 2024	_____ 2025
Fall Food Issue	_____ 2024	_____ 2025
Culinary Towns	_____ 2024	_____ 2025
Holiday Entertaining Issue	_____ 2024	_____ 2025
Winter/Holiday Comfort Recipes	_____ 2024	_____ 2025
_____ Package 1 \$4,350	_____ Package 2 \$3,295	

CULTURE

64 Parishes

_____ Winter 2023/2024	_____ Spring 2024	_____ Summer 2024
_____ Fall 2024	_____ Winter 2024/2025	_____ Spring 2025
_____ Summer 2025	_____ 1/4 page \$780	_____ 1/2 page \$1,140
_____ Full page \$1,791	_____ Regular column \$250	_____ Feature story \$550

Country Roads Magazine

_____ Jan 2024	_____ Feb 2024	_____ Mar 2024
_____ Apr 2024	_____ May 2024	_____ June 2024
_____ July 2024	_____ Aug 2024	_____ Sept 2024
_____ Oct 2024	_____ Nov 202 4	_____ Dec 2024
_____ Jan 2025	_____ Feb 2025	_____ Mar 2025
_____ Apr 2025	_____ May 2025	_____ June 2025
_____ Double page spread \$3,000		

Oxford American

_____ Spring 2024	_____ Summer 2024	_____ Fall 2024
_____ Music 2024	_____ Spring 2025	_____ Summer 2025
Premium Placements		
_____ Full page \$2,850	_____ Spread \$5,700	_____ Inside Back Cover \$3,600
Special Sections		
_____ Full page \$2,250	_____ 1/2 page \$1,550	

LIFESTYLE

AARP The Magazine

_____ Feb/Mar 2024	_____ Apr/May 2024	_____ Oct/Nov 2024
_____ 1/2 page \$10,440	_____ 1/4 page \$5,220	_____ 1/8 page \$2,610
_____ Feb/Mar 2025	_____ Apr/May 2025	
_____ 1/2 page \$10,754	_____ 1/4 page \$5,377	_____ 1/8 page \$2,688

Houstonia Magazine

_____ Dec-Feb 2023/2024	_____ March-May 2024	_____ June-August 2024
_____ Sept-Nov 2024	_____ Dec-Feb 2024/2025	_____ March-May 2025
_____ June-August 2025	_____ Full page \$7,800	_____ 2/3 page \$5,450
_____ 1/2 page \$4,450	_____ 1/3 page \$2,600	_____ 1/6 page \$1,200

okra Magazine

_____ Fall/Winter 2023/2024	_____ Winter/Spring 2024	_____ Spring/Summer 2024
_____ Summer/Fall 2024	_____ Fall/Winter 2024/2025	_____ Winter/Spring 2025
_____ Spring/Summer 2025	_____ Full page \$3,550	_____ 1/2 page \$2,200
_____ Inside Cover Spread \$6,390	_____ Inside Back Cover \$4,260	_____ Back Cover \$4,790

Texas Monthly Co-op

_____ March 2024	_____ May 2024	_____ September 2024
_____ November 2024	_____ March 2025	_____ May 2025
_____ 1/2 page \$6,100	_____ 1/4 page \$3,050	_____ 1/8 page \$1,525

OUTDOORS

ROVA-The Magazine for Epic Road Trips

_____ Feb/Mar 2024	_____ Apr/May 2024	_____ June/July 2024
_____ Aug/Sept 2024	_____ Oct/Nov 2024	_____ Dec/Jan 2024/2025
_____ Feb/Mar 2025	_____ Apr/May 2025	_____ June/July 2025
_____ Full page \$4,500	_____ 1/2 page \$2,900	_____ 1/4 page \$1,950

\$ _____

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 6

TRAVEL

American Road Magazine

___ Winter 2023

___ Autumn 2024

___ Summer 2025

___ 1/2 page \$2,100

___ Spring 2024

___ Winter 2024

___ 1/4 page \$1,050

___ Summer 2024

___ Spring 2025

___ 1/8 page \$525

\$_____

FILM

Destination Film Guide

___ Option 1 \$5,280

___ Option 2 \$4,000

___ Option 3 \$2,750

___ Option 4 \$1,995

___ Option 5 \$3,400

\$_____

NEWSPAPER

Louisiana Newspaper Program

Ad week runs Sunday-Saturday, any week Jan 2024-June 2025

___ 2x2 One Region \$500

___ 2x4 One Region \$865

___ 2x6 One Region \$1,430

___ 3x7 One Region \$2,240

___ 2x2 Two Region \$915

___ 2x4 Two Region \$1,840

___ 2x6 Two Region \$2,530

___ 3x7 Two Region \$4,140

___ 2x2 Statewide \$1,240

___ 2x4 Statewide \$2,500

___ 2x6 Statewide \$3,350

___ 3x7 Statewide \$5,590

\$_____

DIGITAL

225 Magazine Digital

___ Option 1 \$725

___ Option 2 \$2,150

___ Option 3 \$1,100

\$_____

AARP Digital Campaign

___ Program 1 \$4,025

___ Program 2 \$8,050

___ Program 3 \$12,100

___ Program 4 \$5,750

___ Program 5 \$11,500

\$_____

A Second Date with Louisiana by Madden Media

___ Gold \$11,500

___ Silver \$7,500

___ Add-On \$6,000

\$_____

Advance Travel & Tourism It's a Southern Thing Video Sponsorship

___ \$5,750

\$_____

American Road Magazine Digital Campaigns

___ Option 1 Rectangle \$425

___ Option 1 Leaderboard \$635

___ Option 2 \$680

\$_____

Atlanta Magazine Total Digital Campaign

___ \$8,950

\$_____

Atlanta Magazine Travel Page Takeover

___ \$2,400

\$_____

Atlanta Magazine's Email Campaign

___ \$4,025

\$_____

Atlanta Magazine's Sponsored Content Campaign

___ \$2,950

\$_____

Causal IQ's Cross Device Display Packages

___ Silver \$11,000

___ Gold 16,000

___ Platinum \$20,700

\$_____

Causal IQ's Cross Device Video Packages

___ Silver \$11,000

___ Gold 16,000

___ Platinum \$20,700

\$_____

Causal IQ's Native Advertising Packages

___ Silver \$11,000

___ Gold 16,000

___ Platinum \$20,700

\$_____

Country Roads Digital Campaign

___ \$2,250

\$_____

Expedia

___ Option 1 \$11,000

___ Option 2 \$16,000

\$_____

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Billing E-mail _____

Signature _____

Date _____

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Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 7

Garden & Gun Digital Campaign

___ Option 1 \$5,750 ___ Option 2 \$5,750 ___ Option 3 \$8,500
___ Option 4 \$9,500 ___ Option 5 \$11,000

Geofence Display Campaign by LocaliQ

___ 3 Month Campaign \$3,500 ___ 4 Month Campaign \$4,500

Hoffman Media Foodi(E)-Mail Marketing Campaign

___ Louisiana Cookin' \$2,650 ___ Taste of the South \$3,600
___ Cooking with Paula Deen \$6,150

Hoffman Media StoryMaker Campaign

___ \$4,945

Houston Chronicle Display Campaign

___ Program 1 \$1,150 ___ Program 2 \$2,300
___ Program 3 \$5,575 ___ Program 4 \$8,625

Let the Good Time Roll Festival Video Bundle by Advance Travel & Tourism

___ 2-Month Campaign \$9,000 ___ 3-Month Campaign \$13,000

Louisiana Trail Bundle Campaign by Advance Travel & Tourism

___ \$10,000

Madden Media's Canadian Targeted Digital Campaign

___ Bronze \$3,700 ___ Silver \$5,200 ___ Gold \$8,100

Madden Media's Remarketing Display Campaign

___ Bronze \$3,600 ___ Silver \$5,000 ___ Gold \$8,500

Madden Media's Video Remarketing Campaign

___ Bronze \$2,340 ___ Silver \$3,550 ___ Gold \$5,100

NOLA.com | The Advocate Content Campaigns

___ \$6,325

NOLA.com | The Advocate Digital Campaigns

___ Package 1 \$1,150 ___ Package 2 \$3,500 ___ Package 3 \$6,000

NOLA.com | Vacation & Travel Guide

___ Spring 2024 ___ Fall 2024 ___ Spring 2025
___ Package 1 \$7,475 ___ Package 2 \$4,140 ___ Package 3 \$2,070
___ Package 4 \$860 ___ Eblast \$300 ___ Logo Spot \$150

Oxford American Digital Campaign

___ Package 1 \$7,065 ___ Package 2 \$2,700 ___ Package 3 \$1,800

Premium Digital Placement by LPA

Program 1 - Ads live for 30 days

Regional

___ Option 1 \$4,740 ___ Option 2 \$3,500 ___ Option 3 \$1,550

Program 2 - Ads live for 30 days

Statewide Online Network

___ Option 1 \$12,650 ___ Option 2 \$6,900

ROVA-The Magazine for Epic Road Trips Digital Campaign

___ \$1,950

Search Engine Marketing/Pay-Per-Click by LocaliQ

___ Option 1 \$5,000 ___ Option 2 \$7,750 ___ Option 3 \$14,750

Smart Ads on Facebook and Instagram Digital Campaign by LocaliQ

___ Option 1 \$3,300 ___ Option 2 \$6,300

\$ _____

\$ _____

\$ _____

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\$ _____

\$ _____

\$ _____

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CONTRACT & RESERVATION FORM 8

Spearfish Digital Repeat Visit Campaign

___Option 1 \$1,725 ___Option 2 \$3,450 ___Option 3 \$4,725
___Option 4 \$6,900 ___Option 5 \$8,625

\$ _____

Texas Monthly Digital Campaign

___Program 1 \$2,590 ___Program 2 \$5,100 ___Program 3 \$5,100
___Program 4 \$1,800 ___Program 5 \$2,590 ___Program 6 \$3,360

\$ _____

The Digital People's Google Business Profile Package

___\$600

\$ _____

The Local Palate Digital & Social Campaigns

___Program 1 \$8,550 ___Program 2 \$6,600 ___Program 3 \$6,050

\$ _____

The Local Palate E-Newsletter Campaign

___Program 1 \$7,650 ___Program 2 \$6,600 ___Program 3 \$5,500

\$ _____

The Travel Guide Group's Louisiana Virtual Travel Show

___Option 1 \$930 ___Program 2 \$1,860 ___Program 3 \$3,725

\$ _____

TikTok or Instagram + Premium Geofence Package by Advance Travel & Tourism

___One Month Campaign \$2,300 ___Two Month Campaign \$6,900
___Three Month Campaign \$10,350

\$ _____

Von Mack Agency's Social Media Takeover!

___Lite (3 month partnership) \$1,890 ___Lite (6 month partnership) \$3,795
___Standard (3 month partnership) \$2,875 ___Standard (6 month partnership) \$5,750
___Advanced (3 month partnership) \$6,325 ___Advance (6 month partnership) \$12,650

\$ _____

MEETING PLANNING DIGITAL

Convention South Digital

___Program 1 \$2,070 ___Program 2 \$750 ___Program 3 \$610
___Program 4 \$1,150 ___Program 5 \$610 ___Program 6 \$920
___Program 7 \$1,150 ___Program 8 \$1,840 ___Program 9 \$1,265

\$ _____

Group Travel Leader Digital Packages

___Package 1 \$2,400 ___Package 2 \$4,200

\$ _____

Premier Travel Media Digital Packages

___Dominant \$10,000 ___Competitive \$6,700 ___Presence \$3,500

\$ _____

Small Market Meetings Digital Packages

___Package 1 \$2,500 ___Package 2 \$4,000 ___Package 3 \$5,500

\$ _____

Southeast Meetings + Events Print and Digital Bundle

___Winter 2023 ___Spring/Summer 2024
___Winter 2024 ___Spring/Summer 2025
___Option 1 \$11,000 ___Option 2 \$8,500 ___Option 3 \$6,000

\$ _____

SportsEvents Digital Campaign

___Program 1 \$950 ___Program 2 \$750

\$ _____

SportsTravel Digital Campaign

___Program 1 \$9,000 ___Program 2 \$5,750

\$ _____

Texas Meetings + Events Print and Digital Bundle

___Winter 2023 ___Spring 2024 ___Summer 2024
___Fall 2024 ___Winter 2024
___Option 1 \$19,000 ___Option 2 \$8,500 ___Option 3 \$6,000

\$ _____

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CONTRACT & RESERVATION FORM 9
DIRECTORIES & GUIDES

Good Sam RV Travel Guide Series 2025

1/6 page ad \$2700 1/12 page ad \$1350

Please contact marketing@louisianatravelassociation.org for member pricing information

TRADE ADVERTISING

LTA AAA E-Newsletter

January 2024 June 2024 October 2024
January 2025 June 2025
Side Banner Ad(s) \$295 Advertorial Section(s) \$395

LTA Group Travel E-Newsletter

January 2024 March 2024 June 2024
Oct 2024 January 2025 March 2025
June 2025
Side Banner \$300 Advertorial Section \$575

Connect SPORTS Magazine

Spring 2024 Spring 2025
Full Page \$5,175

Destinations Magazine

Jan/Feb 2024 March/April 2024 Nov/Dec 2024
Jan/Feb 2025 March/April 2025
1/8 page \$670 1/4 page \$980 1/2 page \$1,960
Digital add-on \$2,300

Group Travel Leader

January 2024 March 2024 May 2024
September 2024 January 2025 March 2025
Full Page \$3,565 2/3 Page \$2,990 1/2 Page \$2,415
1/3 Page \$1,495 1/6 Page \$1,125

Group Travel Leader African American Heritage Guide

Full Page \$5,750 2/3 Page \$4,725 1/2 Page \$3,795
1/3 Page \$2,415 1/6 Page \$1,725

Leisure Group Travel

October 2023 December 2023 April 2024
October 2024 December 2024 April 2025
Full Page \$4,595 1/2 Page \$2,825 1/3 Page \$2,200
1/4 Page \$1,600 1/6 Page \$900 Itinerary \$2,500

Reunions

March 2024 March 2025
Full page + 2-page Destination Content \$4,300
1/2 page + 1.5-page Destination Content \$3,300
Full page Destination Content \$1,670

Small Market Meetings

Feb 2024 March 2024 April 2024
June 2024 September 2024 February 2025
April 2025 June 2025
1/6 page \$805 1/3 page \$1,265 1/2 page \$1,725
2/3 page \$2,070 Full page \$2,425

SportsEvents

March 2024 June 2024 Dec 2024
March 2025 June 2025
1/4 page \$1,150 1/2 page \$2,185 Full Page \$3,350

\$

\$

\$

\$

\$

\$

\$

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\$

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LTA STAFF

Chris Landry, President/CEO
chris@louisianatravelassociation.org

Laine Garner, Senior Vice President of Membership, Sales & Education
laine@louisianatravelassociation.org

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Charlotte Hawkins, Director of Finance & Human Resources
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Madeline Brown, Director of Programs & Events
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Natalie Clay Hutchinson, Graphic Designer
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LOUISIANA
TRAVEL
ASSOCIATION