

TV
RADIO
PRINT
MEDIA
BUNDLES
DIGITAL
TRADE
ADVERTISING
BILLBOARD
DATA
& RESEARCH
OPPORTUNITIES



2023 2024 marketing Plan



How to navigate through this 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 call LTA's marketing staff for a personal consultation specific to your business.

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LOUISIANA
TRAVEL
ASSOCIATION

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**Also Note: Many of the Magazines, Newspapers, Directories & Guides and Trade Advertising programs have an added value digital component*

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BILLBOARD

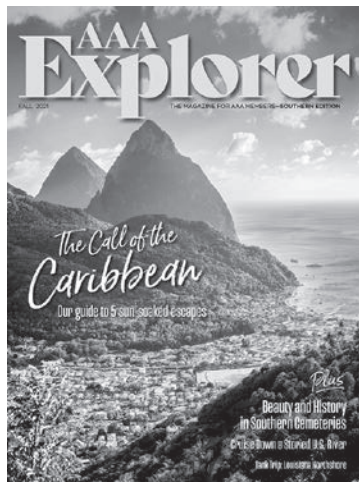
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AAA Explorer Southern Magazine

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

Reader Profile

Membership/Readership:

950,000+

Female: 49%

Male: 51%

Median Age: 61

Married: 53%

Average household income:

\$81,884

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

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 square 4.5" 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 2023: January/February/March

Spring 2023: April/May/June

Summer 2023: July/August/September

Fall 2023: October/November/December

Winter 2024: January/February/March

Spring 2024: April/May/June

MARKET/CIRCULATION

LA, MS, AR / 354,000

LTA MEMBER RATE

Full page \$5,300

2/3 page \$3,700

1/2 page \$3,050

1/3 page \$2,100

1/6 page \$1,050

SPACE & MATERIALS DEADLINES

Winter 2023 - October 15, 2022

Spring 2023 - January 15, 2023

Summer 2023 - April 15, 2023

Fall 2023 - July 15, 2023

Winter 2024 - October 15, 2023

Spring 2024 - January 15, 2024

AAA Explorer Texas Magazine

Co-op 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 **3.4 million members residing in over 1.3 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: 3,487,000

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

1/3 page ad - 2.25" w x 8.375" h

1/6 page ad - 2.25" w x 4" 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

MEDIA/DELIVERY

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

ISSUE

Winter 2023: January/February/March

Spring 2023: April/May/June

Summer 2023: July/August/September

Fall 2023: October/November/December

Winter 2024: January/February/March

Spring 2024: April/May/June

MARKET/CIRCULATION

TX Households/1,308,341

LTA MEMBER RATE

1/3 page \$5,070

1/6 page \$2,990

SPACE & MATERIALS DEADLINES

Winter 2023 - October 15, 2022

Spring 2023 - January 15, 2023

Summer 2023 - April 15, 2023

Fall 2023 - July 15, 2023

Winter 2024 - October 15, 2023

Spring 2024 - January 15, 2024

Ad Representative

Nicole Juel Sanchez

nicole@ajrmediagroup.com

AAA Explorer

AJR Media's AAA Explorer E-Newsletters

Explorer Texas and Explorer Southern Individual Buy



Reach a premium audience of over 600,000 AAA Texas members—or over 379,000 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 2023	February 2023
March 2023	April 2023
May 2023	June 2023
July 2023	August 2023
September 2023	October 2023
November 2023	December 2023

AAA EXPLORER TEXAS ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated AAA.com landing page and live-reporting Dashboard **\$8,910**
Banner Ad **\$4,950**
Property/Business Showcase **\$2,277**

AAA EXPLORER SOUTHERN Enewsletter LTA MEMBER RATE

Sponsored Content with dedicated AAA.com landing page and live-reporting Dashboard **\$4,455**
Banner Ad **\$2,475**
Property/Business Showcase **\$1,188**

SPACE & MATERIALS DEADLINES

January 2023 - November 1, 2022
February 2023 - December 7, 2022
March 2023 - January 14, 2023
April 2023 - February 7, 2023
May 2023 - March 7, 2023
June 2023 - April 7, 2023
July 2023 - May 1, 2023
August 2023 - June 1, 2023
September 2023 - July 1, 2023
October 2023 - August 4, 2023
November 2023 - September 2, 2023
December 2023 - October 7, 2023

Ad Representative

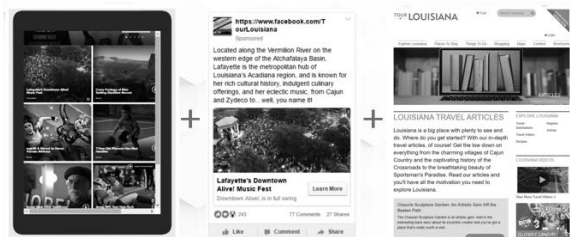
Nicole Juel Sanchez
nicole@ajrmediagroup.com

AAA
Explorer

AJR Media Group TourLouisiana.com Bundle

Individual Buy

TOUR LOUISIANA



What makes it different: According to AdWeek, 3rd party sources garner more attention to and respect for your content. TourLouisiana.com has been serving as a trusted 3rd party source for years to millions of travelers to Louisiana and is now proudly offering the “Louisiana Lagniappe” campaign to complement your digital marketing efforts.

Get your destination in front of an **EXCLUSIVE** audience of people actively searching for travel to or within Louisiana. Since its launch, nearly 3 million visitors have viewed more than 13 million pages and generated almost 250,000 requests for Louisiana Travel Literature. This translates to a powerful impact of an estimated \$11.6 million on the Louisiana economy.

Incorporating a powerful combination of data science and creative storytelling optimized for search, an AJR content specialist will create a custom, SEO-rich article that will live on your TourLouisiana content pages. The native ad will appear on premium publisher sites and the added content page will renew every year as part of your paid destination plan on the site for no additional cost.

CAMPAIGN INCLUDES

- **Louisiana Lagniappe, Native Campaign: 2,500 GUARANTEED pageviews** and final performance report.
- **(2) Hot & Happening Event eNewsletter Placements or (1) Featured Video Placement**

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 campaign can start anytime, based on writing schedule availability and newsletter and video inventory

Plus, the TourLouisiana bundle includes opportunities to participate in our monthly Events eNewsletter or on the homepage with your Travel Video—to match the timing of your planned events and festivals or to promote your destination with powerful imagery resulting in higher conversions.

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

AJR Media's Exclusive 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 have opted in to receive more information about 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 prospecting 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 will work closely with you to ensure your social ads incorporate the right creative elements in order to maximize 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 Reach Canadian Audiences: Globe & Mail – Print + Digital Sponsored Content Co-Op

Individual Buy



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: A full page branded advertorial in the Saturday edition, shared between 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 28, 2023 Saturday edition, and/or February 4, 2023 Saturday edition) – Globe and Mail national Saturday Arts & Pursuits section (1.8 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)
- Must include 4 partners per half page (1/4 pg ad + editorial mention)
- Partners may have more than one ad space (1/2 pg ad + editorial mention)

DIGITAL – theglobeandmail.com

- Branded advertorial will be hosted on Globe Partner page online, with partner brand ads rotating to deliver 25% share of voice for each
- Custom-build ads at no charge, will drive to your partner content page on The Globe site with 300,000 guaranteed impressions in total

TIMEFRAME

January 28, 2023 Saturday edition, and/or February 4, 2023 Saturday edition

LTA MEMBER RATE

1/4 page \$5,462

1/2 page \$10,650

SPACE & MATERIAL DEADLINES

October 21, 2022

* All content will be written by the Globe editors in a Canadian voice. Participating advertisers will be included within the content. Articles will be published on The Globe's website and in print with "Sponsor Content" labeling. All content is licensed on behalf of clients and can be used for their owned channels.

AD SPECS

1/4 page ad - 4.375"w x 4.875"h

1/2 Page ad - 4.375"w x 10"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



Datafy Visitor Data Intelligence Dashboard + Attribution Marketing 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 4 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. 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, 4 years historical and current data, dynamic Event Dashboard, geographic, demographic & psychographic data and more.

TIMEFRAME

Your annual subscription can start anytime.

LTA ANNUAL MEMBER RATE - Based on population

Population Size	Bronze	Silver	Gold	Platinum
More than 200,000		\$28,764	\$34,164	\$41,364
Between 130,000 and 200,000		\$27,564	\$30,564	\$37,764
Between 90,000 and 130,000		\$23,964	\$26,964	\$34,164
Between 50,000 and 90,000		\$20,364	\$23,364	\$30,564
Between 20,000 and 50,000		\$15,564	\$19,764	\$26,964
Less than 20,000		\$13,164	\$16,164	\$23,364
Less than 20,000 / Less than 5 hotels	\$7,164			
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.

Ad Representative

Nicole Juel Sanchez

nicole@ajrmediagroup.com



Datafy Visitor Data Intelligence Dashboard: Attribution Marketing Add-On

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 and attribution for visitors who were served your ad and showed up in market – 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 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 2023

MARKET/CIRCULATION

200,000 September 2023 (estimated readership 600,000) Reaching your core states of TX, LA, MS, and AL

Baton Rouge Advocate

Birmingham News

Dallas Morning News

Houston Chronicle

Jackson Clarion Ledger

LTA MEMBER RATE

1/2 page \$18,000

1/4 page \$9,000

1/8 page \$4,800

SPACE & MATERIAL DEADLINES

July 14, 2023

HIGHLIGHTED SPONSORS | COMPASS MEDIA

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 every other week 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 3.875" h

1/4 page 3.875" w x 3.75" h

1/8 page 3.875" w x 1.875" 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 2023

April 2024

MARKET/CIRCULATION

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
Birmingham News
Columbus Dispatch (Ohio)
Dallas Morning News
Gwinnett Daily Post (Atlanta)
Houston Chronicle
Indianapolis Star
Jackson Clarion Ledger
Louisville Courier Journal
Memphis Commercial Appeal
Nashville Tennessean

2023 LTA MEMBER RATE

1/2 page \$17,500

1/4 page \$9,200

1/8 page \$4,600

SPACE & MATERIAL DEADLINES

April 2023 - December 15, 2023

April 2024 - 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 every 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 2023

MARKET/CIRCULATION

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

500,000 - (2 million estimated readership)

LTA MEMBER RATE

1/2 page \$27,125

1/4 page \$13,560

1/8 page \$6,780

SPACE & MATERIAL DEADLINES

September 24, 2023

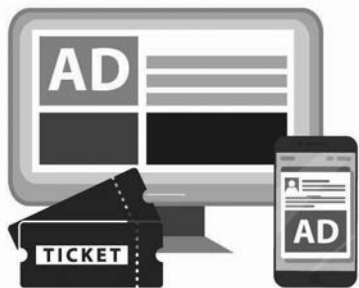


Ad Representative

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

AD SPECS

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

File Size 150k 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 - 1,100 Guaranteed Clicks

\$1,725 *Only includes SEM and

Google Display campaigns

Program 2 - 2,100 Guaranteed Clicks

\$2,875

Program 3 - 4,250 Guaranteed Clicks

\$5,750

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Content + Click Campaign

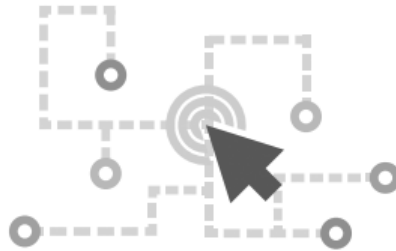
Individual Buy



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 2,200 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 \$1,100

Program 2 \$1,950

Program 3 \$2,350

Program 4 \$3,400

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.

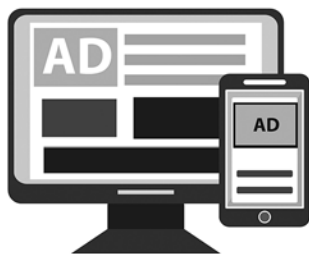
Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media 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.

*ESTIMATES are based on a 0.25% CTR. This estimate is above the national CTR average - we work on a daily basis to optimize campaigns to make sure we are driving the most relevant visitors to your site.

AD SPECS

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

File Size 150k 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

TARGETING

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

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks

\$1,665

Program 2 - 2,200 Guaranteed Clicks

\$2,760

*(estimated 1 million impressions)

Program 3 - 4,500 Guaranteed Clicks

\$5,500

*(estimated 2 million impressions)

Program 4 - 9,000 Guaranteed Clicks

\$10,850

*(estimated 4 million impressions)

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks 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
Boating
Cycling
Regional Parks & Gardens
Adventure Travel
Hiking & Camping
Outdoors

Interests:

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

2 - Hunting & Fishing

Topics:

Fishing
Hunting & Shooting
Wildlife
Outdoors

Interests:

Fishing
Hunting
Fishing Equipment
Fishing Destinations
Duck Hunting
Hunting Trips
Fishing Tips
Places to Fish

3 - Birding

Topics:

Wildlife
Birds
Ecotourism
Louisiana
Travel Guides & Travelogues

Interests:

Birding
Louisiana Travel
Nature
Birdwatching Experiences
Bird Identification & Information

CAMPAIGN

Starts any time

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks
\$1,650

Program 2 - 2,200 Guaranteed Clicks
\$2,750

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

Program 4 - 9,000 Guaranteed Clicks
\$10,800

SPACE & MATERIAL DEADLINES

Two weeks before start date

AD SPECS

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

File Size 150k 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.

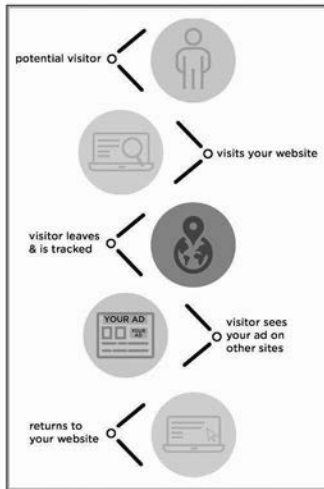
Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Display & Social Media Remarketing

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.

AD SPECS

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

File Size 150k 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

LTA MEMBER RATE

Program 1 - 1,100 Guaranteed Clicks

\$1,650

Program 2 - 1,920 Guaranteed Clicks

\$2,760

Program 3 - 4,000 Guaranteed Clicks

\$5,500

Program 4 - 8,400 Guaranteed Clicks

\$10,800

SPACE & MATERIAL DEADLINES

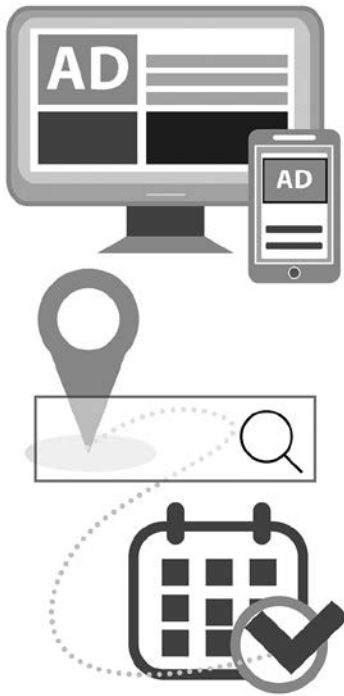
Ad materials are due two weeks prior to deployment of campaign

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Staycation Campaign/ 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

CAMPAIGN

Starts any time

LTA MEMBER RATE

Program 1 - 1,100 Guaranteed Clicks

\$1,725 *Only includes SEM and
Google Display

Program 2 - 2,100 Guaranteed Clicks

\$2,875

Program 3 - 4,250 Guaranteed Clicks

\$5,750

Program 4 - 7,000 Guaranteed Clicks

\$8,600

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior
to deployment of campaign

AD SPECS

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

File Size 150k 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.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Social Media 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 TrueView Ads, YouTube Partner Apps, and 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 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
\$2,275

Program 2 - 15,400+ Video Views
\$5,700

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

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Girlfriend Getaways Campaign

LIFESTYLE



Whether catering to females planning a get-together or a close-knit group choosing their destination, be there where those women find inspiration to travel. This Girlfriend Getaway campaign utilizes a multi-faceted approach through CONNECTED TV and FACEBOOK/INSTAGRAM to target women and promote a trip that includes dining, shopping, and leisure activities. Compass Media's digital campaign managers will work closely with you to fine-tune targeting, optimize the campaign, and provide a comprehensive report at the conclusion of the campaign.

Each campaign includes:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on Facebook/Instagram and videos played through Connected TV
- Comprehensive reporting

AD SPECS

Display Ads - 320x50, 320x100, 300x250, 728x90, 160x600, & 300x600

MAX FILE SIZE: 150kb

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

CTV Video - Dimensions: 960x720px and 960x540px

Audio Bitrate: 128 kbps or higher

Video Bitrate: 2.0 MBps or higher

Preferred format: mp4 (h.264)

Max video file size: 200 MB

MEDIA/DELIVERY

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

ISSUE

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

LTA MEMBER RATE

Program 1 - 1 - Month Program

ESTIMATED Connected TV

Impressions - 40,000+

ESTIMATED Facebook/Instagram

1,150+ clicks and 100,000+ impressions

\$4,300

Program 2 - 2 - Month Program -

ESTIMATED Connected TV

Impressions - 40,000+

ESTIMATED Facebook/Instagram

2,250+ clicks and 200,000+ impressions

\$7,850

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Food 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 150k 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
\$8,500

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Targeted Email Campaign

Individual Buy



Email is a powerful marketing tool that we can put to work for your business or organization. In an increasingly competitive advertising market, 77% of people report that they prefer to get permission-based promotional email messages via email over direct mail, text, phone, or social media. (Exact Target 2017)

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



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!

CAMPAIGN

Choose your issue:

January/ February 2023 & 2024
 March/April 2023 & 2024
 May/June 2023 & 2024
 July/August 2023
 September 2023 (monthly issue –
Southern Lady & Taste of the South)
 October 2023 (monthly issue –
Southern Lady & Taste of the South)
 September/October 2023
 (Louisiana Cookin')
 November/December 2023

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 2023 - September 19, 2022
 Mar/Apr 2023 - November 4, 2022
 May/Jun 2023 - January 14, 2023
 Jul/Aug 2023 - March 7, 2023
 Sept 2023 - May 5, 2023
 (Southern Lady/Taste of the South)
 Sep/Oct 2023 - May 10, 2023
 (Louisiana Cookin')
 Oct 2023 - June 15, 2023
 (Southern Lady/Taste of the South)
 Nov/Dec 2023 - July 20, 2023
 Jan/ Feb 2024 - September 15, 2023

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



Hoffman Media StoryMaker

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



Hoffman Media Foodi(E)-Mail Marketing Campaign

Individual Buy



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 2023

February 2023

March 2023

April 2023

May 2023

June 2023

July 2023

August 2023

September 2023

October 2023

November 2023

December 2023

LTA MEMBER RATE

Louisiana Cookin'

\$2,650

Taste of the South

\$3,500

Cooking with Paula Deen

\$6,100

SPACE & MATERIALS DEADLINES

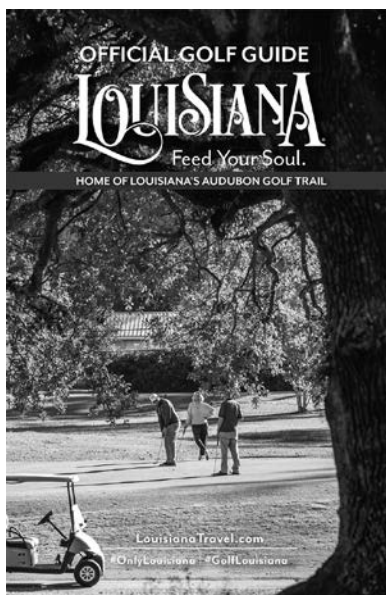
One month before start date

Ad Representative

Christy Lohmann • CLohmann@HoffmanMedia.com



Golf Louisiana Program



Get in the game of promoting golf travel to Louisiana! LTA, in partnership with the Louisiana Office of Tourism, is creating a unique cooperative golf marketing effort tied to the production and aggressive distribution of a Golf Louisiana Travel Guide as well as distribution and representation at consumer golf shows.

The state's official golf directory will list every course in the state and feature participating lodging/package options. Don't miss this opportunity to get a bigger share of the golf travel market by promoting your golf package or destination.

2023 ADVERTISING RATES

	LTA MEMBERS	*NON-MEMBERS*
Full Page	\$1,695	\$2,095
1/2 Page	\$995	\$1,395
1/4 Page	\$695	\$1,095

ADDED VALUE

- Non-member ad rate includes one year of membership in the Louisiana Travel Association.

AD SPECS

Full page ad - 4.875" w x 7.875" h

1/2 page ad - 4.875" w x 3.875" h

1/4 page ad - 2.375" w x 3.875" 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 charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

DIGITAL GUIDE

2023 Publication - January 2023

MARKET/CIRCULATION

- Distributed by LTA and LOT as fulfillment for golf advertising; at other consumer and trade shows; and at all welcome centers
- Downloadable PDF and digital guide located on the golf page of louisianatravel.com (AudubonGolf.com) and at letsrgolf.com
- Digital Marketing Campaign to promote Golf in Louisiana

SPACE & MATERIALS DEADLINES

2023 publication - September 2022

Ad Representatives

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



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 LouisianaTravel.com
- Brochure link from LouisianaTravel.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 2023 & 2024

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 \$425

Basic Listing \$275

Coupons \$400

***Photo Listing** \$350

**Breweries, Distilleries, Wineries*

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

SPACE & MATERIALS DEADLINES

April 1, 2023

April 3, 2024

Ad Representatives

Lainer 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 2023/2024 and circulated online through a robust digital marketing campaign. 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 LouisianaTravel.com

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: 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 2023 & 2024

MARKET/CIRCULATION

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

LTA MEMBER RATE

Advertising

Full page \$1,450

1/2 page \$925

1/4 page \$525

Listings

Photo Listing \$375

Basic Listing \$225

Calendar Event Listing \$150

SPACE & MATERIALS DEADLINES

October 2023 - July 31, 2023

October 2024 - August 2, 2024

Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION


Louisiana Culinary Trails



In 2023, 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 2023 Culinary Trails plan in late 2022.


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 baked 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 bountiful 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. **Beck'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 **Lafitte's Landing** and enjoy a cool libation at the **Turtle Bar** at the historic **Houmas House and Gardens**.

CREOLE CRESCENT

CHICKEN ÉTOUFFÉE

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 out again, 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 cooling.

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 Brighton of Brighton's Restaurant.
Visit @GONOLEASO4's Instagram TV to see a cooking demonstration.

NEW ORLEANS

Some people eat to live, but New Orleanians live to eat. Enjoy a little taste of New Orleans at home, until your next visit to our city's delicious, one-of-a-kind restaurants.

NewOrleans.com/Contact-Us | NewOrleans.com

NEW ORLEANS
COMPANY

Ad Representatives
Laura Cating • laura@louisianatravelassociation.org
Madeline Brown • madeline@louisianatravelassociation.org



Louisiana Fishing & Outdoor Adventures Program



LTA is producing a program targeting visitors who want to explore Louisiana for its Fishing and Outdoor Adventures. This program will showcase Louisiana's outdoor activities including birding, hiking, cycling, fishing and hunting, not to mention, water sports! It will also feature nature museums, parks, gardens and scenic byways.

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 (SEOPA) provided on a jump drive with photos
- Opportunity to provide promotional video to be shown at show.
- Opportunity to provide door prize for SEOPA writers

Gold- \$3,450

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

Silver - \$1,950

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

LOUISIANA OUTDOOR ADVENTURE TRADE SHOW OPPORTUNITIES

SEOPA 2023 & 2024 - "Louisiana Friday Night" PR event

ADDED VALUE

- Brochure downloadable on LouisianaTravel.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
1.75"w x 1.85"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

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



LOUISIANA
TRAVEL
ASSOCIATION

PRINTED

Spring of 2023 & 2024

MARKET/CIRCULATION

- Welcome Centers throughout Louisiana, outdoor shows and Certified Folder Display
- A digital flipbook that includes live links to participants' webpages AND a digital campaign to promote the Fishing and Outdoor Guide that links back to the digital flipbook

LTA MEMBER RATE

1/2 page \$1,095

1/4 page \$695

Photo Listing \$450

Basic Listing \$275

***Photo Listing** *\$350

**Charter Fisherman & Outfitters Rate*

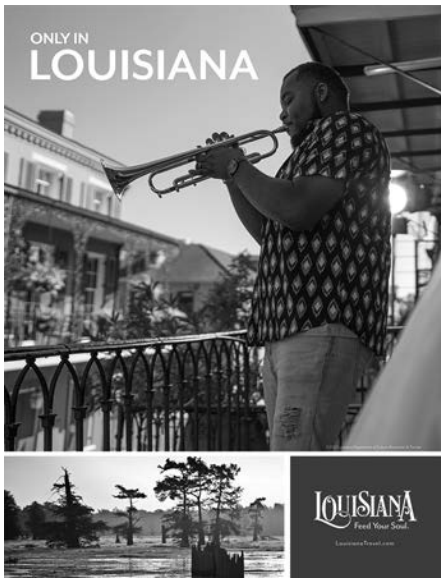
SPACE & MATERIALS DEADLINES

February 13, 2023

February 11, 2024

National Tour Association 2023 and Bank-Select Traveler 2024

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 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
- Pamphlet 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, 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

2023 - NTA- November 2023

2024 - Bank Traveler/Select Traveler-
TBD

MARKET/CIRCULATION

400

2023 LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

NTA 2023 - Oct 2, 2023

Bank/Select Traveler - Feb, 12, 2024

Ad Representatives

Lainer Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

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 US \$18 billion and 300 million travelers strong.

ADDED VALUE

- Pamphlet and digital flip book mailed/mailed to entire GOF membership
- Digital flip book link added to LTA's Group Travel Newsletter January 2023

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

2023 - August 22-24 Green Bay, WI
2024 - TBD

MARKET/CIRCULATION

350 faith travel planners

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

July 1, 2023

July 15, 2024

Ad Representatives

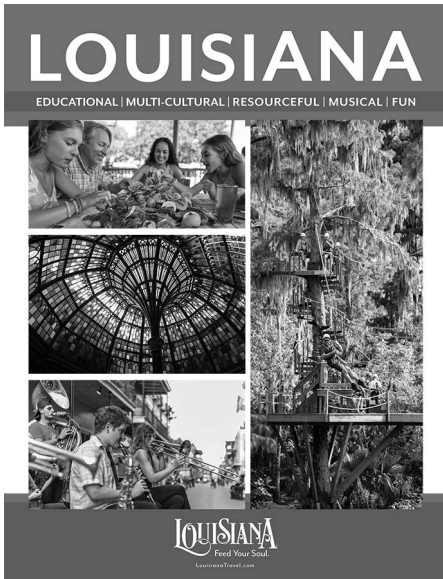
Lainer Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

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

- Pamphlet mailed to entire SYTA membership directory
- Pamphlet digital link added to LTA's Group Tour Newsletter in October issue
- Pamphlet 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, 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

2023 - August 18-22 Winnipeg, MB Canada

2024 - August 9-13 New York, NY

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

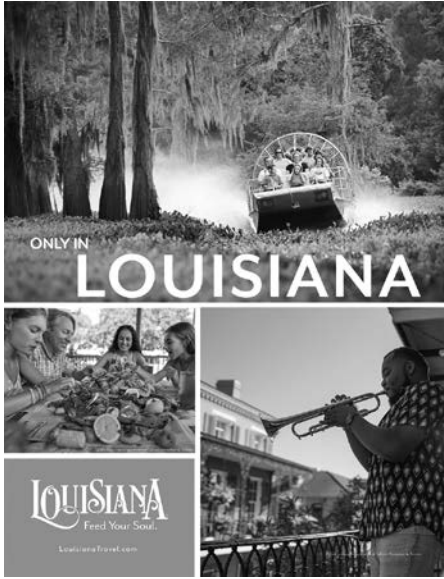
July 1, 2023

July 15, 2024



STS Domestic Showcase

Conference Profile



The Mission of 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 tour and travel manager 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 pamphlet.

ADDED VALUE

- Pamphlet mailed to entire STS Domestic Showcase Tour Operator List
- Pamphlet mailed as a follow up piece to all delegates that met with LTA representative
- Pamphlet digital link added to LTA's Group Tour Newsletter in June issue
- Pamphlet 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, 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

2023 - April 17-20 Huntsville AL
2024 - TBD

MARKET/CIRCULATION
400

2023 LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

February 13, 2023

January 15, 2024

Ad Representatives

Lainer Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

American Bus Association

Conference Profile

TODAY, YOU'RE IN LOUISIANA!



Anytime you enter its southern and coastal, and inland with both bayous and sprawling live oaks. It's magical, with the spirit of jazz and blues blending with New Orleans' history and jazz. Its centuries of history living within an ever-evolving culture. Its gumbo, étouffée, boudin, crêpes, and the best seafood in the world. Whatever brings you to Louisiana, it will surely feed your soul. And it's going to keep you coming back time and again.

When developing Group Tours, it all comes down to the reason for travel experiences that feed your soul. Louisiana can provide groups with an unmatched variety of experiences all year round. Take a Cajun/Creole cooking class, explore pristine swamps, learn about the history of jazz and blues, enjoy a festival, visit stunning antebellum homes, historic sites, and world-class museums. From music to arts, architecture to the outdoors, Louisiana offers unique, memory-making experiences that are sure to **FEED YOUR SOUL**. Come see it all for yourself!

COME EXPERIENCE ALL OF THE THINGS THAT ARE AVAILABLE ONLY IN LOUISIANA!

The American Bus Association facilitates relationships between North America motor coach and tour companies and all related segments of the travel and supplier industries, and promotes travel by motor coach to consumers. ABA represents approximately 1,000 motor coach and tour companies in the United States and Canada. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motor coach industry. LTA will attend this conference on your behalf and meet with the tour operators, tour supplies and DMOs.

ADDED VALUE

- Pamphlet mailed to entire American Bus Association operator list
- Pamphlet mailed as a follow up piece to all delegates that met with LTA representative
- Pamphlet digital link added to LTA's Group Tour Newsletter in March issue
- Pamphlet 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

2023 - Feb. 2-8 Detroit, MI
2024 - Jan 13-16 Nashville, TN

MARKET/CIRCULATION

750

2023 LTA MEMBER RATE

Full page \$800
1/2 page \$450
Brochure Listing \$100

SPACE & MATERIALS DEADLINES

January 16, 2023
December 11, 2024

Ad Representatives

Lainer Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

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 - \$1,180

15,000 - \$1,420

25,000 - \$1,680

50,000 - \$2,425

BROCHURE

2 Panel (8"x9")

80# GLOSS WHITE TEXT

10,000 - \$1,325

15,000 - \$1,640

25,000 - \$1,980

50,000 - \$2,790

3 Panel (8.5"x11")

70# GLOSS WHITE TEXT

10,000 - \$1,530

15,000 - \$1,842

25,000 - \$2,184

50,000 - \$3,270

4 Panel (8.5" x 14")

70# GLOSS WHITE TEXT

10,000 - \$1,680

15,000 - \$2,080

25,000 - \$2,945

50,000 - \$4,365

- 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
TRAVEL
ASSOCIATION

Louisiana Distribution Program

The purpose of the Louisiana Distribution Program is to promote Louisiana and tourism related businesses to groups, travel planners and to the traveling public in Louisiana. Now with instant access to the brochures, **digitally and through brochure distribution to 51 Certified Visitor Centers across our great state.**

ANNUAL PRICING INCLUDES DISTRIBUTION AND DIGITAL	
One panel rack card (no larger than 4" x 9")	\$575/yr
2-3 panel brochure (no larger than 4" x 9")	\$625/yr
Multiple page brochure (no larger than 4" x 9")	\$725/yr
Digest size / Full Size	\$850/yr
One-time distribution 1-3 panel brochure (4" x 9") (maximum of 5,000 quantity needed)	\$350/yr
A maximum of 10,000 brochures will be distributed per year.	

For more specifics on PRINT distribution visit our website

louisianatravelassociation.org/promote/visitor-center-distribution



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

Ad Representatives

Charlie Waltman • charlie@louisianatravelassociation.org

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

SERVING LOUISIANA'S TOURISM INDUSTRY

CERTIFIED
FOLDER DISPLAY
SERVICE, INC.

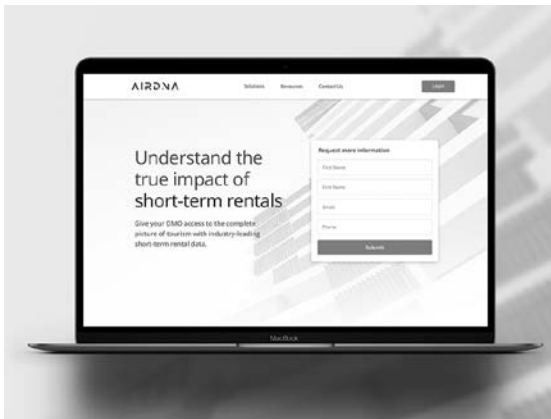
SINCE 1899

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

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

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 - Trend Report Subscription

- 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.

Two Tiers of this report:

- **Silver Level** – 3 submarkets & 5 competitive sets, **\$425/month, \$5,103 annually.**
- **Gold Level** – 6 submarkets & 10 competitive sets, **\$567/month, \$6,805 annually.**

Option 2 - Travelers Origin Data - Monthly subscriptions starting at \$132/month, \$1,575 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.

Option 3 - Market Minder Dashboard – Monthly subscriptions starting at \$38/month, \$450 annually *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 4 - 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 weekly view that shows the YOY% change from the same week last year.
- **Three Tiers of this report:**
- **Bronze Level** - Main Market of the Trend Report, **\$284/month, \$3,402 annually**
- **Silver Level** - Main Market + 3 submarkets & 5 competitive sets, **\$425/month, \$5,103 annually**
- **Gold Level** - Main Market + 6 submarkets & 10 competitive sets, **\$472/month, \$5,670 annually**

Ad Representative

Ronan Kilduff • Ronan.Kilduff@airdna.co



STR Report

Co-op



STR and the Louisiana Travel Association are pleased to continue their partnership.

This is a great opportunity for LTA members to join a co-op for hotel performance data.

LTA MEMBER RATE

\$1,200

*Minimum of 5 participants
must buy-in.

BENEFITS OF USING STR DATA

• **Validate your efforts**

Use actual data to gain insights into your strategy's effectiveness and quantify the results with clear, undisputed figures.

• **Quantify the importance of tourism in your area**

Gain a deeper understanding of your destination's performance against that of others that buy into the program, and the state as a whole. Compare your own performance against your local competitors to identify your position in the market.

• **Position yourself as the expert**

Strengthen your research and back up your findings with verifiable data that shows your strategy is data-driven and results oriented.

Testimonial

"At VISIT FLORIDA, we rely on STR data to provide us with a variety of information about the health of tourism in Florida. From the weekly destination reports that provide the most up-to-date information on hotel occupancy and demand in the state, to DestinationMAP that provides insight on what Meeting Planners think about the state, their data helps us make more informed marketing decisions."

Visit Florida

Data from Monthly Reports:

- Occupancy - the percentage of available rooms sold during a given time period
- ADR (Average Daily Rate) - a measure of the average rate paid for rooms sold
- RevPAR (Revenue Per Available Room) – room revenue divided by rooms available
- Supply (Rooms Available) – the number of rooms times the number of days in the period
- Demand (Rooms Sold) - the number of rooms sold or rented (excludes complimentary rooms).
- Revenue (Room Revenue)- total room revenue generated from the sale or rental of rooms. Does not include tax, food/beverage or resort fees

Ad Representative

Jennifer Foster • jfoster@str.com



Relic – Podcast Production

Individual Buy



Relic is a **full-service advertising agency**, uniquely structured to service **tourism-centric clients** across the country.

We are a team of creative and experienced marketing guides that lead organizations through the maze of getting the **right message** to the **right people** at the **right time**.

Relic functions as an extension of our clients' marketing teams, acting as both a strategic and executional partner. Our goal is to free up bandwidth for our clients and allow them to focus on the bigger picture and the parts of their jobs they enjoy most.

As a destination marketer, your organization spends the majority of time, money and resources getting visitors to your area. Helping visitors find the resources they need is critical.

That's why podcasting is becoming an increasingly popular medium to reach potential travelers. Most destinations lack bandwidth, expertise, space or equipment necessary to start a podcast. This is why Relic has created the Destination Marketing Podcast Network (DMPN), a network designed for destinations to create their own turnkey podcast.

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.

As Relic is a full-service advertising agency, we can also provide additional services to boost podcast listens such as digital advertising, creative services and public relations. These services will be performed under the discounted hourly rate.

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
\$690

Option 2 - 2 Bi-Monthly Episodes
\$1,380

Additional Episodes
\$460

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 ReachLocal

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 two 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.)

CAMPAIGN

Starts at any time

LTA MEMBER RATE

Option 1 - 75,000 Impressions
\$2,400

Option 2 - 150,000 Impressions
\$4,500

Option 3 - 225,000 Impressions
\$6,600

SPACE & MATERIALS DEADLINES

Two weeks before start date

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 x 640 pixels
- File type: JPEG or PNG

Ad Representative

Gillian Hanes • gillian.hanes@reachlocal.com

REACHLOCAL
PART OF THE USA TODAY NETWORK

LOCALiQ

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

1 month before start date

Ad Representative
Patrick Bell
patrick.bell@fox8live.com



DESTINATION
MARKETING

OTT 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 streaming 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.

REPORTING

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.

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

1 month before start date

Ad Representative
Patrick Bell • patrick.bell@fox8live.com



DESTINATION
MARKETING

Country Roads Magazine Multi-Media Giveaway 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.

HOW IT WORKS

Country Roads only offers one Giveaway package per month. This campaign is the most comprehensive way to reach and engage the Country Roads audience across multiple channels.

Choose and provide your own giveaway prize package (the more substantial/generous, the better the lead generation will be). For the duration of the month, Country Roads will use all its channels to drive sign-ups 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 Monthly Giveaway includes a full-page, premium position print ad, e-newsletter 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.

TIMEFRAME

Starts at any time.
One month campaign

LTA MEMBER RATE

\$3500

SPACE & MATERIALS DEADLINES

Two months before start date

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Gray Media's Multimedia 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**).

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

1 month before start date

Ad Representative
Patrick Bell • patrick.bell@fox8live.com



DESTINATION
MARKETING

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 any time.

LTA MEMBER RATE

Program 1 \$2,250

Program 2 \$4,500

SPACE & MATERIALS DEADLINES

One month before start date

Houstonia.

Ad Representative

Stephanie Rice • srice@houstoniamag.com

Louisiana Press Staycation Bundles

Individual Buy



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 four 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 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



Madden Media’s Domestic Drive Market Bundle

Individual Buy



Madden will help partners build an integrated Domestic Drive Market Campaign using Google display ads and video marketing through YouTube. This combination boosts audience awareness and drives them toward conversion.

By implementing a remarketing tag on the partner’s website and utilizing the LouisianaTravel.com existing tag, we’re able to direct remarketing display 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 visitors are already interested in taking a trip to Louisiana, making them a valuable audience.

Video remarketing increases key audience awareness and keeps partner destinations and Louisiana top of mind. The combination of video and display ads focuses further on the audience’s visibility of the destination.

TrueView is the ad format on YouTube and is available as either in-stream or video discovery ads. We will select how and when to present your video to optimize visibility by your target audiences.

This is a turn-key program; Madden will create the partner display ads. All the partners need to do is provide a :15 or :30 second video.

PROGRAMS

Bronze

One month campaign
400,000 Display Impressions
9,500 Views

Silver

Two-month campaign
755,000 Display Impressions
20,000 Views

Gold

Three-month campaign
1.62M Display Impressions
39,000 Views

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

January 2023 - June 2024
Starts any time

LTA MEMBER RATE

Bronze \$5,000
Silver \$7,900
Gold \$13,800

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Danah Heye • dhey@maddenmedia.com



Nexstar Media Inc., TV & Digital Bundles

Individual Buy



Television remains the most powerful marketing form to reach your customers. Consumers continue to spend more time watching TV than any other form of media. In Louisiana, Nexstar has strong local broadcast stations in New Orleans, Baton Rouge, Lafayette, Alexandria, Shreveport, and Monroe. **Each market has a heavily used website that will be used in combination with TV to give you a multimedia campaign. This exclusive LTA offer below is designed to help you maximize the “Staycation” mindset at half the cost.**

HOW IT WORKS

Nexstar can help you promote your destination to virtually all Louisiana residents using our **local broadcast television stations and websites**. Using Broadcast TV combined with web advertising, marketing your destination to New Orleans, Baton Rouge Lafayette, Alexandria, Shreveport and Monroe has never been easier. Your television commercials will air in all time periods, Monday – Sunday, on the selected stations including News Programs.

In addition, we will run ROS banner ads on the market’s websites.

CAMPAIGNS

• Option 1: 1-Market Plan

350,000 total impressions from TV and Banner Ad campaign

• Option 2: 2-Market Plan

500,000 total impressions from TV and Banner Ad campaign

• Option 3: 4-Market Plan

900,000 total impressions from TV and Banner Ad campaign

• Option 4: 5-Market Plan

1,050,000 total impressions from TV and Banner Ad campaign
(use all **NEWS** markets)

• Option 5: 6-Market Plan

1,200,000 total impressions from TV and Banner Ad campaign
(use **ALL** markets)

REPORTING

At the end of the campaign, the participant will receive reports with dates and times of when the commercials ran throughout the month.

MARKET SELECTIONS

Louisiana: New Orleans, Baton Rouge, Shreveport, Lafayette, Monroe, Alexandria

AD SPECS

- :30 second commercial or :15 second commercial.
- Web banner ads: 300x250, 728x90, 320x50

MEDIA/DELIVERY

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

CAMPAIGN

Will run for a minimum of one month.
All ads are “run of station” placement and will include some news programming.

LTA MEMBER RATE

Option 1

1-Market Plan **\$4,025**

Option 2

2-Market Plan **\$5,750**

Option 3

4-Market Plan **\$10,000**

Option 4

5-Market Plan **\$11,500**

Option 5

6-Market Plan **\$13,000**

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

John Burke • JBurke@brproud.com

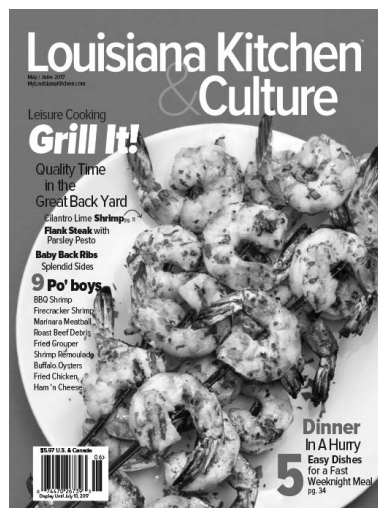


Louisiana Kitchen

Individual Ad

CULINARY/REGIONAL TRAVEL

MAGAZINES - CULINARY



Louisiana Kitchen & Culture is an award-winning high-quality print publication from Our Kitchen & Culture, LLC, a Louisiana-based publishing company owned by Susan Ford and James Capparell. Published on a bi-monthly schedule, it provides an informed, intelligent guide into Louisiana's unique culinary, culture and heritage, and the many nationalities, ethnicities, and traditions that came together over centuries to shape the state's cuisine into what it is today. By immersing itself in local communities, and building a network of local contributors, *Louisiana Kitchen & Culture* provides an insider's guide to the authentic experiences today's cultural and culinary travelers seek, and the recipes they'll need to recreate the experience at home for friends and family.

Reader Profile

Female 58%

Male 42%

Medium Age 55

ISSUE

Bi-monthly

January/February 2023 & 2024

March/April 2023 & 2024

May/June 2023 & 2024

July/August 2023

September/October 2023

November/December 2023

MARKET/CIRCULATION

National/50,000

Digital Profile

Monthly Users: 57,500

Avg. Monthly Page Views: 88,000

eNewsletter Subscribers: 37,000

ADDED VALUE

For 3x and higher frequency:

- Enhanced event listings on website and email newsletter for advertisers
- Bonus space on website and newsletters, depending on frequency levels and size of ads.

AD SPECS

Trim size: 8" w x 10.875" h; live area .25" in from trim

Space	Bleed	Non-Bleed
Full page	8.25" w x 11.125" h	7" w x 10" h
2/3 vertical		4.625" w x 10" h
1/2 vertical		3.5" w x 10" h
1/2 horizontal		7" w x 4.875" h
1/2 spread		15" w x 4.875" h
1/2 jr.		4.625" w x 7" h
1/3 vertical		2.25" w x 10" h
1/3 square		4.625" w x 4.875" h
1/4 vertical		3.5" w x 4.875" h
1/6 vertical		2.25" w x 4.875" 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

Susan Ford

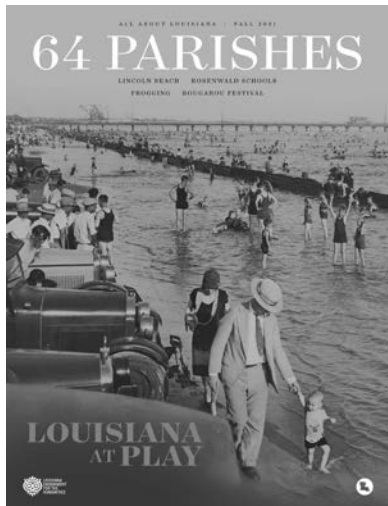
susan@kitchenandculture.com

**Louisiana Kitchen
& Culture**

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.

ISSUE

Winter

(December–February) 2022/2023

Spring

(March–May) 2023 & 2024

Summer

(June–August) 2023 & 2024

Fall

(Sept.–Nov.) 2023

Winter

(December–February) 2024

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 2022/2023 - October 10, 2022

Spring 2023 - January 13, 2023

Summer 2023 - April 14, 2023

Fall 2023 - July 14, 2023

Winter 2023/2024 - October 13, 2023

Spring 2024 - January 12, 2024

Summer 2024 - April 12, 2024

Ad Representative

Lauren Noel • Noel@leh.org



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 2023-June 2024

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

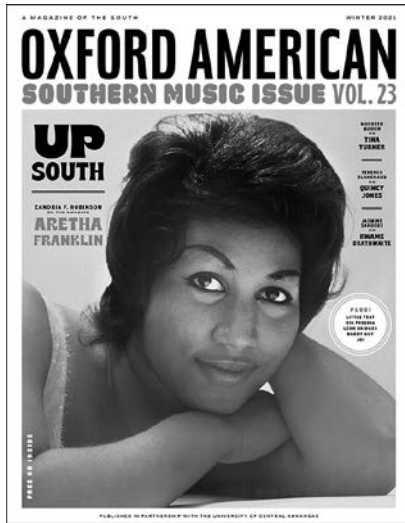
Ashley Fox-Smith • ashley@countryroadsmag.com

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

- 67% reside in Southern region
- 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
- 1/3 page Guide** - send image, text, logo.
- 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) 2023 & 2024
Summer (June-Aug.) 2023 & 2024
Fall (Sept. -Nov.) 2023
Annual Music Issue (Dec.- March) 2023

MARKET/CIRCULATION

Average Audience: 55,000
Includes targeted distribution at select outlets, cultural, educational & partnered experiences

LTA MEMBER RATE

Premium Placements

Full page \$2,400
Spread \$4,800
Inside Back Cover \$3,000

**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 \$1,900
1/2 page \$1,300
1/3 page \$975

SPACE & MATERIALS DEADLINES

Spring 2023 - January 6, 2023
Summer 2023 - April 7, 2023
Fall 2023 - July 7, 2023
Winter/Music 2023 - Sept. 15, 2023
Spring 2024 - Jan. 5, 2024
Summer 2024 - April 6, 2024

Ad Representatives

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

**OXFORD
AMERICAN**

USA Today Magazine Special Edition

Co-op Ad

CULTURE



USA TODAY's massive print, online, digital and social media channels ensure that USA TODAY's editorial features stories of universal equality, videos, graphics and photo galleries will reach an affluent, diverse and multicultural audience across the country.

Membership/Readership: 16 million+
Female: 44% | Male: 56%
Median Age: 44
Married: 59%
Average Household Income: \$96,900

Online Audience: 100 million visits per month

Relevant Social Media Partners:

- **Adam Lambert** - Former American Idol winner, rock star, queer icon, and longtime activist of the LGBTQ+ community. 6,900,000 followers.
- **Rosie O'Donnell** - Activist, author, comedian, entrepreneur, and LGBTQ+ icon. 1,200,000 followers.
- **Jesse Tyler Ferguson** - Actor, comedian, entrepreneur, and activist. 1,800,000 followers.
- **Tyra Banks** - Supermodel, television personality, CEO and mom. 32,600,000 followers.
- **HBCU Network** - Networking connection site for students and alumni
- **Jerome Bettis**: Hall-of-Fame Running Back. 273,000 followers
- **Chance the Rapper** - Entertainer, and renowned racial equality advocate. 8,100,000 followers.
- **Tiffany Haddish** - Comedian, actress, producer and racial equality advocate. 5,700,000 followers
- **Pitbull** - "Mr. Worldwide," international music sensation and Hispanic activist. 25,400,000 followers.
- **Marc Anthony** - One of the most influential recording artists of his time and a true ambassador of Latin music and culture. 11,300,000 followers.
- **US Hispanic Chamber of Commerce** - Represents over 4.37M Hispanic-owned businesses contributing over \$700 billion to the American economy each year.
- **National PTA** - The oldest and largest child advocacy association in America. 4 million parents, teachers, grandparents, caregivers, foster parents, and other caring adults.
- **Boys & Girls Clubs of America** - Serve nearly 4 million kids and teens.
- **Goodwill Industries** - Serves more than 35 million individuals worldwide

AD SPECS

Full page ad glossy - Trim: 8"w x 10.5"h, Bleed 8.5"w x 11"h

Full page ad newsprint - 10.19"w x 10.74"h

1/2 page ad glossy - 7.5"w x 4.325"h

1/2 page ad newsprint - 9.625"w x 4.25"h

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

1/4 page ad newsprint - 4.75"w x 4.25"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

February 2023 - Black History (newsprint)

May 2023 - Summer Travel (glossy)

June 2023 - National Parks (newsprint)

June 2023 - Pride (newsprint)

August 2023 - Hunt & Fish (glossy)

Sept 2023 - Southeast Travel - regional (newsprint)

September 2023 - Hispanic Living (glossy)

November 2023 - Winter Travel (glossy)

CIRCULATION

800,000 +

LTA MEMBER RATE

Full Page \$13,500

1/2 page \$7,000

1/4 page \$3750

SPACE & MATERIALS DEADLINES

February 2023 - 11/4/22

May 2023 - 11/4/22

June 2023 - 2/15/23

June 2023 - 4/1/23

August 2023 - 5/1/23

September 2023 - 4/21/23

September 2023 - 6/2/23

November 2023 - 6/2/23

Ad Representative

Daniel Chatlin

dchatlin@ppmmarketing.com



AARP The Magazine

Individual Buy

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: 60%

Male: 40%

Median Age: 53

Median HHI: \$84,762

ADDED VALUE

Bonus Advertorial

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

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

Non-Bleed

Full page ad - 7.375" w x 9.75" h

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

Brittanie Oleniczak

brittanie@osquaredmedia.com

AARP[®]
Media Advertising Network[™]

ISSUE

February/March 2023

April/May 2023

Oct/Nov 2023

February/March 2024

April/May 2024

MARKET/CIRCULATION

Texas 50-59 Age Segment

272,800 households

2023 LTA MEMBER RATE

Full Page \$13,985

+ Bonus Full Page Advertorial

1/2 page \$9,100

+ Bonus Half Page Advertorial

2024 LTA MEMBER RATE

Full Page \$14,299

+ Bonus Full Page Advertorial

1/2 page \$9,273

+ Bonus Half Page Advertorial

SPACE & MATERIALS DEADLINES

Feb/March 2023 - Nov 10, 2022

April/May 2023 - Jan 18, 2023

Oct/Nov 2023 - July 18, 2023

Feb/March 2024 - Nov 10, 2023

April/May 2024 - Jan 18, 2023

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.

ISSUE

December-February 2022/2023
March-May 2023 & 2024
June-August 2023 & 2024
September-November 2023
December-February 2023/2024

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 2022/2023
October 20, 2022
March-May 2023 & 2024
January 10, 2023 & 2024
June-August 2023 & 2024
April 1, 2023 & 2024
September-November 2023
July 5, 2023
December-February 2023/2024
October 20, 2023

Ad Representative

Stephanie Rice • srice@houstoniamag.com

Houstonia.



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 (artists, 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)
2022/2023

Winter/Spring (February-April)
2023 & 2024

Spring/Summer (May-July)
2023 & 2024

Summer/Fall (August- October) 2023

Fall/Winter (November-January)
2023/2024

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 2022/2023

October 1, 2022

Winter/Spring 2023 & 2024

December 15, 2022 & 2023

Spring/Summer 2023 & 2024

April 1, 2023 & 2024

Summer/Fall (August- October) 2023

June 20, 2023

Fall/Winter 2023/2024

October 1, 2023



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 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 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 almost one-quarter million Texas Monthly readers have visited Louisiana/Mississippi in the past year.

Audience:

- 2.668 million readers
- 53% male | 47% female

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 2023 - Spring Travel

May 2023 - Summer Travel

September 2023 - Fall Travel

November 2023 - Winter 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 2023 - January 6, 2023

May 2023 - March 17, 2023

September 2023 - July 7, 2023

November 2023 - September 15, 2023

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

BirdWatching Magazine

Co-op Ad

OUTDOOR



BirdWatching magazine is the premier publication dedicated to both the serious and casual bird watcher. Our award-winning bimonthly publication combines birding articles that are intriguing, authoritative, amusing and educational with stunning color photography that sets us apart from our competitors.

Our subscribers tell us they read each issue from cover to cover. *BirdWatching* delivers an effective advertising market boasting a largely professional, high-income readership that relies on the magazine for bird information, tips, and inspirational photography. Our readers use the magazine to plan their next birding adventure, and to make decisions on their next optics and bird related product purchase.

Reader Profile

Female: 59% Male: 37% Median Age: 43

Our audience:

- 98% have traveled in order to observe birds and migrations
- 87% attended an event or purchased a product as a result of an ad they saw in *BirdWatching*
- 77% photograph birds and nature

ADDED VALUE

- One month run of banner ads for each participant with reporting on Birdwatching website. Specs are 728x90
- Ad position within the first 50% of the magazine if available.

AD SPECS

1/3 page ad - 2.35" w x 8.5" h

1/6 page ad - 2.35" w x 4.125" 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.

ISSUE

March/April 2023

September/October 2023

March / April 2024

MARKET/CIRCULATION

National/ 32,000

LTA MEMBER RATE

1/3 page \$1,300

1/6 page \$680

SPACE & MATERIALS DEADLINES

March/April 2023 - December 15, 2022

Sept/October 2023 - June 15, 2023

March/April 2024 - December 15, 2023

Ad Representative
Ed Feldman • efeldman@madavor.com

BirdWatching
magazine

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.

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 on www.rovamag.com - 'Louisiana's Best Road Trips' or 'Louisiana Outdoor Adventure':** each participant receives inclusion with 200 words plus two photos.

Published on www.rovamag.com 24/7 presence.

• Full page

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

***Blog on www.rovamag.com 'Louisiana's Best Road Trips' or 'Louisiana Outdoor Adventure':** each participant receives inclusion 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.

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

ROVA
THE MAGAZINE FOR EPIC ROAD TRIPS

ISSUE

2023 February/March - *Annual Louisiana Trip Planner Ad Section*
April/May
June/July
August/September - *3rd Annual Brewery Round Up*
October/November
December/January - *Annual State Parks Picks*
2024 February/March
April/May
June/July

MARKET/CIRCULATION

LTA members receive national circulation for ROVA of 50,000 reaching an estimated more than 100,000 camping and RV enthusiasts, at regional rates. 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

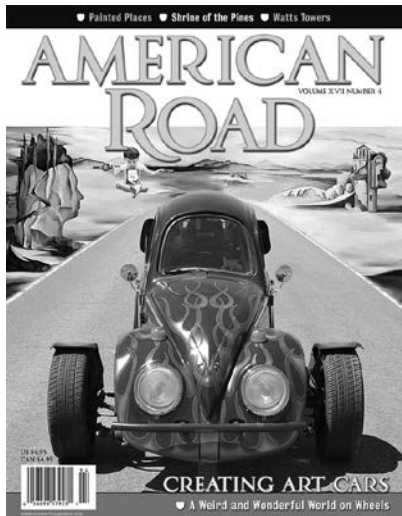
SPACE & MATERIALS DEADLINES

February/March 2023 - Nov 20, 2022
April/May 2023 - January 25, 2023
June/July 2023 - March 22, 2023
August/September 2023 - May 22, 2023
October/November 2023 - July 31, 2023
February/March 2024 - November 20, 2023
April/May 2024 - January 26, 2024
June/July 2024 - March 22, 2024

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 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%.

Reader Profile

Female: 56%

Male: 44%

Median Age: 60

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.

Benefits:

- 60% percent off of any digital campaign with a concurrent print ad buy.

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.

ISSUE

Spring 2023 and 2024

Autumn 2023

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

Spring 2023- February 1, 2023

Autumn 2023- August 1, 2023

Spring 2024- February 1, 2024

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 film production professionals with timely tips and news about production deals.

Option 1

- 3 pages in *Destination Film Guide* (2 pages of "Site InSpection" branded content, plus a full-page ad).
- Digital Site InSpection 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 InSpection" branded content, plus a ½-page ad).
- Digital Site InSpection 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 InSpection" branded content in *Destination Film Guide*.
- Digital Site InSpection 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 2023

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 \$5,000

Option 2 \$3,845

Option 3 \$2,750

Option 4 \$1,900

Option 5 \$3,100

SPACE & MATERIALS DEADLINES

TBD

Ad Representatives

Cheryl Rash
cheryl@ptmgroups.com

DESTINATION FILM GUIDE

DF

Louisiana Newspaper Print Ad Program

Individual Ad

GENERAL INTEREST



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.



Ad Representatives

Jerry Raehal
jerry@lapress.com

Trusted Media | Hyper Local Platforms | Quality Audiences

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

DIGITAL



[225] is Baton Rouge's city magazine and website geared towards foodies, culture, and entertainment enthusiasts in the Capital City region!

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
- 26,000+ 225 daily opt-in email subscribers
- 101,000+ 225 social media followers on Facebook, Instagram

TARGETING

City Life website for 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

PROGRAMS

Option 1

300 x 250 banner ad on
225batonrouge.com
Estimated 30,000 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-
Guaranteed 50,000 impressions

LTA MEMBER RATE

Option 1 \$750

Option 2 \$2,250

SPACE & MATERIALS DEADLINES

2 weeks before start date

Ad Representative
Erin Palmintier-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

Dynamic Leaderboard - 2400x260 / 1536x180

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 any time

LTA MEMBER RATE

Run of Site Programs

Program 1 - 250,000 impressions

\$3,800

Program 2 - 500,000 impressions

\$8,000

Program 3 - impressions

\$11,250

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
Brittanie Oleniczak • brittanie@osquaredmedia.com

AARP[®]
Media Advertising Network[™]

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

Content campaign - [Contact marketing@louisianatravelassociation.org](mailto: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

\$2,250

SPACE & MATERIALS DEADLINES

Two months prior to send date

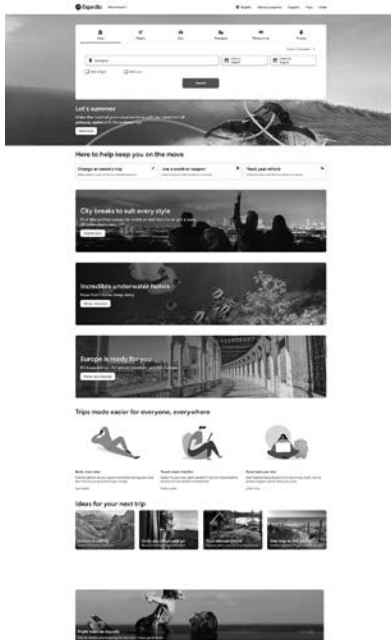
Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Expedia Group Media Solutions

Individual Buy



We connect brands with travelers throughout the customer journey by bringing your brand to life through our custom set of digital media solutions – ultimately helping you reach your marketing objectives.

Expedia Group Media Solutions is offering 2 program options to choose from to help promote your destination. Ads will run on Expedia.com on desktop, tablet, and mobile devices.

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: 750,000 targeted impressions + 60,000 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

Start 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

Ad Representative

Linda Zimmerman • linzimmerman@expediagroup.com



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.

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 60,000+ 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.

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

Run-of-Site campaigns can start anytime and live online for 30 days.

LTA MEMBER RATE

Package 1	\$5,750
Package 2	\$5,750
Package 3	\$8,500
Package 4	\$8,500
Package 5	\$11,000

SPACE & MATERIALS DEADLINES

One month before 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 with Native Sponsored Section, photo and URL
- 350,000 Run-of-Site Impressions

Package 4:

- 1x Enhanced *The Skillet* e-Newsletter with Native Sponsored Section, photo and URL
- 1x One-Week Homepage Takeover

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

It's a Southern Thing Contest Package by Advance Travel & Tourism



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

- Passed 5 million total social followers in 2021
- Increased watch time in 2021 by 3.1M hours on YouTube
- More than 643,000 YouTube subscribers (+27% YOY)
- Grew a TikTok audience of more than 600,000 (+55% YOY)
- Added more than 9 million new users to SouthernThing.com in 2021
- Grew It's a Southern Thing Newsletter to over 60,000 subscribers

HOW IT WORKS

Exclusive contest featuring your company with a custom landing page. The contest post tags your brand on Facebook, is posted organically and 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 2023/24
Marketing Plan (August 2022-July 2024)

- 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@atl.com



It's a Southern Thing Video Sponsorship by Advance Travel & Tourism



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

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- Grew a TikTok audience of more than 600,000 (+55% YOY)
- Added more than 9 million new users to SouthernThing.com in 2021
- Grew It's a Southern Thing Newsletter to over 60,000 subscribers

HOW IT WORKS

Unscripted video sponsorship featuring your company's branding and social tagging.

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 2023/24 Marketing Plan (August 2022-July 2024)

- 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

LTA MEMBER RATE

\$5,750

SPACE & MATERIALS DEADLINES

Three months prior to start date

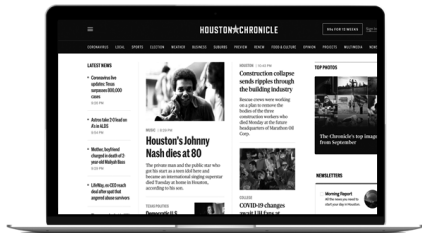
Ad Representative

Adrienne Hennis • ahennis@al.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 - 200,000 Impressions

Program 2 - 400,000 Impressions

Program 3 - 1 Million Impressions

Program 4 - 1.5 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 \$5,500

Program 4 \$8,600

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative
Meredith Dillon • Meredith.Dillon@chron.com



Louisiana News Sites

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	\$6,000

• 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



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 LouisianaTravel.com existing tag, we will send secondary ads to active site visitors from Canada. We'll also build lookalike audiences off of LouisianaTravel.com's existing remarketing pool to target users in Canada that share the characteristics and behaviors of current visitors.

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.

PROGRAMS

Bronze: One month campaign
330,000 Impressions

Silver: 2-month campaign
600,000 Impressions

Gold: 3-month campaign
1.24M 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

Can start at any time between
January 2023 - June 2024

LTA MEMBER RATE

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

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Danah Heye • dheyem@maddenmedia.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 LouisianaTravel.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 visitors are already interested in taking a trip to Louisiana, making them a valuable audience.

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.

PROGRAMS

Bronze - 1-month campaign

400,000 Impressions

Silver - 2-month campaign

735,000 Impressions

Gold - 3-month campaign

1.52M 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 2023 - June 2024

LTA MEMBER RATE

Bronze \$3,600

Silver \$5,000

Gold \$8,500

SPACE & MATERIALS DEADLINES

One month before start date



Madden Media's Video Remarketing Campaign

Individual Buy

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 LouisianaTravel.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.

CAMPAIGNS

Bronze - 1-month campaign

9,500 Views

Silver - 2-month campaign

20,000 Views

Gold - 3-month campaign

33,500 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 2023 - June 2024

LTA MEMBER RATE

Bronze \$2,340

Silver \$3,550

Gold \$5,100

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative
Danah Heye • dheyem@maddenmedia.com



NOLA.com / The Advocate Digital 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

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 \$1,075

Package 2 \$3,225

Package 3 \$6,000

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Jill Dryden • jdryden@theadvocate.com
Cell 785-865-8335



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.

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- 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
Cell 785-865-8335



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 2023

Fall 2023

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 2023 - February 1, 2023

Fall 2023 - August 1, 2023

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

Cell 785-865-8335



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 2022- June 2023

LTA MEMBER RATE

Package 1 \$5,985

Package 2 \$2,425

Package 3 \$1,575

SPACE & MATERIALS DEADLINES

3 weeks before start date

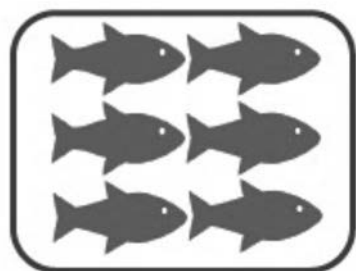
Ad Representatives

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

OXFORD AMERICAN

Spearfish Digital Repeat Visitor Program

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 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

One week prior to the planned campaign start date

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 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 almost one-quarter million *Texas Monthly* readers have visited Louisiana/Mississippi in the past year.

CAMPAIGNS

Program 1 - Sponsored Content Package

- Article of 500-750 words, 10-20 photos and/or a video featured on TexasMonthly.com (Assets provided by your brand)
- 100% SOV roadblocked ads surrounding content
- 150,000 Promo ROS impressions to run outside of Sponsored Content Page
- **Added value:** One (1) Traveling Texan Trip Planner listing promoting your sponsored content

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
- 560x660 JPEG, 10-word subject, click thru URL
- 37,000+ recipients

Program 4 - Digital Campaign

- Traveling Texan: 37,000 recipients
- ROS banner ads: 50,000 impressions
- **Total Impressions: 87,000**

Program 5 - Digital Campaign

- Traveling Texan: 37,000 recipients
- ROS banner ads: 100,000 impressions
- **Total Impressions: 137,000**

Program 6 - Digital Campaign

- Traveling Texan: 37,000 recipients
- ROS banner ads: 150,000 impressions
- **Total Impressions: 187,000**

CAMPAIGN

Starts any time

LTA MEMBER RATE

Program 1 \$4,800

Program 2 \$5,000

Program 3 \$4,800

Program 4 \$1,600

Program 5 \$2,300

Program 6 \$3,050

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

TikTok + 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 theme 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

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 Only

Est. 220,000-230,000 Impressions

\$2,300

Two Month Campaigns:

TikTok + Geofence Display

Est. 600,000-670,000 Impressions

\$6,900

Three Month Campaigns:

TikTok + Geofence Display

Est. 950,000-1,000,000 Impressions

\$10,350

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Adrienne Hennis • ahennis@al.com



TripChat

Individual Buy



We believe special places shouldn't go undiscovered and good stories shouldn't go unheard. For area attractions we deliver Audio Billboards, interactive images, and connectivity, TripChat stays true to only featuring local businesses that make up the tapestry of each geographical community so that users can experience life like a local.

HOW IT WORKS

With up to 12 categories to select from, the user receives stories about the places that surround them, encouraging visitors to explore attractions and smaller rural communities that sometime get overlooked. Our proprietary technology utilizes geofencing that springs to life TripChat's AUDIO BILLBOARDS. We build community between users and local businesses, while visitors and locals explore and share their discoveries with family and friends. Purchase tickets, make a reservation and navigate to locations all within the app. TripChat keeps you safe while reducing waste, targeting locals and tourist with Audio Billboards while they are in market, actively looking for a destination, encouraging longer stays and return visits.

CAMPAIGN

Starts any time

LTA MEMBER RATE

Standard \$674

Plus \$899

Premium \$1,349

SPACE & MATERIALS DEADLINES

One month before start date

CAMPAIGNS

Standard

(4) Thirty Second Audio Billboards

(4) Photos

(1) Thirty Second Video

Ticket Purchasing & Tour Booking

General Information & Link

Plus

(5) Thirty Second Audio Billboards

(5) Photos

(2) Thirty Second Video

Ticket Purchasing & Tour Booking

General Information & Links

Premium:

Leading Status in Designated Category

(6) Thirty Second Audio Billboards

(6) Photos

(3) Thirty Second Video

Ticket Purchasing & Tour Booking

General Information & Links

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

Camille Babineaux • info@tripchatapp.com



Visit Widget Interactive Itinerary

Individual Buy



Visit Widget was founded by a team of avid travelers on a mission to create technology that connects people with personalized experiences to enhance the pre, during, and post visit experience for the tourism industry. Our offering includes an interactive map-based planning widget that is embedded on client sites, powerful branded mobile apps, and intuitive kiosk touch point support. These components allow visitors to access destination content from any device, wherever they are, and create a travel plan to take with them on the go.

HOW IT WORKS

The widget and apps provide an immersive & interactive map based view of the area's attractions, businesses, points of interest and dining options. Users are also able to engage with content in client-created recommended itineraries and gamified challenges. Both tools (widget and apps) allow users to quickly see how things are laid out geographically, filter based on their interests, and build their own custom plan with real-time way-finding details. People can create an account via Facebook login or using their email, name & password, and then access the account and respective plan on any device. All user data and analytics are provided exclusively to the client. The widget is also completely functional for anonymous users and has share options globally available.

For the Louisiana Travel Association project, Visit Widget would integrate with each new client's website to synchronize properties/ businesses and events and display them an intuitive format for end users discovery. This would eliminate the need for duplicate efforts to add member/event content and would update when our sync engines run each hour.

PROGRAMS

Basic

- Responsive Widget
- iOS & Android Apps
- Daily Content Syncs
- Streaming Audio & Video
- Basic Promo Materials

Plus

- All Basic Features
- + Push Messaging
- 4 hour content syncs
- Plus Promo Materials

Pro

- All Plus Features
- + Augmented Reality
- + Proximity Messaging
- Hourly Content Syncs
- Pro Promo Materials

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

Monthly, starts any time

LTA MEMBER RATE

Basic

\$4,525/year + Set up Fee (\$2700)

Plus

\$6,797/year + Set up fee (\$2700)

Pro

\$11,328/year + Set up Fee (\$2700)

SPACE & MATERIALS DEADLINES

Two months before start date

Ad Representative

Erich Dahlke • erich@visitwidget.com



Von Mack Agency Social Post Package

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 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 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





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.

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

Ad Representative

Tiffany Burtnett

tburtnett@conventionsouth.com

ConventionSouth
Media Group

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, grouptravelleader.com. We also have digital outlets for our other publications, Select Traveler and Going on Faith.

Stats:

- Group Travel Minute is sent to over 12,000 leisure group travel planners with an average open rate of 14%.
- Average unique monthly visitors to grouptravelleader.com is 5,400.

Package 1:

- **Three-month web banner ad** (250 x 250 pixels) on www.grouptravelleader.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.grouptravelleader.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@grouptravelleader.com

GROUP
THE
TRAVEL LEADER
INC.

Meeting Content Activation by Connect + Connect Sports

Individual Buy



This custom article, written by Connect Editors, will deliver 1,500 guaranteed clicks leading to your website. The focus of your tailor-made article may be geared towards meeting planners or sports planners, depending on your team's preference/goals.

Our Meetings Content Activation (Native/Storytelling) program includes:

Our team of award-winning editors will work with your organization to create an article in evergreen, long-story format that lives on your website.

- Connect will target our 1st party database of meeting professionals and drive them to the article
- Article is owned by client and can be pushed out through own network
- Campaign Reporting

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
8 Week Campaign

LTA MEMBER RATE

1 Custom Article with 1,500 Clicks
\$11,500

SPACE & MATERIALS DEADLINES

One month before start date

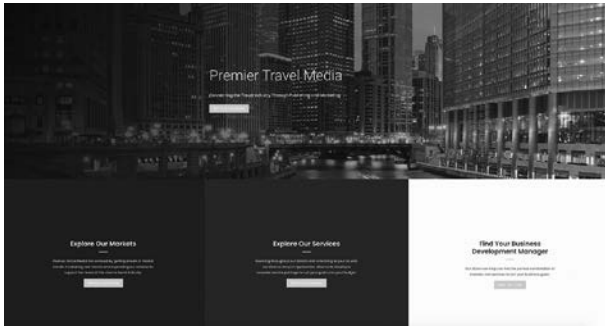
Ad Representative

Chelsea Boot • cboot@connectmeetings.com

Connect

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 Inspection 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 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@ptmgroups.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 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**

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

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

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 \$805

Program 2 \$620

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative
Jane Stein • jstein@kenilworth.com



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 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



Good Sam RV Travel Guide Series

Co-op Ad

TRAVEL



Good Sam RV Travel and Savings Guide reaches the largest audience of RVers and Family Campers. Good Sam is the most recognized and trusted brand among RVers. Print directory, website, goodsam.com and Good Sam Mobile App are available to the public.

ADDED VALUE

• Each LTA participant will have the opportunity to purchase our new profile package online at the discounted price of \$895.00. With this package each advertiser will receive the following: Name, Address, Phone number, Email, Logo, 12 photos, 15 photos on Virtual Tour with description of photo, Video (must provide URL), Social Media Links, Custom Description

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

2024

MARKET/CIRCULATION

Over 2 million memberships using our Good Sam RV Travel Guide Series, GoodSam.com, and mobile app who are active RV travelers including Family Campers, Snowbirds and renters of RVs and Camping Cabins. We now also have access to 5 million Camping World/Gander Outdoors customers, so we know who your customers are.

LTA MEMBER RATE

1/6 page \$2,771

1/12 page \$1,385

SPACE & MATERIALS DEADLINES

July 15, 2023

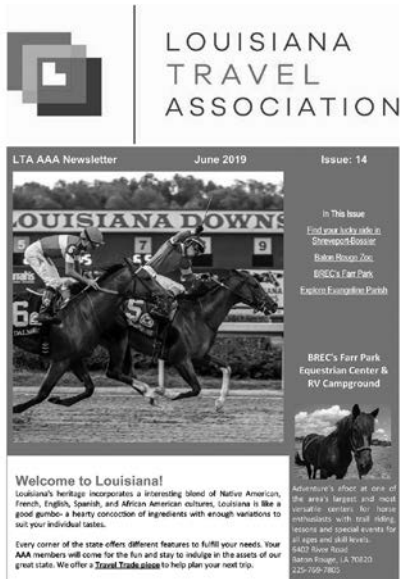
Ad Representative

Don & Peggy Holloway • hollowaysgsc@gmail.com

LTA AAA E-Newsletter

Individual Ad

MEETINGS (TRADE)



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 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 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 2023 & 2024

June 2023 & 2024

October 2023

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 2023 - December 15, 2022

June 2023 - May 15, 2023

October 2023 - September 15, 2023

January 2024 - December 15, 2023

June 2024 - May 15, 2024

TRADE ADVERTISING

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 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 2023 & 2024

March 2023 & 2024

Special Show Edition

June 2023 & 2024

October 2023

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 2023 - January 10, 2023

March 2023 - March 10, 2023

June 2023 - June 10, 2023

October 2023 - October 9, 2023

January 2024 - January 11, 2024

March 2024 - March 10, 2024

June 2024 - June 10, 2024

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Bizbash + Connect Meetings Magazine

Individual Ad

ASSOCIATION MEETING PLANNERS



BizBash, the event industry's No. 1 resource for innovative ideas, strategies and inspiration, is now the leading media outlet for Connect. In 2023, CVBs, hotels, and unique venues will have the opportunity to showcase their offerings in two print/digital Magazines under the BizBash name.

Spring Magazine:

The BizBash Venue Guide + Connect Citywides & City Guides, featuring new and renovated event and meeting venues throughout the U.S. and Canada, plus in-depth city-specific spotlights and guides to planning engaging meetings. (Offers matching advertorial)

Fall Magazine:

The Marketplace Guide + Innovative Strategies, Ideas & Inspiration, featuring an exclusive guide to Connect Summer Marketplace 2023 in Minneapolis, MN. (Offers extra distribution to all attendees at our signature event in August 2023)

ADDED VALUE

- Spring 2023 & 2024 - Matching Editorial
- Fall 2023 - Marketplace Guide

AD SPECS

Full page - Bleed 9.25" w x 11" h (Live area 8.5" x 10.25")

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

MEDIA/DELIVERY

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

ISSUE

Spring 2023 & 2024

Fall 2023

MARKET/CIRCULATION

48,000 Planner Circulation

LTA MEMBER RATE

Full page \$5,175

1/2 page \$3,450

SPACE & MATERIALS DEADLINES

Spring 2023 - January 15, 2023

Fall 2023 - June 20, 2023

Spring 2024 - January 15, 2024

Ad Representative

Chelsea Boot • cboot@connectmeetings.com

Connect



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 2023 & 2024 - 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 2023 & 2024

* 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 2023 - February 1, 2023

Spring 2024 - February 1, 2024

Ad Representative

Chelsea Boot • cboot@connectmeetings.com

Connect

ConventionSouth

Individual Buy

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 that our editorial content covers. 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.

With our twice-monthly e-newsletter, *Due South* and our website, ConventionSouth.com, we 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!

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!

RECOMMENDED ISSUE (many with bonus advertorial opportunities)

February - Convention Centers; Family-friendly Destinations

March - The Planner & CVB relationship issue

April - The WOW Guide – exceptional excursions and venues

June - Food & Beverage issue – new culinary delights only in the South

July - Small Markets, Big Impacts; Exhilarating Excursions

August - August Buyers' Guide & Meetings Site Directory, the one issue you can't miss!

September - Louisiana Event Planners' Guide; The South's Grandest Venues

October - New & Renovated Sites; Annual State of the Industry Report

December - Annual Readers' Choice Awards – readers vote of the top meetings sites across the South

AD SPECS

2-page spread - Bleed – 18.5" w x 11.125" h (Trim: 18" w x 10.875" h)

Non-Bleed – 17.375" w x 10" h

Full page ad - Bleed – 9.25" w x 11.124" h (Trim: 9" w x 10.875" h)

Non-Bleed – 8.125" w x 10" h

1/2 page ad horizontal - Bleed – 9.25" w x 6.125" h (Trim: 9" w x 6" h)

Non-Bleed – 8.125" w x 5.375" h

1/2 page ad vertical - 5.125" w x 7.625" h

1/3 page ad square - 5.125" w x 5.375" h

1/3 page ad vertical - 2.625" w x 9.75" h

1/4 page ad - 4" w x 4.375" h

PDF Files Preferred (CMYK, high resolution at press quality)

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

99

ISSUE

Print Issues: Monthly

E-newsletters: Twice Monthly

Social Media: Facebook, LinkedIn,
Twitter, Instagram

MARKET/CIRCULATION

AL, AR, FL, GA, KY, LA, MS, OK, NC, SC,
TN, TX, VA, WV, MD/DC, MO

18,500+ qualified readers. All print ads are
represented in both print and online in our
digital editions

LTA MEMBER RATE

2 page spread \$8,300

Full page ad \$4,100

1/2 page ad \$2,800

1/3 page ad \$2,185

1/4 page ad \$1,610

SPACE & MATERIALS DEADLINES

Feb 2023 – Dec 1, 2022

March 2023 – Jan 1, 2023

April 2023 – Feb 1, 2023

June 2023 – April 1, 2023

July 2023 – May 1, 2023

August 2023 – June 1, 2023

September 2023 – July 1, 2023

October 2023 – August 1, 2023

December 2023 – October 1, 2023

February 2024 – Dec 1, 2023

March 2024 – Jan 1, 2024

April 2024 – Feb 1, 2024

June 2024 – April 1, 2024

July 2024 – May 1, 2024

August 2024 – June 1, 2024

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 4.125" h

1/4 page ad - 3.875" w x 4.125" h

1/8 page ad - 3.875" w x 2" 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

Jan/Feb 2023 & 2024

Marketplace Issue

*Bonus Distribution

March/April 2023 & 2024

Louisiana Travel Resource

Nov/Dec 2023-

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 \$490

Digital add-on \$2,200

SPACE & MATERIALS DEADLINES

Jan/Feb 2023 & 2024 - November 15

Mar/Apr 2023 & 2024 - January 15

Nov/Dec 2023 - October 1, 2023



Ad Representative

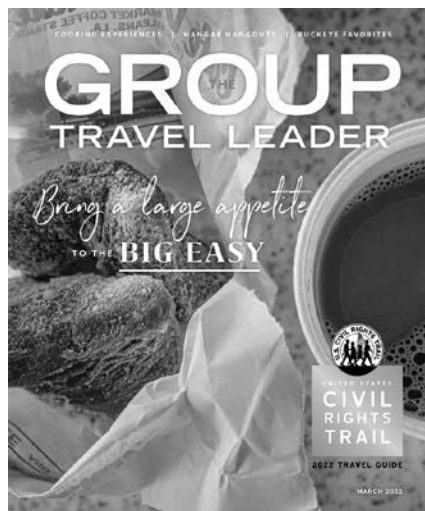
Marshall Boomer • marshall.boomer@theygsgroup.com

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 14,000 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, grouptravelleader.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 12,000 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 - 7.5" w X 9.25" 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

January 2023 - Go South Tour Planner
(produced in partnership with STS)

March 2023 - Louisiana Feature

June 2023 - Parades Feature
(will include Mardi Gras)

September 2023 - Annual Buyers Guide
Directory issue (most popular of year)

January 2024 - Go South Tour Planner
(produced in partnership with STS)

March 2024 - Louisiana Feature

MARKET/CIRCULATION

National/26,000

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 2023 - November 20, 2022

March 2023 - January 20, 2023

September 2023 - July 20, 2023

January 2024 - November 20, 2023

March 2024 - January 20, 2024

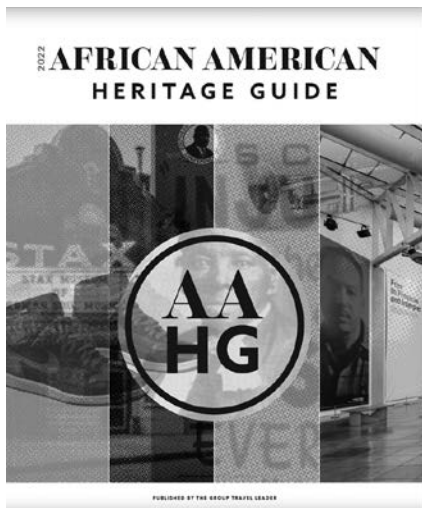
Ad Representative • Kelly Tyner
Kelly@grouptravelleader.com

GROUP
THE
TRAVEL LEADER
INC.

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 - 7.5" w X 9.25" 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 2023 GTL & Winter 2023 *Going on Faith* - African American Heritage Guide

MARKET/CIRCULATION

National/39,000

Print: 21,000 between both publications

Digital: 18,000 between both publications

LTA MEMBER RATE

Full page \$5,750

2/3 page \$4,700

1/2 page \$3,795

1/3 page \$2,415

1/6 page \$1,700

SPACE & MATERIALS DEADLINES

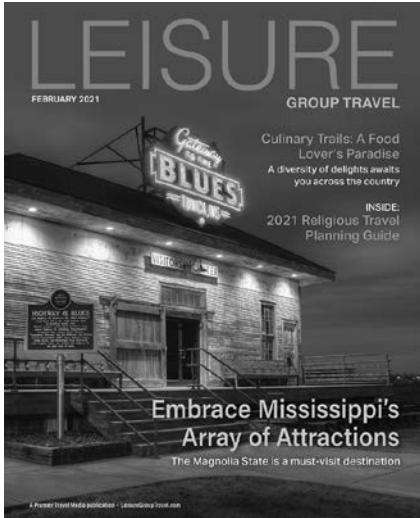
September 1, 2023

Ad Representative • Kelly Tyner
Kelly@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 2022- Women's Travel edition
plus Shopping Destinations
December 2022- ABA/NTA Preview
edition plus Heritage and History
April 2023 & 2024 - 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 \$4,790

1/2 page \$2,904

1/3 page \$2,250

1/4 page \$1,692

1/6 page \$900

Itinerary \$2,500 (Full-page 3-day custom written itinerary)

SPACE & MATERIALS DEADLINES

October 2022 - August 10, 2022

December 2022 - October 10, 2022

April 2023- February 10, 2023

April 2024 – February 10, 2024

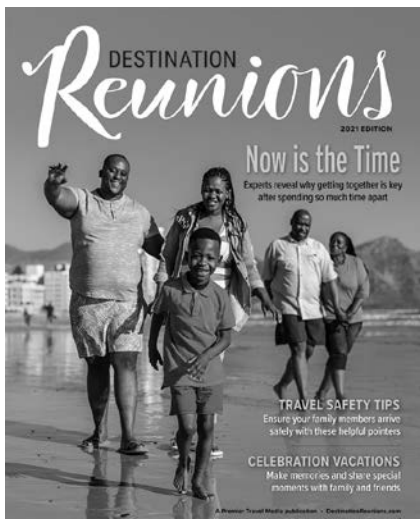
Ad Representative • Cheryl Rash
cheryl@ptmggroups.com

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 2023 & 2024

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 2023 - January 15, 2023

March 2024 - January 15, 2024

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 9,700 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 for bleed - 9.25" w x 11.125 "h , Trim 9" w x 10.875" h
Live area 8.5" w x 10.375" 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 2023: The South Meeting Guide (includes Louisiana editorial)

March 2023: Building CVB Relations

April 2023: Religious Meetings

June 2023: Convention Centers feature & Baton Rouge City Spotlight article

September 2023: Conference Preview

February 2024: The South Meeting Guide (will include Louisiana)

April 2024: Louisiana Meeting Guide

June 2024: Convention Centers feature

LTA MEMBER RATE

Full Page \$2,400

2/3 Page \$2,070

1/2 Page \$1,725

1/3 Page \$1,265

1/6 Page \$800

SPACE & MATERIALS DEADLINES

February 2023 - December 20, 2022

March 2023 - January 10, 2023

April 2023- February 20, 2023

June 2023- April 20, 2023

September 2023- July 20, 2023

February 2024- December 20, 2023

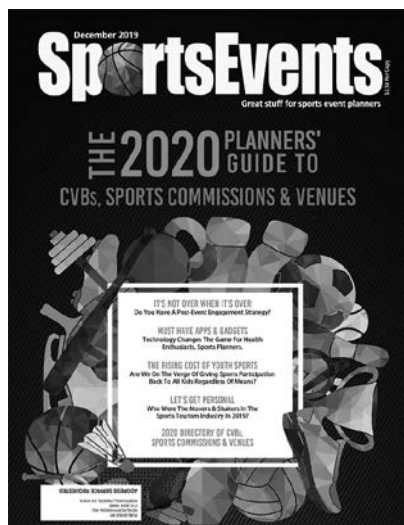
April 2024 – February 20, 2024

June 2024 – April 20, 2024

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

1/2 page ad - 7.635" w x 4.25" h

1/4 page ad - 3.75" w x 4.25" h

1/8 page ad - 3.75" w x 2" 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

Jane Stein • jstein@kenilworth.com



ISSUE

March 2023 & 2024: Small Markets

Big on Sports with matching sponsored content added value

June 2023 & 2024: State Spotlight on Louisiana

December 2023: Annual Planners Guide to Sports Commissions & CVBs—Free Matching Sponsored Content with 1/2-page ad or larger

MARKET/CIRCULATION

Sports events planners, national governing bodies (NGBs), events rights holders and tournament directors and more / 18,000 (qualified)

LTA MEMBER RATE

1/2 page \$1,800

1/4 page \$900

1/8 page \$450

SPACE & MATERIALS DEADLINES

March 2023 - February 5, 2023

June 2023 - May 5, 2023

December 2023 - November 5, 2023

March 2024 - February 1, 2024

June 2024 - May 5, 2024

Carvertise

Individual Ad



The meteoric rise of Uber, Lyft, and DoorDash has created a new class of vehicles that garner high exposure in front of your target audience. Creative, memorable, and technologically advanced, Carvertise is redefining out-of-home. Geo-targeted, highly memorable, with a heavy emphasis on analytics, Carvertise is proudly spearheading the future of transit advertising.

Through advertising on high mileage Deliver & Rideshare vehicles, we are able to help our partners reach their audience in a new way, as well as target feeder markets to drive tourism and economic development. Each driver is onboarded to a campaign with talking points & 3x5 Handouts to distribute to passengers, putting informational collateral into the hands of everyone who rides in a wrapped car. In addition to an increase in brand awareness, Carvertise can further optimize campaigns with an add on feature called SWARM. Where your wrapped Uber cars go to high impact events like sports stadiums, concerts, festivals, fairs, etc.

PROGRAM

- Advanced Partial Wrap Style
 - 4 Cars
 - 8 wraps
 - 2 swarm events 1 car x hour
- 200 3x5 driver handouts
- Back window Decal
- Total Impressions: 2,074,752

REPORTING

Monthly reports are provided showing market maps of coverage & impressions

SPECS

Carvertise will work directly with client to gather materials.

CAMPAIGN

12 week campaign. Starts anytime

LTA MEMBER RATE

\$10,970

SPACE & MATERIALS DEADLINES

Materials are due 2 months prior to deployment.

Ad Representative

Daione Sanders • Sanders@carvertise.com

CARVERTISE 

Contract & Reservation Form 1

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer Southern Magazine

___Spring 2023
 ___Summer 2023
 ___Fall 2023
 ___Winter 2023
 ___Spring 2024
 ___Summer 2024
 ___Full page \$5,300
 ___2/3 page \$3,700
 ___1/2 page \$3,050
 ___1/3 page \$2,100
 ___1/6 page \$1,050

AAA Explorer Texas Magazine

___Spring 2023
 ___Summer 2023
 ___Fall 2023
 ___Winter 2023
 ___Spring 2024
 ___Summer 2024
 ___1/3 page \$5,070
 ___1/6 page \$2,990

AJR Media's AAA Explorer eNewsletter Campaigns

AAA Explorer Texas

___Sponsored Content \$8,910
 ___Banner Ad \$4,950
 ___Property/Business Showcase \$2,277

AAA Explorer Southern

___Sponsored Content \$4,455
 ___Banner Ad \$2,475
 ___Property/Business Showcase \$1,188

AJR Media Group TourLouisiana.com Bundle

___Bundle \$5,750

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 28, 2023 edition
 ___February 4, 2023 edition
 ___1/4 page \$5,462
 ___1/2 page \$10,650

Datafy by AJR Media Group [Circle your selection(s)]

Population Size	Bronze	Silver	Gold	Platinum
More than 200,000		\$28,764	\$34,164	\$41,364
Between 130,000 and 200,000		\$27,564	\$30,564	\$37,764
Between 90,000 and 130,000		\$23,964	\$26,964	\$34,164
Between 50,000 and 90,000		\$20,364	\$23,364	\$30,564
Between 20,000 and 50,000		\$15,564	\$19,764	\$26,964
Less than 20,000		\$13,164	\$16,164	\$23,364
Less than 20,000/Less than 5 hotels	\$7,164			
Four years of Historical Data:	\$500	\$1,000	\$1,500	\$2,000
Optional Consumer spending data:	\$450/Month			

Datafy Visitor Data Intelligence Dashboard: Attribution Marketing Add-On

___\$2,500
 ___\$5,000
 ___\$7,500
 ___\$10,000

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Compass Media Fall Travel Newspaper & Online Insert

September 2023
 ___1/2 page \$18,000
 ___1/4 page \$9,000
 ___1/8 page \$4,800

Compass Media Spring Travel Newspaper & Online Insert

___April 2023
 ___April 2024
 ___1/2 page \$17,500
 ___1/4 page \$9,200
 ___1/8 page \$4,600

Compass Media Family Travel Planner- Multiple Magazine Insert

January/February 2023
 ___1/2 page \$27,125
 ___1/4 page \$13,560
 ___1/8 page \$6,780

Compass Media Custom Festival/Event Promotion

___1100 Clicks \$1,725
 ___2100 Clicks \$2,875
 ___4250 Clicks \$5,750

Compass Media Content + Clicks Campaign

___\$1,100
 ___\$1,950
 ___\$2,350
 ___\$3,400

Compass Media Digital Display Campaign

___1300 Clicks \$1,665
 ___2200 Clicks \$2,760
 ___4500 Clicks \$5,500
 ___9,000 Clicks \$10,850

\$_____

\$_____

\$_____

\$_____

\$_____

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\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

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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

Compass Media Digital Outdoor Campaign

___1300 Clicks \$1,650 ___2200 Clicks \$2,750
___4500 Clicks \$5,500 ___9,000 Clicks \$10,800

Compass Media Display & Social Media Remarketing Campaign

___1100 Clicks \$1,650 ___1920 Clicks \$2,760
___4000 Clicks \$5,500 ___8,400 Clicks \$10,800

Compass Media Staycation

___1100 Clicks \$1,725 ___2100 Clicks \$2,875
___4250 Clicks \$5,750 ___7,000 Clicks \$8,600

Compass Media Social Media Video Campaign

___5,900+ \$2,275 ___15,400+ \$5,700 ___33,000+ \$11,000

Compass Media Digital Girlfriend Getaways Campaign

___\$4,300 ___\$7,850

Compass Media Food Focused Campaign

___\$3,450 ___\$5,750 ___\$8,500

Compass Media Targeted Email Solutions

___\$1,725

HIGHLIGHTED SPONSORS | HOFFMAN MEDIA

Hoffman Media Southern Bundle

___Jan/Feb 2023 ___Mar/Apr 2023 ___May/June 2023
___July/Aug 2023 ___Sept 2023 ___Oct 2023
___Sept/Oct 2023 ___Nov/Dec 2023 ___Jan/Feb 2024
___Mar/Apr 2024 ___May/June 2024
___1/2 page \$5,520 ___1/3 page \$4,485 ___1/4 page \$3,795

Hoffman Media StoryMaker

___\$4,945

Hoffman Media Foodi(E)-Mail Marketing Campaign

___ Louisiana Cookin' \$2,650 ___Taste of the South \$3,500
___ Cooking with Paula Deen \$6,100

LTA CAMPAIGNS

Golf Louisiana 2023

___Full page \$1,695 ___1/2 page \$995 ___1/4 page \$695
Non-Member Rates
___Full page \$2,095 ___1/2 page \$1,395 ___1/4 page \$1,095

Louisiana Attractions Program

___June/July 2023 ___June/July 2024
___Full page \$1,795 ___1/2 page \$1,095 ___1/4 page \$625
___Photo Listing \$425 ___Basic Listing \$275 ___Coupons \$400
___Breweries \$350

Louisiana Christmas Campaign

___October 2023 ___October 2024
___Full page \$1,450 ___1/2 page \$925 ___1/4 page \$525
___Photo Listing \$375 ___Basic Listing \$225 ___Calendar Listing \$150

Louisiana Culinary Trails

___Individual trail \$25,000 ___Platinum \$14,500 ___Gold \$6,000
___Silver \$3,000 ___Listing \$500

Louisiana Fishing & Outdoor Adventures Program

___2023 ___2024
___Platinum \$5,950 ___Gold \$3,450 ___Silver \$1,950
___1/2 page \$1,095 ___1/4 page \$695 ___Photo Listing \$450
___Basic Listing \$275 ___Charter rate \$350

TRADE AND TRAVEL SHOWS

National Tour Association-Bank Traveler/Select Traveler

___NTA 2023 ___Bank Traveler/Select Traveler 2024
___Full page \$800 ___1/2 page \$450 ___Listing \$100

\$ _____

\$ _____

\$ _____

\$ _____

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\$ _____

\$ _____

\$ _____

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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

Faith Travel

___2023 ___2024
___Full page \$800 ___1/2 page \$450 ___Listing \$100

Student Youth Travel Association

___Aug 2023 ___Aug 2024
___Full page \$800 ___1/2 page \$450 ___Listing \$100

STS Domestic Showcase

___2023 ___2024
___Full page \$800 ___1/2 page \$450 ___Listing \$100

American Bus Association

___2023 ___2024
___Full page \$800 ___1/2 page \$450 ___Listing \$100

BROCHURE & RACK CARD PRINTING

Rack Card

___10,000 - \$1,180 ___10,000 - \$1,325
___15,000 - \$1,420 ___15,000 - \$1,640
___25,000 - \$1,680 ___25,000 - \$1,980
___50,000 - \$2,425 ___50,000 - \$2,790

2 Panel (8"x9")

3 Panel (8.5"x11")

___10,000 - \$1,530 ___10,000 - \$1,680
___15,000 - \$1,842 ___15,000 - \$2,080
___25,000 - \$2,184 ___25,000 - \$2,945
___50,000 - \$3,270 ___50,000 - \$4,365

4 Panel (8.5"x14")

LOUISIANA DISTRIBUTION PROGRAM

___One panel rack card (no larger than a 4" x 9") \$575
___2-3 panel brochure (no larger than a 4" x 9") \$625
___Multiple page brochure (no larger than a 4" x 9") \$725
___Digest/Full size \$850 ___One-time distribution (max 5,000 brochures) \$350

DATA & RESEARCH OPPORTUNITIES

AirDNA DMO Solutions

___Option 1 Silver \$5,103 ___Option 1 Gold \$6,805
___Option 2 \$1,575 ___Option 3 \$450
___Option 4 Bronze \$3,402 ___Option 4 Silver \$5,103 ___Option 4 Gold \$5,670

STR Report

___\$1,200

RADIO

Relic – Podcast Production

___Option 1 \$690 ___Option 2 \$1,380
___Additional episode \$460 ___Additional Hours of Service \$140

Spotify by ReachLocal

___Option 1 \$2,400 ___Option 2 \$4,500 ___Option 3 \$6,600

TV

Gray Media TV Promotion

___Option 1 \$8,625 ___Option 2 \$10,350 ___Option 3 \$15,525
___Option 4 \$20,125 ___Option 5 \$24,725

OTT Targeting

___Bronze \$3,450 ___Silver \$6,030
___Gold \$12,000 ___Platinum \$18,100

MEDIA BUNDLES

Country Roads Magazine Multi-Media Giveaway Package

___\$3,500

Gray Media's Multimedia Promotion

___\$3,500

Houstonia Digital Bundles

___Program 1 \$2,250 ___Program 2 \$4,500

Louisiana Press Staycation Bundles

___Gold \$8,600 ___Silver \$6,000 ___Bronze \$2,875

\$ _____

\$ _____

\$ _____

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\$ _____

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\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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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

Madden Media's Domestic Drive Market Bundle

___ Bronze \$5,000

___ Silver \$7,900

___ Gold \$13,800

\$ _____

Nexstar Media Inc., TV & Digital Bundles

___ Option 1 \$4,025

___ Option 2 \$5,750

___ Option 3 \$10,000

___ Option 4 \$11,500

___ Option 5 \$13,000

\$ _____

MAGAZINES

Culinary

Louisiana Kitchen

___ Jan/Feb 2023

___ Mar/Apr 2023

___ May/June 2023

___ July/Aug 2023

___ Sept/Oct 2023

___ Nov/Dec 2023

___ Jan/Feb 2024

___ Mar/Apr 2024

___ May/June 2024

___ 1/6 page \$680

___ 1/4 page \$1,122

___ 1/3 page \$1,360

___ 1/2 page \$2,040

___ 1/2 spread \$3,672

___ 1/2 page jr. \$2,210

___ 2/3 page \$2,380

___ Full page \$3,400

*Make note if you have multiple buys for discounted rates _____

\$ _____

Culture

64 Parishes

___ Winter 2022/2023

___ Spring 2023

___ Summer 2023

___ Fall 2023

___ Winter 2023/2024

___ Spring 2024

___ Summer 2024

___ 1/4 page \$780

___ 1/2 page \$1,140

___ Full page \$1,791

___ Regular column \$250

___ Feature story \$550

\$ _____

Country Roads Magazine

___ Jan 2023

___ Feb 2023

___ Mar 2023

___ Apr 2023

___ May 2023

___ June 2023

___ July 2023

___ Aug 2023

___ Sept 2023

___ Oct 2023

___ Nov 2023

___ Dec 2023

___ Jan 2024

___ Feb 2024

___ Mar 2024

___ Apr 2024

___ May 2024

___ June 2024

___ Double page spread \$3,000

\$ _____

Oxford American

___ Spring 2023

___ Summer 2023

___ Fall 2023

___ Music 2023

___ Spring 2024

___ Summer 2024

Premium Placements

___ Full page \$2,400

___ Spread \$4,800

___ Inside Back Cover \$3,000

Special Sections

___ Full page \$1,900

___ 1/2 page \$1,300

___ 1/3 page \$975

\$ _____

USA Today Magazine Special Edition

___ February 2023

___ May 2023

___ June 2023 (National Parks)

___ June 2023 (Pride)

___ August 2023

___ September 2023 (Southeast Travel)

___ September 2023 (Hispanic Living)

___ November 2023

___ Full page \$13,500

___ 1/2 page \$7,000

___ 1/4 page \$3,750

\$ _____

Lifestyle

AARP The Magazine

___ Feb/Mar 2023

___ Apr/May 2023

___ Oct/Nov 2023

___ Full page \$13,985

___ 1/2 page \$9,100

___ Feb/Mar 2024

___ Apr/May 2024

___ Full page \$14,299

___ 1/2 page \$9,273

\$ _____

Houstonia Magazine

___ Dec-Feb 2022/2023

___ March-May 2023

___ June-August 2023

___ Sept-Nov 2023

___ Dec-Feb 2023/2024

___ March-May 2024

___ June-August 2024

___ 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 2022/2023

___ Winter/Spring 2023

___ Spring/Summer 2023

___ Summer/Fall 2023

___ Fall/Winter 2023/2024

___ Winter/Spring 2024

___ Spring/Summer 2023

___ 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 2023

___ May 2023

___ September 2023

___ November 2023

___ 1/2 page \$6,100

___ 1/4 page \$3,050

___ 1/8 page \$1,525

\$ _____

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Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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

Outdoors

BirdWatching Magazine

___Mar/Apr 2023 ___Sept/Oct 2023 ___Mar/Apr 2024
___1/3 page \$1,300 ___1/6 page \$680

ROVA-The Magazine for Epic Road Trips

___Feb/Mar 2023 ___Apr/May 2023 ___June/July 2023
___Aug/Sept 2023 ___Oct/Nov 2023 ___Dec/Jan 2023/2024
___Feb/Mar 2024 ___Apr/May 2024 ___June/July 2024
___Full page \$4,500 ___1/2 page \$2,900 ___1/4 page \$1,950

Travel

American Road Magazine

___Spring 2023 ___Autumn 2023 ___Spring 2024
___1/2 page \$2,100 ___1/4 page \$1,050 ___1/8 page \$525

Film

Destination Film Guide 2023

___Option 1 \$5,000 ___Option 2 \$3,845 ___Option 3 \$2,750
___Option 4 \$1,900 ___Option 5 \$3,100

NEWSPAPER

Louisiana Newspaper Program

Ad week runs Sunday-Saturday, any week Jan 2023-June 2024
___2x2 One Region \$500 ___2x2 Two Region \$915 ___2x2 Statewide \$1,240
___2x4 One Region \$865 ___2x4 Two Region \$1,840 ___2x4 Statewide \$2,500
___2x6 One Region \$1,430 ___2x6 Two Region \$2,530 ___2x6 Statewide \$3,350
___3x7 One Region \$2,240 ___3x7 Two Region \$4,140 ___3x7 Statewide \$5,590

DIGITAL

225 Magazine Digital

___Option1 \$750 ___Option 2 \$2,250

AARP Digital Campaign

___Program 1 \$3,800 ___Program 2 \$8,000 ___Program 3 \$11,250
___Program 4 \$5,750 ___Program 4 \$11,500

Country Roads Digital Campaign

___ \$2,250

Expedia

___Option 1 \$11,000 ___Option 2 \$16,000

Garden & Gun Digital Campaign

___Option 1 \$5,750 ___Option 2 \$5,750 ___Option 3 \$8,500
___Option 4 \$8,500 ___Option 5 \$11,000

It's a Southern Thing Contest Package by Advance Travel & Tourism

___\$12,360

It's a Southern Thing Video Sponsorship by Advance Travel & Tourism

___\$5,750

Houston Chronicle Display Campaign

___Program 1 \$1,150 ___Program 2 \$2,300
___Program 3 \$5,500 ___Program 4 \$8,600

Louisiana News Sites

Program 1
___Option 1 \$4,740 ___Option 2 \$3,500 ___Option 3 \$1,550
Program 2
___Option 1 \$12,650 ___Option 2 \$6,000

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

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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

Madden Media's Video Remarketing Campaign

___ Bronze \$2,340 ___ Silver \$3,550 ___ Gold \$5,100 \$ _____

NOLA.com | The Advocate Digital Campaigns

___ Package 1 \$1,075 ___ Package 2 \$3,225 ___ Package 3 \$6,000 \$ _____

NOLA.com | The Advocate Content Campaigns

___ \$6,325 \$ _____

NOLA.com | Vacation & Travel Guide

___ Package 1 \$7,475 ___ Package 2 \$4,140 ___ Package 3 \$2,070 \$ _____
___ Package 4 \$860 ___ Eblast \$300 ___ Logo Spot \$150

Oxford American Digital Campaigns

___ Package 1 \$5,985 ___ Package 2 \$2,425 ___ Package 3 \$1,575 \$ _____

Spearfish Digital Repeat Visitor Program

___ Option 1 \$1,725 ___ Option 2 Clicks \$3,450 ___ Option 3 \$4,725 \$ _____
___ Option 4 \$6,900 ___ Option 5 \$8,625

Texas Monthly Digital Campaign

___ Program 1 \$4,800 ___ Program 2 \$5,000 ___ Program 3 \$4,800 \$ _____
___ Program 4 \$1,600 ___ Program 5 \$2,300 ___ Program 6 \$3,050

TikTok + Premium Geofence Package by Advance Travel & Tourism

___ One Month Campaign \$2,300 ___ Two Month Campaign \$6,900 \$ _____
___ Three Month Campaign \$10,350

TripChat

___ Standard \$674 ___ Plus \$899 ___ Premium \$1,349 \$ _____

Visit Widget Interactive Itinerary

___ Basic \$4,525 + \$2700 Set up Fee ___ Plus \$6,797 + \$2700 Set up Fee \$ _____
___ Pro \$11,328 + \$2700 Set up Fee

Von Mack Agency Social Post Package

___ 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 \$ _____

Meeting Content Activation by Connect + Connect Sports

___ 1 Custom Article (1,500 clicks) \$11,500 \$ _____

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 \$ _____

SportsEvents Digital Campaign

___ Program 1 \$805 ___ Program 2 \$620 \$ _____

SportsTravel Digital Campaign

___ Program 1 \$9,000 ___ Program 2 \$5,750 \$ _____

DIRECTORIES & GUIDES

Good Sam RV Travel Guide Services

___ 1/6 page ad \$2,771 ___ 1/12 page ad \$1,385 ___ Optional Add-On \$895 \$ _____

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Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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 7

TRADE ADVERTISING

LTA AAA E-Newsletter

____ January 2023 ____ June 2023 ____ October 2023
____ January 2024 ____ June 2024
____ Side Banner Ad(s) \$295 ____ Advertorial Section(s) \$395

LTA Group Travel E-Newsletter

____ January 2023 ____ March 2023 ____ June 2023
____ Oct 2023 ____ January 2024 ____ March 2024
____ June 2024
____ Side Banner \$300 ____ Advertorial Section \$575

BizBash + Connect Meetings Magazine

____ Spring 2023 ____ Fall 2023 ____ Spring 2024
____ Full Page \$5,175 ____ 1/2 Page \$3,450

Connect SPORTS Magazine

____ Spring 2023 ____ Spring 2024
____ Full Page \$5,175

Convention South

____ February 2023 ____ March 2023 ____ April 2023
____ June 2023 ____ July 2023 ____ August 2023
____ September 2024 ____ October 2023 ____ December 2023
____ February 2024 ____ March 2024 ____ April 2024
____ June 2024 ____ July 20234 ____ August 2024
____ 2 Page Spread \$8,300 ____ Full Page Ad \$4,100 ____ 1/2 Page Ad \$2,800
____ 1/3 Page Ad \$2,185 ____ 1/4 Page Ad \$1,610

Destinations Magazine

____ Jan/Feb 2023 ____ March/April 2023 ____ Nov/Dec 2023
____ Jan/Feb 2024 ____ March/April 2024
____ 1/8 page \$490 ____ 1/4 page \$980 ____ 1/2 page \$1,960
____ Digital add-on \$2,200

Group Travel Leader

____ January 2023 ____ March 2023 ____ June 2023
____ September 2023 ____ January 2024 ____ March 2024
____ 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 \$4,700 ____ 1/2 Page \$3,795
____ 1/3 Page \$2,415 ____ 1/6 Page \$1,700

Leisure Group Travel

____ October 2022 ____ December 2022 ____ April 2023
____ April 2024
____ Full Page \$4,790 ____ 1/2 Page \$2,904 ____ 1/3 Page \$2,250
____ 1/4 Page \$1,692 ____ 1/6 Page \$900 ____ Itinerary \$2,500

Reunions

____ March 2023 ____ March 2024
____ 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 2023 ____ March 2023 ____ April 2023
____ June 2023 ____ September 2023 ____ February 2024
____ April 2024
____ 1/6 page \$800 ____ 1/3 page \$1,265 ____ 1/2 page \$1,725
____ 2/3 page \$2,070 ____ Full page \$2400

SportsEvents

____ March 2023 ____ June 2023 ____ Dec 2023
____ March 2024 ____ June 2024
____ 1/8 page \$450 ____ 1/4 page \$900 ____ 1/2 page \$1,800

BILLBOARD

Carvertise

____ \$10,970

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

If minimum participation requirements are not met for any program, LTA has the right to cancel that program. Participants will be notified. The rates reflected are for LTA members. Non-members may participate in any LTA program at a rate increase of 20%.

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: _____

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