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.

Please note that the comprehensive Materials Deadline Sheet is now ONLY available online at LouisianaTravelAssociation.org

MARKETING STAFF

TIFFANY SCHULTZ, Marketing Director
tiffany@louisianatravelassociation.org | 225.408.4029

LAURA CATING, Vice President of Communications, Marketing and Advocacy
laura@louisianatravelassociation.org | 225.408.4027

LAINE GARNER, Vice President of Membership & Education
laine@louisianatravelassociation.org | 225.408.4032

CHARLIE WALTMAN, Membership & Marketing Manager
charlie@louisianatravelassociation.org | 225.408.4024
Table of Contents

HIGHLIGHTED SPONSORS
Louisiana Visitor's Guide...4
Louisiana Cookin’...5
Hoffman Media Power Buy...6
Hoffman Culinary Display Campaign...7
Compass Media’s Girlfriend Getaway...8
Multiple Magazine Insert- Family Travel Planner...9
Fall Travel Newspaper & Online Insert...10
Compass Media Custom Festival/Event Promotion...11
Compass Media Content & Click Campaign...12
Compass Media Digital Display Campaign...13
Compass Media Digital Outdoor Campaign...14
Compass Media Display & Social Media Remarketing ...15

NEW LTA PROGRAMS
LTA’s Digital Visitor Center Program...16
Travel Trade Print & Digital Marketing Campaign...17

PR PROGRAMS
Influencer Campaign...18
Travel Media Group Press Trip...19
Regional Media Blitz...20

RESEARCH OPPORTUNITIES
ADARA Impact Campaign...21
AirDNA Solutions...22
Audience Segmentation Analysis & Profile...23
STR Report...24

TV
Gray Media TV Promotion...25
OTT Targeting...26

MAGAZINE* Categorized by Niche
Culinary
Bon Appétit...27
Food Network Magazine...28
Louisiana Kitchen...29
Culture
64 Parishes...30
Oxford American...31
Lifestyle
AARP, The Magazine...32
Garden and Gun...33
Houstonia Magazine...34
Okr...35
Southern Living Co-op...36
Southern Living Travel Directory Ads...37
Texas Monthly Co-op...38
Where to Retire...39
Outdoors
BirdWatching Magazine...40
Outside Magazine...41
South Coast Golf Guide...42
Travel
AAA Southern Traveler...43
AAA Texas Journey...44
American Road Magazine...45
National Geographic Traveler...46
ROVA...47
Travel 50 & Beyond...48
Where New Orleans...49

NEWSPAPER
America’s Best Vacations...50
Louisiana Newspaper Program...51
Louisiana Press Content Platform...52
The Atlanta Journal Constitution...53

DIGITAL
225 Magazine Digital...54
AARP Digital Campaign...55
AAA Digital Package...56
ADARA Digital Campaign...57
Canadian Focused Digital Campaign by Madden...58
Chatbots...59
Country Roads Content Campaigns...60
Device ID Marketing...61
Expedia Group Media Solutions...62
Garden and Gun Digital Campaign...63
Geofencing Campaign by Madden...64
iExplore...65
Orange142 Leisure and B2B Lead Generation...66
Louisiana News Sites...67
Madden’s Remarketing & Prospecting Display Campaign...68
Madden’s Video Marketing Campaign...69
Multimedia Campaign & Sweepstakes...70
Outside Magazine Digital Campaign...71
Search Engine Marketing...72
Sojern...73
Southern Living Online Campaign...74
Texas Monthly Digital Campaign...75
The Advocate & NOLA.com National Travel Intender Targeting...76
The Christian Post...77
Toronto Star Digital Campaign...78
TourLouisiana...79
Travel Channel & Food Network Display Campaign...80
TripAdvisor...81
WhereTraveler.com Digital Campaign...82

Meeting Planning Digital
Convention South’s e-Media Bundle...83
Group Tour Media’s Elblast Sponsored Content...84
Group Tour Media’s ON Target Remarketing Campaign...85
Meetings Content Activation by Connect...86
Meetings and Conventions/Successful Meetings Campaign...87
Multi Step Email Campaigns that Engage Meeting Planners...88

DIRECTORY and GUIDES
AAA TourBook...89
Louisiana Tax Free Shopping Directory...90
Good Sam RV Travel Guide Series...91

TRADE ADVERTISING
Connect Magazine...92
Connect Faith...93
Connect Sports...94
Convention South...95
Destinations Magazine...96
Group Tour Magazine...97
Group Travel Leader...98
Leisure Group Travel...99
LTA Group Planner E-Newsletter...100
Meetings Today...101
Reunions...102
SportsEvents...103
SportsTravel Magazine...104
Student Group Tour Magazine...105

GOLF LOUISIANA PROGRAM...106
LOUISIANA ATTRACTIONS PROGRAM...107
LOUISIANA CHRISTMAS CAMPAIGN...108
LOUISIANA CULINARY TRAILS...109
LOUISIANA FISHING & OUTDOOR ADVENTURES PROGRAM...110

TRADE and TRAVEL SHOWS
Bank Travel...111
Faith Travel...112
SYTA...113
Travel South Brochure...114
Travel and Vacation Shows (Recipe Book)...115
AAA E-NEWSLETTER...116
LTA EXPLORES...116
ATTRACTIONS PACKAGE...117
BROCHURE DESIGN...118
VISITOR CENTER DISTRIBUTION...119-120
CONTRACT & RESERVATION FORMS...121-135
The Louisiana Visitors Guide is the travel planning resource for our state. It is the official fulfillment piece for all inquiries to the Louisiana Office of Tourism and LTA. 300,000 copies are distributed each year to visitors who request a mailed copy while they are planning trips AND to visitors already in state looking for things to see and do. The guide is available at LTA certified welcome centers - including State Welcome Centers, hotels statewide and other key tourism information sites. It is also distributed at all of the sales missions managed by LTA, the LA Office of Tourism and the Lt. Governor’s office, and through travel trade shows like ABA, NTA, ITB, World Travel Market, Travel South, IPW, North American Journeys, NAJ Receptive Tour Operator Summit (and more). Your message in the guide reaches an incredibly qualified audience of travelers and travel planners that you could not access anywhere else. The guide is also available in a digital format on LouisianaTravel.com and all listings are searchable on LouisianaTravel.com.

Last year’s State of the American Traveler research shows that tourists use a multitude of sources in their travel-planning process. So, it’s not surprising that 49% of all U.S. leisure travelers use print publications for insight and information. In 2018, Bentley University released a study that revealed:

85% of visitors became aware of an attraction or business as a result of picking up a brochure.

61% of visitors planned to purchase tickets or merchandise they learned about from a brochure.

73% of visitors would consider altering their plans because of a brochure.

LTA Member Discounts

Listings*
Upgrade from basic listing to photo listing - $400
(This allows you to add copy and an image to your listing)

Co-op partnership packages*

Culinary
This partnership for LTA member restaurants and food products, includes a 1/8 page ad facing culinary content in the Official Visitors Guide and one ad in a Louisiana culinary Enewsletter.
Package cost: $2,050

Festivals
This partnership for LTA member festivals/events, includes a 1/8-page ad facing festival content in the guide and digital ads on LouisianaTravel.com for a one-month promotion period.
Package cost: $1,600

Accommodations
This partnership for LTA lodging/B&B members includes a photo listing in the Official Visitors Guide and digital banners within the Louisiana Visitors Guide Digital Edition for one year.
Package cost: $1,250

*Space is limited for all partnership package options. All programs are subject to availability. Multiple ad sizes are also available, as well as coupons, photo and additional basic listings.
Louisiana Cookin’

Individual Ad

Louisiana Cookin’ invites readers to slow down, unplug, and escape to the Bayou State without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, taste in the mouthwatering recipes, and see in the compelling images and clean design. Success is due to a loyal, trusting readership confident the publication will deliver every time. Combined with a commitment to a 30/70 ad-to-edit ratio, it creates a targeted, expected environment for advertising.

Reader Profile
Female: 65%
Median age: 63
72% purchased a product written about or advertised in Louisiana Cookin’
63% save entire issues
76% are active on social media
72% read 4 out of the last 4 issues

Digital Profile
E-Newsletter subscribers: 51,000
Average Open Rate: 16.9%

Added Value
• Run any size and receive 2x weekly E-Newsletter ads
  (Note: subject to available digital inventory).
  Specs: 300x250
• First six advertisers that sign up for an issue will receive
  a shared LTA sponsored E-Newsletter.

Ad Specs
Full page non-bleed 6.875” X 9.375”
Full page bleed 8.125” X 10.75”
1/2 page 6.875” X 4.625”
1/3 page (V) 2.1875” X 9.375”
1/4 page 3.375” X 4.625”
CMYK ad saved as a press quality PDF

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

Ad Representative
Katie Guasco
kguasco@hoffmanmedia.com

Issue
Bi-Monthly
January/February 2020 & 2021
March/April 2020 & 2021
May/June 2020 & 2021
July/August 2020
September/October 2020
November/December 2020

Market/Circulation
National/50,000

LTA Member Rate
1x  2-3x  4-5x  6+
Full Page $2,709 $2,438 $2,194 $1,865
1/2 Page $1,761 $1,585 $1,426 $1,212
1/3 Page $1,355 $1,219 $1,097 $933
1/4 Page $1,059 $944 $850 $722

Space & Materials Deadlines
January/February 2020 - October 10, 2019
March/April 2020 - December 10, 2019
May/June 2020 - February 15, 2020
July/August 2020 - April 10, 2020
September/October 2020 - June 10, 2020
November/December 2020 - August 15, 2020
January/February 2021 - October 10, 2020
March/April 2021 - December 09, 2020
May/June 2021 - February 10, 2021
The powerful audiences of *Cooking with Paula Deen*, *Southern Lady* and *Taste of the South* magazines are filled with responsive, affluent travelers. Each issue celebrates southern makers, culinary delights and grand getaways. Your ad will be delivered in all three magazines for the issue(s) of your choice.

### Added Value
- Run any size and receive 2x weekly E-Newsletter ads (Note: subject to available digital inventory). Specs: 300 x 250
- First six advertisers that sign up for an issue will receive a shared LTA sponsored E-Newsletter.

### Ad Specs for *Cooking with Paula Deen*
- **1/2 page** - 6.875”w x 4.625”h
- **1/4 page** - 3.375”w x 4.625”h

### Ad Specs for *Southern Lady* and *Taste of the South*
- **1/2 page** - 8.0”w x 4.875”h
- **1/4 page** - 3.875”w x 4.875”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative** • Katie Guasco
kguasco@hoffmanmedia.com

---

**Issue**
- **Bi-Monthly**
  - January/ February 2020 & 2021
  - March/April 2020 & 2021
  - May/June 2020 & 2021
  - July/August 2020
  - September 2020 (monthly issue)
  - October 2020 (monthly issue)
  - November/December 2020

**Market/Circulation**
- *Cooking with Paula Deen* - 135,000
- *Southern Lady* - 105,000
- *Taste of the South* - 64,000

**Digital Profile E-Newsletter subscribers:**
- *Cooking with Paula Deen* - 224,000
- *Southern Lady* - 102,000
- *Taste of the South* - 108,000

**LTA Member Rate**
- **1/2 page** $8,740
- **1/4 page** $4,830

**Space & Materials Deadlines**
- **January/ February 2020**
  - October 1, 2019
  - November 20, 2019
  - January 20, 2020
  - April 1, 2020
  - May 20, 2020
  - June 20, 2020
  - August 1, 2020
  - September 2020
  - October 1, 2020
  - November/December 2020
  - January 2021
  - February 2021
  - March/April 2021
  - May/June 2021
  - November 20, 2020
  - January 20, 2021
Hoffman Culinary Display Campaign

(Cooking with Paula Deen, Louisiana Cookin, Southern Cast Iron, Southern Lady and Taste of the South)

Hoffman Media offers you the opportunity to reach a community of passionate, culinary travelers hungry for the latest in Louisiana. Your destination will be front-and-center with five unique brands: Cooking with Paula Deen, Louisiana Cookin, Southern Cast Iron, Southern Lady and Taste of the South. Hoffman Media will work with each advertiser to time their message for maximum exposure.

Campaign
Starts at any time

Programs:
Option 1: 300,000 impressions (One month)
Option 2: 500,000 impressions (Two months)

LTA Member Rate
Option 1  $4,350
Option 2  $6,350

Space & Materials Deadlines
One month before start date

Monthly Page Views
pauladeenmagazine.com - 500,000
louisianacookin.com - 561,000
southerncastiron.com - 137,000
southernladymagazine.com - 257,000
tasteofthesouthmagazine.com - 494,000

Reporting
Delivered at end of the campaign

Ad Specs
300 x 250

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

Ad Representative • Katie Guasco
kguasco@hoffmanmedia.com
Compass Media’s Girlfriend Getaways Campaign is a highly targeted print and digital campaign that promotes your destination to women throughout the Southeast looking to travel next Fall.

The campaign includes our beautifully designed Girlfriend Getaways insert that appears in the September issues of some of the most popular women’s magazines in the country, boasting a combined circulation of 192,400 with an estimated readership of 577,000. To extend your reach even further, a fully customizable Connected TV campaign allows you to promote your destination on multiple devices!

It would cost three times more to place these ad buys individually, but with Compass Media’s Girlfriend Getaway Campaign, you have the ability to advertise on these highly-targeted platforms for a fraction of the cost.

**Shape Magazine**
- Female: 91%
- Median Age: 25-39
- Median HHI: $92,222

**Eating Well Magazine**
- Female: 80%
- Median Age: 52
- Median HHI: $79,870

**Added Value**
Each advertiser will receive a custom Connected TV campaign:
- **Connected TV**: any type TV screen that can stream digital video, whether through a built-in Smart TV platform, dedicated streaming device, or game console.
- Custom targeting allows you to reach specific audiences through targeting specific demographics, locations, genres, dayparting history, and more.
- Connected TV ads boost a 90%+ video completion rate (:15 or :30-seconds max). There is no skipping available.

**Ad Specs**
- **1/2 page - 6.75”w x 4.125”h**
- **1/4 page - 3.325”w x 4”h**
- **1/8 page - 3.325”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Issue**
- September 2020

**Market/Circulation**
- TX, LA, TN, and AL
- 192,400 circulation

**LTA Member Rate**
- 1/2 page $9,600
- 1/4 page $4,800
- 1/8 page $2,400

**Space & Materials Deadlines**
- September 2020
- April 7, 2020

**Guaranteed views**
- 1/8 page: 15,000
- 1/4 page: 25,000
- 1/2 page: 50,000

---

**Ad Representative**
- Elise Ankerson
- eankerson@compassmedia.com
Multiple Magazine Insert
Family Travel Planner

Better Homes & Gardens, Martha Stewart Living, Parents and Woman’s Day
Compass Media’s Family Travel Planner is a beautifully-designed insert that appears in the February issues of some of the most widely read women’s magazines in the country. These publications together offer a combined circulation of 718,000 of YOUR TARGET AUDIENCE MEMBERS in just one issue. It would cost three times more to place one ad in all of these magazines individually, but with Compass’s Family Travel Planner Custom Integrated Marketing Program, you have the ability to advertise in some of the most desirable channels in the country for a fraction of the cost.

Reader Profile
Majority Female readership
55.6% are ages 25 - 54

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
• Weekly reader service leads

Ad Specs
1/2 page ad - 6.5”w x 4”h
1/4 page ad - 3.1675”w x 3.75” h
1/8 page ad - 3.1675”w x 1.875” 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

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

Ad Representative • Elise Ankerson
eankerson@compassmedia.com

Issue
February 2020 & 2021

Market/Circulation
AL, GA, LA, MS, FL, TN, TX
Total Circulation/718,000

LTA Member Rate
1/2 page $26,000
1/4 page $13,000
1/8 page $6,500

Space & Materials Deadlines
February 2020
September 27, 2019
February 2021
September 25, 2020
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 and Digital Program gives you the ability to be seen in subscriber households of geo-targeted newspapers and highly-targeted digital websites or search engines at a fraction of the cost. 

**Added Value**
- Weekly reader’s service leads will be provided
- Each advertiser will receive a custom 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.

**Guaranteed Clicks**
- 1/2 page - 2,750
- 1/4 page - 2,250
- 1/8 page - 1,750

**Ad Specs**
- 1/2 page ad - 8”w x 3.875”h
- 1/4 page ad - 3.925”w x 3.825”h
- 1/8 page ad - 3.925”w x 1.875”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
September 2020

**Market/Circulation**
554,000- AL, AR, GA, LA, MS, TN, TX plus KY (estimated readership 1.6 million)

Eleven regional newspapers comprising of many Louisiana top origin drive markets plus advertiser chosen digital campaign on Google’s Display Network or YouTube!

Arkansas Democrat Gazette
Baton Rouge Advocate
Chattanooga Times Free Press
Dallas Morning News
Gwinnett Daily Post
Houston Chronicle
Jackson Clarion Ledger
Louisville Courier Journal
Memphis Commercial Appeal
Nashville Tennessean
Birmingham News

**LTA Member Rate**
- 1/2 page $17,000
- 1/4 page $8,500
- 1/8 page $4,250

**Space & Materials Deadlines**
July 1, 2020
Digital advertising is an excellent way to reach potential visitors for Festivals and Events. Compass Media offers a digital campaign to reach your 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**
Google Display: 728x90, 300x50, 160x600 and 300x250
(we will work with the individual client on specs for Facebook and Search)

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Campaign**
Starts at any time. Runs 4-6 weeks before the festival/event.

**Targeted**
Customized based on partner goals (Interests, Behaviors, Demographics, etc.)

**Program 1:** 4,250 Guaranteed Clicks to website
**Program 2:** 2,100 Guaranteed Clicks to website
**Program 3:** 1,100 Guaranteed Clicks to website **Only includes SEM and Google Display campaigns**

**LTA Member Rate**
Program 1 $6,000
Program 2 $3,000
Program 3 $1,800

---

**Space & Materials Deadlines**
One month before start date
Telling a compelling story about your destination is a crucial part of a successful marketing plan. Compass Media’s Content + Clicks integrated program; we harness the power of the Google Display Network to reach a qualified, 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.

**Ad Specs**
- 728x90
- 300x50
- 160x600
- 300x250 (File size: 150k or less)

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Campaign**
- **Starts at any time.**

**Targeted**
Customized based on content and strategy to reach those people interested

**Program 1:** One story paired with a 6-week Google Display Network campaign to deliver 1,500 guaranteed clicks.

**Program 2:** One story paired with a 2-month Google Display Network campaign to deliver 2,500 guaranteed clicks.

**Program 3:** One story paired with a 4-month Google Display Network campaign to deliver 5,000 guaranteed clicks.

**LTA Member Rate**
- Program 1 $2,300
- Program 2 $3,400
- Program 3 $6,100

**Space & Materials 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.
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 destinations 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.

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

**Ad Specs**
Run of Site:
- 728x90
- 300x50
- 160x600
- 300x250
File size: 150k or less

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Campaign**
Starts at any time

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

**Program 1**: 1,500 Guaranteed Clicks
**Program 2**: 2,500 Guaranteed Clicks *(estimated 1 million impressions)*
**Program 3**: 5,000 Guaranteed Clicks *(estimated 2 million impressions)*
**Program 4**: 10,000 Guaranteed Clicks *(estimated 4 million impressions)*

**LTA Member Rate**
Program 1 $1,740
Program 2 $2,800
Program 3 $5,700
Program 4 $10,850

**Space & Materials Deadlines**
One month before start date
Compass Media offers a Digital Outdoor Travel ad campaign made simple by providing you with three predetermined audiences to promote your destinations 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 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.

### 1) Soft Adventure

**Topics:**
- Hiking & Camping

**Interests:**
- Outdoor Enthusiast
- Cycling
- Water Sports
- Non-motorized Boating
- Trail & Nature Hiking
- Louisiana Campgrounds

### 2) Hunting & Fishing

**Topics:**
- Fishing
- Hunting & Shooting

**Interests:**
- Fishing
- Hunting
- Fishing Equipment
- Duck Hunting

### 3) Birding

**Topics:**
- Wildlife
- Ecotourism

**Interests:**
- Birding
- Nature & Wildlife
- Birding Trails
- Nature Viewing

### Ad Specs

- 728x90
- 300x50
- 160x600
- 300x250

File size: 150k or less

### Campaign

Starts at any time.

### Targeting

Customized with Outdoor Targeting option and Demographics

### Program 1

- 1,500 Guaranteed Clicks
- Program 1 $1,740

### Program 2

- 2,500 Guaranteed Clicks
- Program 2 $2,800

### Program 3

- 5,000 Guaranteed Clicks
- Program 3 $5,700

### Program 4

- 10,000 Guaranteed Clicks
- Program 4 $10,850

### LTA Member Rate

- Program 1 $1,740
- Program 2 $2,800
- Program 3 $5,700
- Program 4 $10,850

### Space & Materials Deadlines

One month before start date

**Ad Representative** • Elise Ankerson
eankerson@compassmedia.com

---

**Contract or Insertion Order and Ad Materials are sent directly to LTA**
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**

- 728x90
- 300x50
- 160x600
- 300x250

File size: 150k or less

**Media/Delivery**

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

---

**Campaign**

- Starts any time

**Targeting**

Remarketing from your website and “lookalike audience” based off visitors to your website.

**Program 1**

- 1,500 Guaranteed Clicks

**Program 2**

- 2,500 Guaranteed Clicks

**Program 3**

- 5,000 Guaranteed Clicks

**Program 4**

- 10,000 Guaranteed Clicks

**LTA Member Rate**

- Program 1 $1,740
- Program 2 $2,800
- Program 3 $5,700
- Program 4 $10,850

**Space & Materials Deadlines**

- One month before start date
One of our most popular and successful marketing programs at LTA is Visitor Center Distribution (VCD) – and in 2020, we’re making it even better! With the launch of our new Digital Visitor Center, your brochure will go beyond the 54 Certified Visitor Centers across the state. With a targeted marketing campaign promoting our Digital Visitor Center, this VCD enhancement will allow groups, travel planners and consumers to have instant access to your brochures online for download.

**Current VCD participants will be enrolled in the Digital Visitor Center Program for January-March of 2020 for a preview and then after March you can add the digital program to your contract.**

---

### Promotion for Digital Visitor Center
- Digital, targeted promotion to AAA and Canadian Automobile Association (CAA) markets
- Digital ad campaign targeting individuals search for trips to Louisiana
- QR code link included on state map in the Official Louisiana Visitors Guide
- QR code signage at each State and Certified Visitor Center
- Link included in LTA Quarterly Group E-Newsletters

* 3 download reports will be delivered to participants each year

### Ad Specs
Front Cover of Brochure:
- 110 x 250 pix
- 200 x 250 pix

PDF of Brochure-
- Max 10 MG

35 words of copy: contact info, website link, link to flipbook, link to newsletter set up

---

### Program starts
January 2020

### LTA Member Rate
**New Participants:**
Annual Welcome Center Distribution program + Digital program- $895

**Current Participants in Welcome Center Distribution:**
Digital program rate - $295

**Digital Visitor Center ONLY-**
$695

### Space & Materials Deadlines
60 days prior

Contact Charlie Waltman or Josie Evans for more info
225-408-4024 | 225-408-4033
Charlie@louisianatravelassociation.org | josie@louisianatravelassociation.org
An innovative multi-mailbox campaign gives LTA members the opportunity to put your information in the hands and minds of North America’s most influential travel trade buyers and decision makers known for bringing visitors to Louisiana. Combining the best elements of both print and digital campaigns, LTA members have a chance to deliver meaningful content to trade buyers.

### Added Value
- Delivery Verification and stat reports
- Relate Strategy Group signature “What’s Hot” list calling attention to member highlights and special features.

### Ad Specs
- Profile Sheet/Sample Itinerary/Flyer:
  - 8.5 x 11 finished, should include 0.1 bleed and crop marks
- Digital version of insert should measure no larger than 8.5x11 pdf. Format

### Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

### Issue
- **Spring (May) & Fall (October) 2020**

### Market/Circulation
- Printed piece sent to 800 travel trade buyers
- Sent digitally to 4,000 travel trade buyers
- One delivered in the Spring and one delivered in the Fall
- Over 6,000 impressions

### LTA Member Rate
- 10-member participation required and 25-member maximum participation:
- **$1450 total for both Spring and Fall issues.**

### Space & Materials Deadlines
- **Spring**
  - March 15, 2020
- **Fall**
  - August 15, 2020

### Ad Representative
Laine Garner
laine@louisianatravelassociation.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
Influencer Campaign

DEVENEY’s targeted influencer/blogger outreach campaign will entice travelers to visit the many unique destinations that make up Louisiana.

For each tier, DEVENEY will research, identify and engage influencers who have high engagement on social platforms and will leverage their influence and followers to promote partner destinations. DEVENEY will work with each partner to identify timing, theme, itinerary and influencer deliverables (posts). Cost does not include hard costs associated with travel, lodging, food and beverage, or entrance into attractions.

Tiers include:

**Tier 1: Niche Influence** – DEVENEY will secure two (2) in-state/drive market niche influencers (non-paid) to visit the destination with high engagement on social platforms (no blog) and will leverage their influence and followers to promote partner destinations. Timing to be determined based on discussions with each individual partner.

**Total Investment: $4,000** (reflects 20 hours)

**Tier 2: Micro Influencer** – DEVENEY will secure one (1) micro influencer, paid regional-focused blogger to visit the destination. Timing to be determined based on discussions with each individual partner. Budget for influencer $1,500. DEVENEY will negotiate contract for the influencer fee and negotiate deliverables (number of posts).

**Total Investment: $6,500** (reflects 25 hours + $1,500 influencer fee)

**Tier 3: Macro Influencer** – National blogger with significant national influence to be mutually agreed upon by CVB and DEVENEY. DEVENEY has budgeted a $2,500 hard cost for the influencer as this level would include paying for the social and blog content in exchange for the mentions. DEVENEY will negotiate contract for the influencer fee and deliverables (number of posts). Payment for influencer will not exceed $2,500.

**Total Investment: $8,600** (reflects 30 hours + $2,500 influencer fee)

Additionally, DEVENEY will provide performance reports that will allow LTA and its partners to see the impact of the program.

DEVENEY will execute all agreements with the influencers and establish the deliverables for each campaign, obtain usage rights of the content created on behalf of the tourism partners and work in partnership with the partners to communicate any campaign hashtags or handles (i.e., #FeedYourSoul), where appropriate.

**Performance Visibility**

At the conclusion of each program, DEVENEY will provide a summary of the campaign performance. This summary will include:

- Catalog of quarterly published blog posts
- Website traffic (page views) to the blog post(s), if blogging was included
- Top themes from social media posts
- Social media campaign reach/impressions
- Social media engagements
- Traffic to:
  - Blog media summary (what was produced)
  - Top themes (word clouds)
  - Traffic to blogs
  - Social shares and engagement rate per post

---

**Ad Representative**

Tiffany Schultz • tiffany@louisianatravelassociation.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
Bandwagon has hosted national award-winning press trips for countless state tourism departments, local/regional DMOs, hospitality brands and attractions. Whether traditional media from local and national outlets to new media content creators focused on travel, Bandwagon’s proven press trip planning methods generate positive media coverage that results in an ROI for you to report to stakeholders and board members. Our team has more than 20 years of experience leading more than 2,500 travel journalists (some of them multiple times) on press trips across the country. From the smallest of rural destinations to the most recognizable travel destinations in the world, Bandwagon’s team has secured hundreds of millions of dollars in earned media for travel brands like yours. For programs such as this, Bandwagon’s clients typically see a 100% or greater ROI on their investment. Results vary and are highly dependent on the quality of experience the destination offers. As with any campaign that strives to generate earned media, coverage is not guaranteed, but with proper strategic planning your ROI will be maximized.

The Journalists
Bandwagon’s process includes an onboarding meeting where we will help you define what success looks like for your press trip. Then we reference our proprietary travel media database of more than 2,000 active travel media across the country. Simply put, we find the travel media most likely to connect with your target audiences no matter where they may be located within the U.S. There are no mileage restrictions associated with journalists on this opportunity so long as they reside in the U.S. From a local newspaper to the New York Times or a regional magazine to a national glossy, we will make sure your destination narrative is put in front of the correct journalists. Please note we will only present you with options of journalists who can receive a press trip and not be in violation of their outlet’s ethics policy and editorial guidelines. This insures you against hosting a journalist only to find out they can’t write about your destination. Travel media may be a combination of staff editors and writers coupled with freelance travel media who are proven producers.

The Itinerary
Bandwagon regularly hosts hundreds of travel journalists annually. Therefore, we are a great resource to help you plan the perfect experience. You will be responsible for securing all comps or paying for the experience you are offering, but we will be there with you every step of the way helping you plan a press trip with a meaningful focus that will result in the most coverage possible. We even help you format the document so that you will get the best possible response from journalists.

The Deliverables
- Dedicated PR account executive
- Planning meetings/project management via video conference
- Itinerary and logistics planning assistance
- Target Media List development
- Proactive media pitching services
- Flight costs or mileage reimbursement for each journalist
- Journalist management and travel coordination services
- Final evaluation document with ROI for the press trip
- Media monitoring services
- Media clip valuation and evaluation based on the Barcelona Principles 2.0 in timely coverage announcements with recommended social media post for sharing coverage on your social media channels
- Reminders from Bandwagon to follow-up with the new media contacts you’ve made

The Budget/Project Specifications
- Bandwagon will offer an unlimited number of Press Trips. Each press trip is a 16-week planning/pitching process not including the time to host the trip.
- Press trips can be for three (3), four (4), or five (5) journalists.
- This is a flat fee. No additional fees will be charged, and the number of media you want to participate will be guaranteed. Bandwagon will pitch until the number of media you request to attend have been confirmed.
- Fee covers all service deliverables listed. Bandwagon can be on-site to host your press trip for you, but additional fees will apply. Please reach out for quote.
- Discounts are available if you want to execute multiple press trips in a fiscal year.
- Cost: (Client is responsible for all costs associated with hosting journalists and/or obtaining comps for meals, hotels, and tickets. Bandwagon will cover airfare and/or mileage for each journalist.)
  - Three (3) journalists - $11,500.00
    (includes airfare and/or mileage for journalists)
  - Four (4) journalists - $12,900.00
    (includes airfare and/or mileage for journalists)
  - Five (5) journalists - $15,000.00
    (includes airfare and/or mileage for journalists)

Ad Representative
Tiffany Schultz • tiffany@louisianatravelassociation.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
Regional Media Blitz

Bandwagon

Bandwagon’s three-day media blitz puts you face-to-face with regional media who are interested in your destination or attraction story. A blitz is different from a media mission in that we plan a PR road trip and plan meetings with media outlets in four to six different cities/towns located in more rural areas than national media. You should expect 10-15 media pitching and/or broadcast opportunities. Bandwagon literally drives you to the media outlet for a personal meeting, on-air interview, or recorded TV segment to air later. We work destinations to get the maximum ROI by strategically planning trip giveaways as trade for additional coverage and more. We are inviting up to four (4) PR representatives from Louisiana destinations, attractions, restaurants, and museums. Having hosted media blitzes in more than 15 different states, we have perfected the process. As with any campaign that strives to generate earned media, coverage is not guaranteed, but with proper strategic planning your ROI can be maximized. An ROI of 50% to 100% or higher can be expected on a media blitz.

The Media Outlets
Bandwagon’s process includes an onboarding meeting where we will help you define what success looks like with the media blitz. Then we reference our proprietary travel media database of more than 2,000 active travel media contacts across the country for media in the geographic area we want to target. There are no mileage restrictions associated with this opportunity. For these regional media blitzes, we pitch radio, TV, local/area/state newspapers, local/regional magazines, freelance travel media, and/or notable websites that feature travel coverage.

The Itinerary
Bandwagon will plan a media blitz itinerary that maximizes the time spent on the road. We will get you the most possible face-to-face meetings – that time will allow - with local media and freelance travel media along the way.

The Deliverables
• Dedicated PR account executive
• Planning meetings/project management via video conference
• Itinerary development and logistics planning
• Target Media List development
• Proactive media pitching services
• Bandwagon staff to lead media blitz and manage on-site logistics
• Final evaluation document with ROI for the media blitz
• Media monitoring services
• Media clip valuation and evaluation based on the Barcelona Principles 2.0 in timely coverage announcements with recommended social media post for sharing coverage on your social media channels
• Reminders from Bandwagon to follow-up with the new media contacts you’ve made

The Budget/Project Specifications
• Bandwagon requires four (4) LTA members in order to fill a media blitz. Each media blitz is a 16-week process from start to finish.
• Media blitz dates are subject to availability of Bandwagon’s PR account executives.
• Fee covers all deliverables mentioned as well as Bandwagon’s travel expenses, the rental car, and fuel. Bandwagon will be on-site to host your media blitz.
• Cost: (Participants are responsible for their own hotel, meals, and incidentals.)
  o Three (3) day media blitz - $4,200.00 per partner (four partners needed to make project)
**ADARA Impact Analytics/Measurement Tool**

**Individual Buy**

**Who is ADARA:**
ADARA is the World’s Only Data CO-OP, and has direct data partnerships with over 200+ travel brands including major airlines and hotels, etc. ADARA’s proprietary technology is fueled by anonymized, real-time search, purchase, and loyalty data from those 200+ recognized travel brands. Additionally, they have over 14 Billion+ Travel searches annually, 950 million + air and hotel bookings annually, 1.2 Billion+ rich profiles that include, on average: 30+ data points per profile which creates a comprehensive view of the traveler, and over 850 million monthly active travelers.

**What is ADARA Impact:**
Measures the effectiveness of your marketing efforts by connecting your media campaigns and website visitors with ADARA’s broad ecosystem of travel data. Unlocks unprecedented insight into the types of travelers that visit your destination and respond to your marketing campaigns.

Helps optimize your media spend & marketing strategies by associating marketing investments directly with the travel activity of your audience. Allows you to track your digital marketing ads (native, display, social, search, etc.) and website. Show real-time hotel searches and bookings specific to your market. This web-based platform allows you, the destination marketing organization, to quantify the value and economic impact of your marketing efforts by directly connecting your media campaigns and website activity to revenue spent in the market. Also see your top origin markets, trip planning windows, and demographic data of the travelers booking into your market.

**Other data included in the full suite of the platform includes:**
- Total Travelers and Party size, # of booked rooms and Total Nights
- Hotel Revenue brought into the market per your media campaigns and website visits
- Age & Income Demographic Data
- Top Alternate Searched & Booked Markets
  *Top Origin and destination markets

<table>
<thead>
<tr>
<th>Option 1: Site Impact $9,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Connect your website (by placing ADARA pixel trackers) to travel activity in order to understand how your website influences visitation to your specific destination.</td>
</tr>
<tr>
<td>Platform includes the following data specific to your destination:</td>
</tr>
<tr>
<td>• No. of Site Visits &amp; No. of Page Views</td>
</tr>
<tr>
<td>• No. of Unique Visitors</td>
</tr>
<tr>
<td>• No. of Searches &amp; No. of Bookings</td>
</tr>
<tr>
<td>• Average Daily Rate (ADR) &amp; Length of Stay (LOS)</td>
</tr>
<tr>
<td>• Total Travelers &amp; Total Nights</td>
</tr>
<tr>
<td>• Estimated Hotel Revenue</td>
</tr>
<tr>
<td>• Trip Planning Metrics</td>
</tr>
<tr>
<td>• Top Origin Markets</td>
</tr>
<tr>
<td>• Age &amp; Income Demographic Data</td>
</tr>
<tr>
<td>• Top Alternate Searched &amp; Booked Markets</td>
</tr>
<tr>
<td>*If a traveler saw your ad, or visited your website</td>
</tr>
<tr>
<td><strong>What you get:</strong></td>
</tr>
<tr>
<td>• Full year of access to the platform with unlimited individual log-ins and unlimited pixels</td>
</tr>
<tr>
<td>• Onboarding kick-off call, and bi-annual client check-in calls with ADARA Impact Account Management rep</td>
</tr>
</tbody>
</table>

| Option 2: $13,000 |
| IMPACT Plus Site only (enriched new data) |
| Will get the same as IMPACT (Option 1), will also have a 2nd tab (enriched) that allows an entire 100% hotel in market view of revenue, room nights, searches, etc.. This data uses a new methodology that can give a holistic view of all hotel bookings, not just via our data partners. |

| Option 3: $19,000 |
| Full IMPACT Media and Site (not plus) |
| Includes all the reporting in Option 1. Also, can create and track as many pixels on both your site and all of your media vendors. This will show how all of your media campaigns are doing. |

Ad Representative  • Mary Flynn  
mary.flynn@adara.com
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.

**Exclusive Offer for LTA Members Only – Free MarketMinder access OR Free Market Report with the purchase of a Trend Report Subscription**

**Program Options:**

1. **Trend Reports – Monthly subscriptions starting at $350/month ($4,200 annually)**
   - Excel report w/ Key Performance Metrics including Occupancy, ADR, and RevPAR - combined with STAR reports you can build a much more complete analysis of the full lodging ecosystem
   - Ability to customize client-specific metrics at zip code and neighborhood level
   - Subscription includes all historical data with first deliverable (data from Oct 2014 in most markets)

2. **MarketMinder Online Dashboard – Monthly subscriptions starting at $60/month ($840 annually)**
   - Interactive market intelligence dashboards with rich visualizations of trends in Pricing, Occupancy, and Revenue trends down to the zip code, neighborhood, and property level

3. **Guest Origin Data -Monthly subscriptions starting at $240/month ($2,850 annually)**
   - Tracks every Airbnb review since 2012 including profile details (city, country of origin, review text, profile photos & URL)
   - Data on guest origin providing insight into overall trends and marketing campaign effectiveness

*Annual Subscriptions & Package Pricing available upon request*

For more information contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

Ad Representative • Kellen Kruse
Kellen.Kruse@airdna.com
Audience Segmentation Analysis & Profile

Who is Morgan & Co.?
Morgan & Co. is a media agency with over 22 years of tourism and hospitality experience across the U.S. Core services include audience analysis, media strategy and analytics to help destinations and attractions produce smart media strategies, that reduce media investment while boosting a return on investment.

Package:
Successful media strategies require a crystal-clear understanding and analysis of a brand’s audience. But knowing an audience goes beyond standard demographics. Motivating audience segments to take action is more about understanding their lifestyles, their habits, what makes them excited about the destination and how they make decisions.

In combination with the client’s data, Morgan & Co. will use an extensive list of research tools and data providers to reveal intricate details of the destination’s audience segments. Including their likes, interests, desires and beliefs, where they hail from, and what they do pre- and post-visits. The program will also look at how they gather information, communicate and make decisions. We will cull down an audience group to highly focused, more qualified segments so your destination has a great chance of connection, converting and increasing visitor numbers.

Deliverables:
- Analysis and lifestyle map of segment clusters (demographic, psychographic, lifestyle, interest)
- Media habits and trends among past and future visitor segments
- List and ranking of primary visitor zip codes
- Recommended media strategy leveraging audience segment(s) insight

Client To Provide (suggested):
- Access to customer database
- Historical visitor research
- Visitor origination market data
- Access to Google Analytics, social media analytics

LTA Member Rate: $6,000

Ad Representative • Eric Morgan
eric@morganandco.com
STR and the Louisiana Travel Association are pleased to announce their partnership. This is a great opportunity for LTA members to join a co-op for hotel performance data.

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
- Average Daily Rate
- Total Supply (Total # of rooms available to sell in your area during the month)
- Total Demand (Number of rooms sold)
- Revenue (Just rooms- no tax, food/beverage or resort fees)
- RevPar (Revenue divided by supply, basically the money brought in per room if it was sold or not)

For more information contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

**STR Report**

LTA Member Rate

$1,000

*Minimum of 5 participants must buy-in.

Ad Representative • Kelsey Waite
KWaite@str.com
Gray Media TV Promotion

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
Gray will help put a commercial together from existing footage the participant has. Extra fee of $300-$400.

Targeted
• Geography by Gray TV Stations
• Local newscasts and other popular TV programs

Market Selections*
Contact Tiffany Schultz 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

Media/Delivery
Email ad materials to tiffany@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.

Option 1:
2-Market Plan $6,350
1,225,000 total impressions
(Recommend 1 big and 1 small market)

Option 2:
3-Market Plan $9,000
1,700,000 total impressions
(Recommend 1 big, 1 medium and 1 small market)

Option 3:
4-Market Plan $13,000
2,550,000 total impressions
(Recommend 2 big, 1 medium and 1 small market)

Option 4:
5-Market Plan $17,000
3,275,000 total impressions
(Recommend 2 big, 2 medium and 1 small market)

Space & Materials Deadlines
1 month before start date

Ad Representative
Tracy Dedeaux
tdedeaux@fox8live.com
People are watching as much TV as ever, but the delivery options are growing. Many are using their TV as the screen for their mobile apps and are replacing cable/satellite with streaming. You can reach this fast-growing audience with OTT (Over The Top) impressions. This enables you to marry the emotional power and commercial polish of your TV message with cutting-edge technology and placement. Your message, pinpoint placement and the hottest new media choice… a winning combination!

**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).

**Targeted**
Demographics, geotargeting and contextual targeting

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

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Campaign**
Starts any time - Can run 30 to 70 days.

**Program**
- In-stream (Your TV spot plays during regular commercial breaks)- 55,000 Video Plays
- Pre-Roll (Your TV spot plays right before the program begins)- 62,500 Video Plays

**Airs on Roku, Amazon Fire, Apple TV and smart TV in addition to other OTT**

**Total Video Plays - 117,500**

**LTA Member Rate:**
$2,950

**Space & Materials Deadlines**
1 month before start date
Bon Appétit focuses on what’s current and stylish, while giving readers valuable cooking tools and tips.

**Added Value**
- 1/2-page buy receives a 2-month banner ad campaign. (150,000-200,000 impressions)

**Texas Market**
- LTA’s full-page ad creative will run in an additional market of your choice.

**Ad Specs**
- **1/2 page ad** - 7.5” w x 4.5” h
- **1/4 page ad** - 3.625” w x 4.375” h
- **1/8 page ad** - 3.625” w x 2.125” 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Issue**
May 2020 & 2021
(Travel Issues)

**Market/Circulation**
Texas, Louisiana and Mississippi/104,000

**LTA Member Rate**
- 1/2 page $7,500
- 1/4 page $3,750
- 1/8 page $1,875

**Space & Materials Deadlines**
February 1, 2020 & 2021

---

**Ad Representative**
Sarah Felix
sfelix@zmedia-inc.com
Together, Food Network Magazine and LTA will tap into our passionate engaged audience to align our brands for an exclusive, intimate look at the best Louisiana has to offer! Food Network Magazine is pleased to offer LTA members an ad space that will bring to life the culture, arts, history and cuisine of each partner—ultimately enticing readers to book travel to the different LA destinations.

**Added Value**
- One “Taste for Travel” Promotional Listing in book
- Two months “Taste for Travel” Online Promotion
- Video Posting (1 video for 2 months) on “Taste for Travel” Online
- Two tweets on @FoodNetMagPromo

**Ad Specs**
- **1/2 page ad** - 8.5”w x 4.25”h
- **1/4 page ad** - 4.125”w x 4.25”h
- **1/8 page ad** - 4.125”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
April 2020 & 2021
October 2020

**Market/Circulation**
Alabama, Florida, Texas, Mississippi, Louisiana: 254,056

**LTA Member Rate**
1/2 page $11,500
1/4 page $5,750
1/8 page $2,875

**Space & Materials Deadlines**
- April 2020
  - January 15, 2020
- October 2020
  - July 15, 2020
- April 2021
  - January 15, 2021

**Ad Representative** • Leslie Wehrmann
leslie@wisdommediaco.com
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**
- 62% spend more than an hour reading each issue
- 89% save back issues
- 97% prepare recipes from each issue
- 64% purchased or researched a product or place advertised

### Ad Specs

**Trim size:** 8 x 10.875; live area .25 in from trim; Space Bleed Non-Bleed

<table>
<thead>
<tr>
<th>Full Page</th>
<th>8.25 x 11.125</th>
<th>7 x 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 Vertical</td>
<td>4.625 x 10</td>
<td>2/3 Vertical</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.5 x 10</td>
<td>1/2 Vertical</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 x 4.875</td>
<td>1/2 Horizontal</td>
</tr>
<tr>
<td>1/2 Spread</td>
<td>15 x 4.875</td>
<td>1/2 Spread</td>
</tr>
<tr>
<td>1/2 Jr.</td>
<td>4.625 x 7</td>
<td>1/2 Jr.</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25 x 10</td>
<td>1/3 Vertical</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.625 x 4.875</td>
<td>1/3 Square</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3.5 x 4.875</td>
<td>1/4 Vertical</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2.25 x 4.875</td>
<td>1/6 Vertical</td>
</tr>
</tbody>
</table>

**Space & Materials Deadlines**
- January/February 2020 - November 25, 2019
- March/April 2020 - January 25, 2020
- May/June 2020 - March 25, 2020
- July/August 2020 - May 25, 2020
- September/October 2020 - July 25, 2020
- November/December 2020 - Sept 25, 2020
- January/February 2021- November 25, 2020
- March/April 2021: January 25, 2021
- May/June 2021: March 25, 2021

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative** • Susan Ford
susan@kitchenandculture.com

---

Contract or Insertion Order and Ad Materials are sent directly to LTA
64 Parishes is the premier magazine of Louisiana history and culture. Published by the Louisiana Endowment for the Humanities and formerly known as Louisiana Cultural Vistas, 64 Parishes is a quarterly magazine whose staff believes that Louisianans from every corner of our state have something to say. Our mission is to work with writers, artists, photographers, and culture bearers to tell stories that explore our past, reflect on our present, and imagine our future. Our readers are educated and engaged locals, tourists, and Louisianans living outside the state who are eager to experience and preserve the unique cultures and traditions of Louisiana.

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

### Ad Specs
**Full page ad**
- Bleed 8.5”w x 11.125”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
- Press-quality PDF with minimum resolution of 300 DPI
- Fonts embedded or converted to outlines

### Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

### Issue
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Market/Circulation</td>
<td>Louisiana, Texas, Mississippi 72,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### LTA Member Rate
- Full page $1,860
- 1/2 page $1,140
- 1/4 page $780

### Space & Materials Deadlines
- Winter 2019/2020 October 10, 2019
- Spring 2020 January 10, 2020
- Summer 2020 April 10, 2020
- Fall 2020 July 10, 2020
- Winter 2020/2021 October 10, 2020
- Spring 2021 January 10, 2021

---

Ad Representative
Lauren Noel
Noel@leh.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
The Oxford American (OA) magazine is a unique quarterly publication that enhances the cultural fabric of the region. It is a respected brand that’s won multiple National Magazine Awards over its 27-year history.

The OA’s mission is to explore the complexity and vitality of the American South through exceptional writing, music, food, and the visual arts. Distributed regionally and nationally, the Oxford American has a dedicated audience of cultural travelers.

Added Value
• All print buys include digital added value.
• Full Page Buy: 300x250 web banner for one month AND one 585x120 banner placement in the OA’s weekly e-newsletter
• 2/3 Page Buy: 300x250 web banner for one month OR one 585x120 banner placement in the OA’s weekly e-newsletter
• 1/2 Page Buy: 300x250 web banner for one month OR one 585x120 banner placement in the OA’s weekly e-newsletter
• 1/3 Page Buy: 300x100 web banner for one month

Ad Specs
Full page ad: (with bleed): 8.375”w x 10.75”h
Ad plus bleed - 8.625”w x 11”h
2/3 page ad - 4.75”w x 9.625”h
1/2 page ad - 7.375”w x 4.769”h
1/3 page ad - 4.769”w x 4.769”h
• CMYK, high resolution ad saved as a press quality PDF
• Fonts embedded or converted to outlines

Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
AARP The Magazine reaches the largest and most powerful travel segment in America - the 50+ audience. Distributed bi-monthly to over 38 million AARP Members, AARP The Magazine highlights the active and travel-loving lifestyles of the Best Boomers and Beyond. Over 97% of AARP Members will book a trip within the next year making our readers the top choice for tourism advertisers to grow their business.

Added Value
**Bonus Advertorial:** With each full or half page media buy within AARP The Magazine, LTA Members will receive bonus advertorial equal in size. This corresponding advertorial will be created by AARP Media Sales and highlight all LTA participants.

**Free Resources:** With each media insertion, LTA Members will receive one reader service listing within Free Resources in book and online generating leads from over 23 million 50+ households nationwide.

**Select Destinations:** LTA Members will also be placed on AARP.org within our travel enthusiast section, Select Destinations, with logo, URL, and copy. Each flight is two months and aligns with each print insertion.

**Ad Specs**
- **1/2 page ad** - 7.375” w x 4.125” h
- **1/4 page ad** - 3.5875” w x 4” h
- **1/8 page ad** - 3.5875” 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

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
- April/May 2020
- October/November 2020
- April/May 2021

**Market/Circulation**
- TX 50-59/309,600

**LTA Member Rate**
- **1/2 page** $9,250
- **1/4 page** $4,625
- **1/8 page** $2,313

**Space & Materials Deadlines**
- April/May 2020: January 31, 2020
- October/November 2020: July 31, 2020
- April/May 2021: January 29, 2021

**Ad Representative** • Brittanie Buchanan Oleniczak
brittanie@osquaredmedia.com
**Garden and Gun**

*Garden & Gun* is the only magazine that combines the sporting life with the arts, culture and cuisine shaping each destination. G&G uncovers Southern and Caribbean adventures, hotels and resorts – the exploring, the connecting with the surroundings, the traditions and culture, the whole experience – for discriminating travelers.

**Reader Profile**
- Women: 46%
- Male: 54%
- Median Age: 54
- 90% are 35+

**Ad Specs**
- **1/2 page ad** - 8.5"w x 4.5"h
- **1/4 page ad** - 4.125"w x 4.25"h
- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Added Value**
- For each ROB Full-Page insertion, each LTA Partner receives:
  - Online Field Report: Destinations listing for two (2) months to coincide with issue timing
  - 50K ROS impressions, delivered over two-month time frame
- For each ROB Two-Page Spread insertion, each LTA Partner receives:
  - Online Field Report: Destinations listing for two (2) months to coincide with issue timing
  - 75K ROS impressions, delivered over two-month time frame

**Issue**
- **February/March 2020 & 2021**
- **October/November 2020**

**Market/Circulation**
- National/400,000

**February/March 2020 & Oct/Nov 2020**

<table>
<thead>
<tr>
<th>Rate</th>
<th>1/2 page</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTA Member Rate</td>
<td>$13,250</td>
<td>$6,625</td>
</tr>
</tbody>
</table>

**February/March 2021**

<table>
<thead>
<tr>
<th>Rate</th>
<th>1/2 page</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTA Member Rate</td>
<td>$13,600</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

**Space & Materials Deadlines**
- **February/March 2020**
  - November 5, 2019
- **October/November 2020**
  - July 10, 2020
- **February/March 2021**
  - November 5, 2020

2020/2021 dates have not yet been released; dates above are approximate and subject to change. Exact close dates to come.

**Ad Representative** • Michael Stafford
Michael@lewisstafford.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
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 monthly magazine in Houston and reaches a third of that population.

Added Value
• 1x buy-Banner ad on Houstonia e-newsletter. (15,000+ subscribers. 17.5% open rate)
• 3x buy- 1 banner ad- 35,000 impressions
• 3x buy- 1 custom eblast to Houstoniamag.com subscribers (13,900+ subscribers. 22% open rate)

Ad Specs
Full Page Bleed - 8.625”w 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 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”
  • PDF-X1a preferred

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

Issue
March 2020 & 2021
May 2020 & 2021
July 2020
October 2020

Market/Circulation
Houston and greater Houston area-65,000.
Readership-510,218

LTA Member Rate
Full page $7,800
2/3 page $5,450
1/2 page $4,600
1/3 page $3,200
1/6 page $1,875

Space & Materials Deadlines
March 2020 & 2021
  January 25th
May 2020 & 2021
  March 25th
July 2020
  May 20, 2020
October 2020
  August 25, 2020

Ad Representative • Missy Eitreim
meitreim@houstoniamag.com

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

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

---

**Added Value**

- ROS banner ad for 2 months

**Ad Specs**

**Bleed ad sizes** - Add 1/8” image outside of trim.  
Safety Area: Keep live elements 3/8” inside trim

**Spread** - Trim - 18”w x 10.875”h

**Full page ad** - Trim - 9”w x 10.875”h

**1/2 Page ad** - Trim - 9”w x 5.25”h

- PDF-X1a preferred

**Media/Delivery**

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

---

**Issue**

<table>
<thead>
<tr>
<th>Winter/Spring 2020 &amp; 2021</th>
<th>Spring/Summer 2020 &amp; 2021</th>
<th>Summer/Fall 2020</th>
<th>Fall/Winter 2020</th>
</tr>
</thead>
</table>

**Market/Circulation**

Regional- TX, MS, LA, TN, VA, WV, NC, SC, GA, AL, AK, FL 54,000

**LTA Member Rate**

<table>
<thead>
<tr>
<th>Full Page</th>
<th>$3,550</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$2,200</td>
</tr>
<tr>
<td>Inside Cover Spread</td>
<td>$6,390</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,260</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,790</td>
</tr>
</tbody>
</table>

**Space & Materials Deadlines**

<table>
<thead>
<tr>
<th>Winter/Spring 2020</th>
<th>January 6, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring/Summer 2020</td>
<td>April 15, 2020</td>
</tr>
<tr>
<td>Summer/Fall 2020</td>
<td>July 1, 2020</td>
</tr>
<tr>
<td>Fall/Winter 2020</td>
<td>October 8, 2020</td>
</tr>
<tr>
<td>Winter/Spring 2021</td>
<td>January 6, 2021</td>
</tr>
<tr>
<td>Spring/Summer 2021</td>
<td>April 15, 2021</td>
</tr>
</tbody>
</table>
Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, garden, travel, and style. Reaching a national audience of more than 23 million people each month, Southern Living connects consumers to the region’s rich culture through a variety of print, digital, mobile, tablet, video, and event platforms. Headquartered in Birmingham, AL, the rapidly expanding Southern Living brand is the authority on all things Southern.

Our mission is to bring enjoyment, fulfillment, and inspiration to our readers by celebrating the best of the Southern lifestyle. We inspire creativity in their homes, their kitchens, their gardens, and their personal style. We are relentless champions of our region, and we set the standard for excellence in Southern content regardless of platform or medium.

Reader Profile
Female: 83%
Male: 17%
Median Age: 50

Added Value
Every participating partner will receive a listing in the Travel Planner page in Southern Living. The listing will be accompanied by a lead generating BRC card in order to provide leads. Each partner will also have a listing on the Travel Planner page within SouthernLiving.com.

Ad Specs
1/2 page ad - 7.75”w x 4.125”h
1/4 page ad - 3.75”w x 4.125”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
• eps, jpeg or tif files are accepted

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

Issue
May 2020 & 2021

Market/Circulation
Louisiana, Texas, Oklahoma, Arkansas and Missouri - Southwest Region/ 576,000

LTA Member Rate
1/2 page $14,600
1/4 page $7,300
1/8 page $3,650

Space & Materials Deadlines
May 2020 - February 15, 2020
May 2021 - February 15, 2021
*estimated dates- could change
Southern Living

Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, garden, travel, and style. Reaching a national audience of more than 23 million people each month, Southern Living connects consumers to the region’s rich culture through a variety of print, digital, mobile, tablet, video, and event platforms. Headquartered in Birmingham, AL, the rapidly expanding Southern Living brand is the authority on all things Southern.

Our mission is to bring enjoyment, fulfillment, and inspiration to our readers by celebrating the best of the Southern lifestyle. We inspire creativity in their homes, their kitchens, their gardens, and their personal style. We are relentless champions of our region, and we set the standard for excellence in Southern content regardless of platform or medium.

Reader Profile
Female: 83%
Male: 17%
Median Age: 50

Added Value
• Full circulation (2,800,000) reader response listing for each participant in the issue carrying their advertisement.
• BRC card to accompany Travel Planner page
• Listing on SLTravelPlanner.com

Ad Specs
1/6 page - 2.25”w x 4”h
saved as a high resolution PDF

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

Issue
Monthly
January 2020 - June 2021

Market/Circulation
Louisiana, Texas, Oklahoma, Arkansas and Missouri - Southwest Region/ 576,000

LTA Member Rate
1/6 formatted ad $4,680

Space & Materials Deadlines
January 2020-October 20, 2019
February 2020-November 20, 2019
March 2020-December 20, 2019
April 2020-January 20, 2020
May 2020-February 20, 2020
June 2020-March 20, 2020
July 2020-April 20, 2020
August 2020- May 20, 2020
September 2020- June 20, 2020
October 2020- July 20, 2020
November 2020 – August 20, 2020
December 2020-September 20, 2020
January 2021- October 20, 2020
February 2021- November 20, 2020
March 2021- December 20, 2020
April 2021- January 20, 2021
May 2021- February 20, 2021
June 2021– March 20, 2021
*estimated dates- could change

Ad Representative • Sarah Smith
Sarah.Smith@meredith.com

*Contract or Insertion Order and Ad Materials are sent directly to LTA
Since 1973, **TEXAS MONTHLY** has been the guide to being Texan, reporting on the many subjects and places that make Texas Texas. *Texas Monthly* is in limited company among elite magazines that have double-digit National Magazine Awards. With a total readership of more than 2.5 million, Texas Monthly continues to be the authority on Texas music, arts, food, culture, and travel.

Texas is the number one feeder market into Louisiana. More than 40% of out-of-state visitors to Louisiana come from Texas, and 30% of *Texas Monthly* subscribers plan to visit Louisiana in the next 12 months.

**Reader Profile**
Female: 48%
Male: 52%

**Added Value**
- Listing that links to your site in the Traveling Texan Trip Planner

**September 2020 added value:**
- Advertorial within the section
- One listing in the Traveling Texan Trip Planner
- Inclusion in the Louisiana sponsored content page on TexasMonthly.com

**Ad Specs**
1/2 page ad - 7.625”w x 4.125”h
1/4 page ad - 3.75” w x 4.125”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
- eps, jpeg or tif files are accepted

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
April 2020 & 2021
September 2020
(Louisiana special section)

**Market/Circulation**
270,853  total circulation

**LTA Member Rate**
1/2 page $6,900
1/4 page $3,450
1/8 page $1,725

**Space & Materials Deadlines**
April 2020
February 15, 2020
September 2020
July 11, 2020
April 2021
February 15, 2021

**Ad Representative** • Ginny Ellsworth
GEllsworth@texasmonthly.com
**Where to Retire** is America’s foremost authority on retirement relocation for the more than 400,000 people who move across state lines to retire every year. For advertisers, it offers the only pure slice of this well-educated, well-traveled and affluent retirement market.

With over 200,000 paid subscribers, *Where to Retire’s* targeted circulation reaches an audience that is interested in a variety of retirement options. *Where to Retire* is the **only national magazine solely dedicated to providing destination and living information.**

**Reader Profile**
- 85% of *Where to Retire* readers are likely to relocate
- 3.2 Average number of times readers visit a destination before deciding to move
- 91% of readers rate the magazine’s content as excellent to good
- 93% of readers read one half or more of the magazine
- $158,000: Average Household Income

**Added Value**
- Online reader service listing
- Each participant will receive a free Retirement Planning Guide ad. 30 words of copy and image. This ad is keyed to the in-book reader service card. Value $1420

**Ad Specs**
- 1/2 page horizontal ad - 7”w x 4 5/8”h
- 1/2 page vertical ad - 3 1/4”w x 9 3/8”h
- 1/3 page vertical ad - 2 1/8”w x 9 3/8”h
- 1/3 page square ad - 4 1/2”w x 4 5/8”h
- 1/6 page ad - 2 1/8” w x 4 5/8”h

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Issue**
- January/February 2020 & 2021
- March/April 2020 & 2021
- May/June 2020 & 2021
- July/August 2020
- September/October 2020
- November/December 2020

**Market/Circulation**
- National/ 200,000

**LTA Member Rate**
- 1/2 page $6,850
- 1/3 page $4,300
- 1/6 page $2,150

**Space & Materials Deadlines**
- January/February 2020 & 2021
- September 25, 2019 & 2020
- March/April 2020 & 2021
- December 1, 2019 & 2020
- July/August 2020
- Apr 1, 2020
- September/October 2020
- May 25, 2020
- November/December 2020
- July 25, 2020

---

**Ad Representative** • Holly Russell
Holly@ajmediagroup.com

---

Contract or Insertion Order and Ad Materials are sent directly to LTA
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: 54%
Male: 46%
Median Age: 60

**Added Value**
- One month run of banner ads for each participant purchasing a 1/3-page ad and 2 weeks for those purchasing 1/6 page ad on birdwatchingdaily.com (BirdWatching website).
  All will receive reporting on their ad. 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
- 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

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
March/April 2020 & 2021
September/October 2020

**Market/Circulation**
National/ 37,000

**LTA Member Rate**
1/3 page $1,300
1/6 page $680

**Space & Materials Deadlines**
March/April 2020
  December 15, 2019
September/October 2020
  June 20, 2020
March/April 2021
  December 15, 2020

**Ad Representative** • Alexandra Piccirilli
apiccirilli@madavor.com
Outside is the original media brand celebrating the active lifestyle, with a legacy dating back more than 35 years. Outside inspires men and women to lead fulfilling lives by actively participating in outdoor sports and recreation. Outside covers all aspects of the active lifestyle- the sports and activities, people, gear, trends, cultures, travel, environmental issues and more.

Added Value
• All partners will receive a digital listing with data capture on Outsider’s Traveler’s Guide (online travel directory). Flighted to be live in tandem with the print magazine, participants have the opportunity to showcase logo, image, URL and copy points.
• Leads generated will be provided to the partners.

Ad Specs
1/4 page ad - 3.5”w x 4.75”h
1/6 page vertical ad - 2.25”w x 4.75”h
1/6 page horizontal ad - 4.75”w x 2.5”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative • Kelly Hediger
khediger@samssouth.com

Issue
Jan/Feb 2020 & 2021
March 2020 & 2021
April 2020 & 2021
May 2020 & 2021
June 2020 & 2021
July 2020
August 2020
September 2020
October 2020
November 2020
December 2020

Market/Circulation
National - 675,000

LTA Member Rate
1/4 page- $8,300
1/6 page- $7,800

Space & Materials Deadlines
Jan/Feb 2020-October 25, 2019
March 2020-December 10, 2019
April 2020-January 15, 2020
May 2020-February 10, 2020
June 2020-March 20, 2020
July 2020-April 15, 2020
August 2020-May 15, 2020
September 2020-June 20, 2020
October 2020-July 15, 2020
November 2020-August 20, 2020
December 2020-September 15, 2020
Jan/Feb 2021-October 25, 2020
March 2021-December 10, 2020
April 2021-January 15, 2021
May 2021-February 10, 2021
June 2021-March 20, 2021
Informing and entertaining golfers and family vacationers on the value and uniqueness of the South’s most enjoyable destinations. *South Coast Golf Guide* and southcoastgolfguide.com has for more than two decades retained the top spot as the reliable source for golf course information, directions and maps.

### Added Value
- Destination advertisers will be provided direct links from southcoastgolfguide.com to advertiser designated page on advertiser’s website.
- Digital “flipbook” with hyperlinks located on southcoastgolfguide.com

### Ad Specs
**Full page ad** - Trim size 5.25”w x 8.25”h  
Page Bleed Size - 5.5”w x 8.5”h (includes .25” bleed (**REQUIRED**))  
Full Page Non-Bleed Size - 4.75”w x 7.75”h  
**1/2 page ad** - 4.75”w x 3.75”h  
- PDF files preferred  
- CMYK, high resolution ad saved as a press quality PDF

### Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

### Issue
- **January 2020 & 2021**  
- **May 2020 & 2021**  
- **September 2020**

### Market/Circulation
- 50,000  
- Distribution includes more than 1,800 locations throughout Louisiana, Texas, Mississippi, Alabama, Tennessee, Arkansas and custom targeting to key origin markets.  
- Louisiana Welcome Centers  
- Select Mississippi Welcome Centers

### LTA Member Rate
- **Full page $1,665**  
- **1/2 page $1,035**

### Space & Materials Deadlines
- **January Issues**  
  - October 25, 2019 & 2020  
- **May Issues**  
  - March 20, 2020 & 2021  
- **September Issue**  
  - June 25, 2020

---

**Ad Representative** • Jonathan Laird  
jonathan@southcoastgolfguide.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
REACH 3 TOP LOUISIANA TRAVEL MARKETS/5 OF THE TOP 10 BDI MARKETS WITH ONE PUBLICATION. AAA Southern Traveler is the primary member communication to AAA Members in Louisiana, Mississippi and Arkansas. AAA Southern Traveler offers the largest circulation of any magazine in Louisiana and two other top feeder states…Mississippi & Arkansas. AAA membership in Louisiana has grown to more than 473,927 AAA members residing in over 171,704+ AAA households. Our membership in Mississippi, Louisiana’s #2 feeder state, is more than 211,148 members residing in over 76,499+ households and in the #4 feeder state Arkansas has more than 263,541 members in over 95,481+ households.

Louisiana Editorial in every issue!
95% were inspired to travel to a destination featured in AAA Southern Traveler
66% took Travel Planning actions after reading AAA Southern Traveler

Top Louisiana areas visited in 2018 by AAA Southern Traveler Members

<table>
<thead>
<tr>
<th>Area</th>
<th>%</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana</td>
<td>50.5%</td>
<td>481,749</td>
</tr>
<tr>
<td>New Orleans</td>
<td>47.6%</td>
<td>454,084</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>42.8%</td>
<td>408,294</td>
</tr>
<tr>
<td>Lafayette</td>
<td>32.4%</td>
<td>309,083</td>
</tr>
<tr>
<td>Lake Charles</td>
<td>26.3%</td>
<td>250,891</td>
</tr>
<tr>
<td>Shreveport</td>
<td>17.2%</td>
<td>164,081</td>
</tr>
<tr>
<td>Natchitoches</td>
<td>12.6%</td>
<td>120,198</td>
</tr>
</tbody>
</table>

Reader Profile (LA, MS, AR)
Membership/Readership: 953,960 (12/18)
Female: 49%
Male: 51%
Median Age: 53.7
Married: 53%
Average household income: $88,700

Reader Service
• Reader Service Card is included, and the leads can be retrieved online by the advertiser.
• Every issue has Louisiana editorial.

Ad Specs
1/3 page ad - 2.25"w x 8.375"h
1/6 page ad - 2.25"w x 4"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

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

Ad Representative • Holly Russell
Holly@ajrmediagroup.com

Issue
March/April 2020 & 2021
May/June 2020 & 2021
September/October 2020
November/December 2020

Market/Circulation
LA, MS, AR / 343,018

LTA Member Rate
1/3 page $2,475
1/6 page $1,238

Space & Materials Deadlines
March/April 2020
December 20, 2019
May/June 2020
February 1, 2020
September/October 2020
June 21, 2020
November/December 2020
August 23, 2020
March/April 2021
December 20, 2020
May/June 2021
February 8, 2021
AAA Texas Journey reaches the largest drive audience in Louisiana’s #1 feeder state...Texas. AAA Texas Journey continues to grow now reaching over 3.1 million members residing in over 1 million AAA Texas Households. According to DK Shifflet, in 2016 AAA members accounted for 28% of all paid room nights in New Orleans and 23% of all paid room nights in Louisiana. The AAA brand is one of the most trusted brands in America. Over 91% use the magazine for trip planning and 85% of AAA Texas Journey members said they traveled to a destination featured in the magazine. AAA Texas Journey delivers insider access to local, regional and national destinations, smart travel advice, immersive photography, captivating features and expert reporting on hotels, delectable food and current community events in every issue. By advertising with AAA your will have the implied endorsement that comes with being in the magazine.

**DISCOVER Texas Journey Special Sections:**
May/June 2020 & 2021
Sept/Oct 2020
- DISCOVER is a series of special sections published in Texas Journey magazine and showcased within the Texas Journey eNewsletter with a link to the DISCOVER special section on AAA.com.
- Delivered in the Spring and Fall, readers turn to Texas Journey special sections to DISCOVER things to do, places to go, products to purchase, and plan new adventures or weekend getaways.
- Featured in the Texas Journey eNewsletter emailed to more than 430,000 AAA Texas members.

Targeted Audience and Circulation for Special Section
Targeted to 500,000 AAA Texas Journey reader households throughout Texas, with household incomes of $75,000+ and propensity to travel during the Summer and Fall season. Skews Families on May/June and Empty Nesters in Sept/Oct.

Ad Specs
1/3 page ad - 2.25”w x 8.375”h
1/6 page ad - 2.25”w x 4”h
- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

Special Section Specs: Contact Tiffany Schultz

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

Ad Representative • Holly Russell
Holly@ajrmediagroup.com
Reach an audience with a 22.4 x Greater Affinity for Travel than the Average Internet Consumer. American Road readers take over a half million trips annually and reserve more than 1.4 million hotel rooms in advance.

We’re taking the ultimate road trip, and we’d like to take you along. Whether you burn rubber, or stop and smell the coffee, we’ll show you what’s out there to help you plan your next adventure. AMERICAN ROAD is your guide to the back roads—complete with breathtaking photography and tales to make you laugh out loud.

Reader Profile
Female: 57%
Male: 43%
Median Age: 50

Added Value
• A hyperlink from your website listing on your display ad in the digital edition, reader service listing and business reply card, social networking benefit (Our editorial staff posts about each advertiser on our social networking pages—Facebook, Twitter, etc.). A hyperlink to the advertiser’s site is included in each post. Click activity is tracked & reported via Clickmeter.com. Value $825/partner/insertion.
• A 1/2-page ad buy qualifies for a FREE online 1-page PDF Itinerary in a Louisiana section on Americanroadmagazine.com’s regional itinerary page. Downloads are tracked and reported. The average downloads per month, per advertiser: 506. Value: $845

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
• 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

Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
Backed by a powerful heritage of more than a century of exploration, global experts and signature photography, National Geographic Traveler attracts nearly 11.1 million readers driven to explore the world.

**Added Value**
Each participant receives a Reader Response Listing

**Ad Specs**
1/4 page ad - IMAGE- Horizontal, 3.25” x 2.4” @ 300 dpi or higher. 100 words, short headline, URL, and phone number. Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to process/CMYK

1/8 page ad - IMAGE- Horizontal, 3.25” x 1.2” @ 300 dpi or higher. 40 words, short headline, URL, and phone number. Logo: EPS vector format with all fonts converted to outlines, all spot colors converted to process/CMYK

*National Geographic Traveler will design advertiser’s Getaways unit and provide layout for final approval

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
- February/March 2020 & 2021
- April/May 2020 & 2021
- June/July 2020
- August/September 2020
- October/November 2020
- December 2020/January 2021

**Market/Circulation**
National- 550,000.
Total Audience of 11.1 million

**LTA Member Rate**
- 1/4 page $5,200
- 1/8 page $2,600

**Space & Materials Deadlines**
- February/ March 2020
  - November 25, 2019
- April/May 2020
  - January 25, 2020
- June/July 2020
  - March 25, 2020
- August/September 2020
  - May 25, 2020
- October/November 2020
  - July 25, 2020
- December 2020/January 2021
  - September 25, 2020
- February/ March 2021
  - November 25, 2020
- April/May 2021
  - January 25, 2021
ROVA - The Magazine for Epic Road Trips

“Great RV’ing in Louisiana”

ROVA is the travel lifestyle magazine for road vacations and the RV traveler. ROVA is about traveling the roads of America—authentic stories about life on the road; authentic images of people, places and curiosities; and a real look inside what this exciting travel has to offer. ROVA is for the road-trippers, the digital nomads and the life changers. ROVA recognizes that RV travel has reached record numbers and the industry is booming with Millennial and Gen Xers. LA is one of the top states for economic impact from RV tourism including travel, camping and all activities these tourists engage in.

Program Description: LTA members receive inclusion in ROVA with exceptional LTA member rates and custom content opportunities within five issues and multimedia added value.

Added Value

1/4 page buy - Banner ad on rovamag.com for approximately two months.

1/2 page buy - Banner ad on rovamag.com for approximately two months + up to 50 words of content.
- LTA member is included in magazine branded content on “Great RV’ing in Louisiana” with 25 words in one issue.

Full page buy - Banner ad on rovamag.com for approximately two months+ up to 50 words of content.
- Included in one ROVA eNewsletter to 1,200 opt-in RV camping enthusiasts with two 1/2 ad pages or Full-page ad.
- Included in magazine branded content on “Great RV’ing in Louisiana” in two issues with 25 words of content and photo.

Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

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

**Each LTA member with the equivalent of a 1/4 ad page paid will be included in “Great RV’ing In Louisiana”. If an LTA member advertises a 1/4 page unit in an issue with no other LTA participants, ROVA reserves the decision to add a border, place the unit without border or recommend a different issue to member to make a larger LTA section with border**

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

Issue
“Great RV’ing in Louisiana” is available in these issues:
2020: February, April, June, August and October
2021: February, April, June

Market/Circulation
National/50,000
Reaching an estimated more than 100,000 RV & camping enthusiasts

LTA Member Rate
Full page $4,500
1/2 page $2,900
1/4 page $1,700

Space & Materials Deadlines
February 2020
December 1, 2019
April 2020
February 1, 2020
June 2020
April 1, 2020
August 2020
June 1, 2020
October 2020
August 1, 2020
February 2021
December 1, 2020
April 2021
February 1, 2021
June 2021
April 1, 2021

Contract or Insertion Order and Ad Materials are sent directly to LTA

47
The mature/boomer (55+) market makes up 39% of all visitors to Louisiana. Since 1991, Travel 50 & Beyond is the only national subscription-based publication reaching the highly traveled boomer. According to the LOT/DK Shifflet August 2018 study, “the Mature market (55+)” stay longer, spend more and are brand loyal which means they will come back again if they enjoy their travel experience. The research shows that the 55+ traveler has the highest satisfaction rating of travelers to Louisiana with 91% saying they were either very or extremely satisfied with their travel experience. Travel 50 & Beyond audience is active and looking to experience the culture of a destination…and Louisiana has the culture. Our audience takes an average 4 domestic trips annually with a 7.7 days length of stay. Our subscribers travel in pairs, in groups and many times are the instigator of the multi-generation family vacation. 73% have contacted a travel advertiser directly.

**Great Lead Generator**

**Reader Profile**

Female - 61%  
Male- 39%

**Reader Service**

Reader Service is included, and leads will be sent directly to the advertiser every 2 weeks.

**Added Value**

Plan A Vacation Planning Guide ad – formatted ad consisted of 30 words of copy and 4C image which is keyed to the in-book reader service card. This is in addition to the online reader service bonus. Value: $1,310

**Ad Specs**

**Full page ad** - Trim 8”w x 10.5”h  
Live Area 7”w x 10”h, Bleed 8.25”w x 10.75”h

**1/2 page ad horizontal** - 7”w x 5”h

**1/2 page ad vertical** - 3.5”w x 10”h

**1/3 page ad square** - 4.625”w x 4.875”h

**1/3 page ad vertical** - 2.5”w x 10”h

**1/6 page ad** - 2.25”w x 4.875” 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative**  
Holly Russell  
Holly@ajrmediagroup.com

**Issue**

Winter 2020 & 2021  
Spring 2020 & 2021  
Summer 2020 & 2021  
Fall 2020

**Market/Circulation**

National/115,000

**January-June 2020 LTA Member Rate**

Full page $7,650  
1/2 page $5,090  
1/3 page $3,342  
1/6 page $1,870

**July 2020-June 2021 LTA Member Rate**

Full page $7,850  
1/2 page $5,250  
1/3 page $3,650  
1/6 page $1,890

**Space & Materials Deadlines**

Winter 2020 & 2021  
November 1, 2019 & 2020  
Spring 2020 & 2021  
December 20, 2019 & 2020  
Summer 2020 & 2021  
February 25, 2020 & 2021  
Fall 2020  
June 26, 2020
All ads will be placed in the Louisiana Day Trip Section of Where New Orleans.

**Issue**
Monthly publication with the ad buy running for 6 months.

**Market/Circulation**
70,000
Distributed in 160 hotels, 42 visitor venues including the Louis Armstrong Airport, Harrah’s, Audubon Aquarium and Shops at Canal Place.

**January 2020–June 2020**
**LTA Member Rate**
Premium Square $7,900
1/4 page $3,650

**July 2020–June 2021**
**LTA Member Rate**
Premium Square $8,800
1/4 page $4,750

**Space & Materials Deadlines**
**January 2020 & 2021**
November 20, 2019/20
February 2020 & 2021
December 10, 2019/20
March 2020 & 2021
January 10, 2020/21
April 2020 & 2021
February 10, 2020/21
May 2020 & 2021
March 10, 2020/21
June 2020 & 2021
April 10, 2020/21
July 2020
May 10, 2020
August 2020
June 10, 2020
September 2020
July 10, 2020
October 2020
August 10, 2020
November 2020
September 10, 2020
December 2020
October 10, 2020

**Added Value**
- Free listing on their website, www.WhereTraveler.com
- Social media marketing: WHERE uses Facebook to help promote their clients and their news.

**Ad Specs**
**Premium Square** - 4.1875”w x 4.1875”h
**1/4 page ad** - 2.75”w X 4.8175”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative**
Stephanie Cantrell | s.cantrell@jgeco.com
Ashlea Kelly | a.kelly@jgeco.com
Brand your destination in our *America’s Best Vacation Guide*; a glossy 4-color guide that has inspired travel to Louisiana destinations for more than a decade. We exclusively target affluent households that look to their Sunday newspaper as trusted source for travel ideas. The online extensions include content activation that will help drive traffic to your website so travelers can engage with the article and spend more time on page or banner ads that provide additional exposure and frequency; and opt-in for our lead generation program and build your database for future marketing efforts.

### Added Value
- 1/2 page receives 2,500 leads
- 1/4 page receives 2,000 leads
- 1/8 page receives 1,500 leads

### Content Activation
- 1/2 page: 2,000 Clicks + 1 written article
- 1/4 page: 1,500 Clicks driven to current content on website
- 1/8 page: 750 Clicks driven to current content on website

### OR Banner Ad Campaign
- 1/2 page: Banner Ads: 2 Million Impressions
- 1/4 page: Banner Ads: 1 Million Impressions
- 1/8 page: Banner Ads: 750,000 Impressions

### Ad Specs
- 1/2 page ad - 7.625”w x 3.5”h
- 1/4 page ad - 3.75”w x 3.5”h
- 1/8 page ad - 3.75”w x 1.625”h
  - PDF files preferred
  - CMYK, high resolution ad saved as a press quality PDF
  - Fonts embedded or converted to outlines

**Added value specs:** Contact Tiffany Schultz

### Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative** • Chris Conwell
ccowell@connectmeetings.com

---

**Issue**
Spring 2020 & 2021

**Market/Circulation**
500,000/Regional Newspapers
Charlotte Observer
Knoxville News Sentinel
The Advocate, Baton Rouge & New Orleans
San Antonio Express News
Chattanooga News-Press
Louisville Courier
Houston Chronicle
Dallas Morning News
Birmingham News
Nashville Tennessean
Atlanta Journal Constitution
The Commercial Appeal, Memphis

**LTA Member Rate**
- 1/2 Page $15,000
- 1/4 Page $7,500
- 1/8 Page $3,750

**Space & Materials Deadlines**
Spring 2020
February 1, 2020
Spring 2021
February 1, 2021

Contract or Insertion Order and Ad Materials are sent directly to LTA
Multi Media Bundle Discount
**Print Ad + Digital News Site + Content Platform=**
Purchase of all 3, LTA member receives an additional 20% discount off LTA rates**

Ad Specs
2x4 ad - 3.25”w x 4”h
2x6 ad - 3.25”w x 6”h
3x7 ad - 4.944”w x 7”h
- Grayscale, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

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

---

**Issue**
Weekly

**Market/Circulation**
Total Circulation is 627,223
Statewide- Over 1.7 million readership

**Regions**
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.**

Add a digital banner ad to your print buy- $450/per zone
- 100,000 Impressions
- 300x250, 728x90 & 320x50

**LTA Member Rate**
Buy Any One Region:
2x4 $720
2x6 $1,090
3x7 $1,670

Buy Any Two Regions:
2x4 $1,380
2x6 $1,890
3x7 $3,100

Buy All Three Regions (Statewide):
2x4 $1,880
2x6 $2,590
3x7 $4,200

**Space & Materials Deadlines**
Monday @ noon three weeks prior to the publication week.

---

Ad Representative
Kenny Shutt | kenny@lapress.com
Gary Miller | gary@lapress.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
Tourism clients asked LPA how they could gain more editorial coverage by Louisiana newspapers and news sites. LPA member publishers asked LPA how they could obtain more tourism and lifestyle content developed by local journalists. So, we developed the LPA Content Platform and ruemapper.com, the official LPA lifestyle site. There are over 50 publishers downloading and publishing content from the platform. Get your story published and read today!

1) Feature Story Option- $600
   • Article and photography created in collaboration with travel client & local journalist.
   • Article and photography shared with member news publishers for publication.
   • Article and photo appears as top feature story on ruemapper.com for 10 days and archived forever.
   • 100k impressions in a digital campaign on 10+ Louisiana news sites.
   • Analytics to support usage by member publishers and digital banner campaign

2) Article Boost Option- $120
   • Share an article and photo with news publishers for publication
   • Publish existing article and photo on ruemapper.com

**ADD ON: Development and full implementation of a sweepstakes opportunity with leads provided to LTA client- $250

LTA Member Rate
Option 1- $600
Option 2- $120
Add on- $250

Multi Media Bundle Discount
**Print Ad + Digital News Site + Content Platform= Purchase of all 3, LTA member receives an additional 20% discount off LTA rates**

Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

Ad Representative
Kenny Shutt | kenny@lapress.com
Gary Miller | gary@lapress.com
Powered by Cox Media Group, the Atlanta Journal Constitution invests in cutting edge technology to deliver content and advertising solutions, enabling clients to expand reach, strengthen brand awareness and drive conversions. We are THE voice for over 6 million Atlantans thirsting for the latest news and information. Allow us to create a customized marketing campaign to ensure a strong ROI for you in 2020 and beyond.

**Reader Profile**
Female: 56%
Male: 44%
Median age: 54
Average HHI: $75k+

**Added Value**
- Replica of print page also included in the e-edition of paper.

**Ad Specs**
1/2 page ad - 9.25”w x 8.625”h
1/4 page ad - 4.5”w x 8.625”h
1/8 page ad - 4.5”w x 4.25”h
- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

**Media/Delivery**
Email ad materials to tiffany@louisianatrlassoc.org, emails must specify program and company name in the subject line.

**Issue**
Spring Travel Guide Section (March 2020 & 2021)
Fall Travel Guide Section (September 2020)
*Travel Content Section included in all Sunday paper editions*

**Market/Circulation**
GA/1,065,587

**LTPA Member Rate**
1/2 page $4,400
1/4 page $2,200
1/8 page $1,100

**Space & Materials Deadlines**
Spring/March 2020
   February 1, 2020
Fall/September 2020
   August 5, 2020
Spring/March 2021
   February 1, 2021

**Ad Representative** • Gwen Beckham
Gwen.Beckham@coxinc.com
[225] is Baton Rouge’s city magazine and website geared towards foodies, culture, and entertainment enthusiasts in the Capital City region!

Stats
151K views per month on 225batonrouge.com. Time spent per article 1:10 min. Average CTR on banner ads is .1% (industry benchmark is .06%)

Reporting
Delivered at end of the campaign with impressions & CTR

Ad Specs
Contact Tiffany Schultz, tiffany@louisianatravelassociation.org

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

Campaign:
Starts at any time.
30-day campaign

Targeted: City Life website for Capital City Region

Programs
Option 1
300 x 250 banner ad on 225batonrouge.com
Estimated 35,000 to 50,000 impressions

Option 2
A digital sponsorship on 225batonrouge.com which includes advertiser’s logo in monthly print issue, banner ad live for 30 days, and logo on Home page in sponsor position

LTA Member Rates
Option 1 $450
Option 2 $650

Space & Materials Deadlines
2 weeks before start date

Ad Representative • Erin Palmintier-Pou
erinp@225batonrouge.com
AARP Digital Campaign

AARP.org: Digital Gateway to 50+ Travelers
AARP.org’s premium travel content and 50+ focus attracts online visitors who are more likely to be active travelers with the means and motivation to explore. Reaching an average of 13 Million unique visitors monthly, 97% of AARP Members will be booking a trip within the next year. With an average CTR double the industry standard, AARP.org can deliver Louisiana’s best travel prospects straight to your website.

Campaign: Starts any time (highest performing months for travel advertisers are April-September)

Targeted: Geo-targeted capabilities to fit your reach: Nationwide, all of Texas, all of Louisiana, Southwest region, specific cities in Texas or Louisiana. In banner 300x600 video and ROS video can be added to your campaign. If ROS video is added, impressions will change based on the CPM of video inventory.

Programs
1) 250,000 impressions
2) 500,000 impressions
3) 750,000 impressions
4) 1,000,000 impressions

LTA Member Rates
1) $3,400
2) $7,000
3) $10,000
4) $13,000

Space & Materials Deadlines
2 months before start date

Ad Spec
Run of Site:
728x90
300x600
300x250

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

Ad Representative • Brittanie Buchanan Oleniczak
brittanie@osquaredmedia.com
AAA Display Network helps to reach potential customers on relevant websites, blogs, etc. Examples: Time, Nat. Geo, CNN, Conde Nast, Weather Channel, Sports Illustrated, etc. Participants can customize their campaign by geo-targeting, behavioral and contextual targeting. Plus, retargeting capabilities included.

**Added Value**
Reporting sent at the end of campaign

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Campaign**
Start at any time:
1-month Campaign

**Programs**
- Basic Package
  - 100,000 Impressions
- Plus Package
  - 200,000 Impressions
- Premium Package
  - 400,000 Impressions

**LTA Member Rate**
- Basic $1,060
- Plus $1,900
- Premium $3,850

**Space & Materials Deadlines**
One month prior to start date

**Ad Representative** • Terry Patton
tpatton@national.aaa.com

Multimedia Marketing
ADARA Digital Campaign

ADARA is a data-driven marketing platform that leverages proprietary travel data to understand consumers and deliver better marketing ROI. We help destination marketing organizations, tourism boards, hotels, and attractions acquire new visitors, activate repeat visitors and better understand most valuable travelers. Our analytics solutions allow advertisers to quantify the value and economic impact of their digital marketing investments.

Option 1: One-month campaign - 1 million impressions
This program will allow you to put your message in front of travelers at the right time, by serving digital display ads through the following strategies:

- Target in-market Leisure Drive markets, weekend getaways and extended Louisiana vacations
- Target travelers who are searching for Louisiana Destinations
- Site Retargeting
- Post-Campaign reporting includes hotel booking revenue associated with the campaign

Option 2: Two-month campaign - 2 million impressions
This program will allow you to put your message in front of travelers at the right time, by serving digital display ads through the following strategies:

- Target in-market Leisure Drive markets and Top 10 Flight Markets
- Target travelers who are searching for Louisiana Destinations and competitively conquest other competing destinations
- Site Retargeting
- Post-Campaign reporting includes hotel booking revenue associated with the campaign

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

Ad Representative • Mary Flynn
mary.flynn@adara.com

Campaign
Starts at any time

LTA Member Rate
Option 1  $6,000
Option 2  $11,500

Space & Materials Deadlines
One month before start date

All ADARA programs are custom built to best support your destination and marketing needs. ADARA’s data can be used to help inform campaign structure and KPIs. Each campaign includes pre-campaign consultation, ongoing support, post-campaign audience and performance deep dive reports.
Canadian-Focused Digital Campaign

With a CANADIAN-FOCUSED PROSPECTING AND REMARKETING DISPLAY AD CO-OP, you can use the power of your brand to help increase site traffic and further encourage Canadian visitors to consider a Louisiana vacation.

How it works:
Prospecting Ads are strategically designed and placed to drive new traffic to your site. Then, by placing a remarketing tag on the LouisianaTravel.com website, we can send your ads to active site visitors from Canada. 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 conversion.

Includes easy to access reporting on Madden Voyage.

Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

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

Ad Representative • Danah Heye
dheyemaddenmedia.com

Timeframe
January 2020-June 2021: Starts at any time and flights run 2 to 3 months depending on the package

Estimated Clicks and Impressions:
Bronze
• Prospecting 250+ estimated clicks / 280,000 estimated impressions
• Remarketing Ad 220+ estimated clicks / 120,000 estimated impressions
• 2-month campaign
Silver
• Prospecting Ads 600+ estimated clicks / 665,000 estimated impressions
• Remarketing Ads 580+ estimated clicks / 305,000 estimated impressions
• 2-month campaign
Gold
• Prospecting Ads 850+ estimated clicks / 935,000 estimated impressions
• Remarketing Ads 740+ estimated clicks / 390,000 estimated impressions
• 3-month campaign

LTA Member Rate
Bronze: $3,000
Silver: $5,400
Gold: $7,000

Space & Materials Deadlines
One month before start date

Contract or Insertion Order and Ad Materials are sent directly to LTA
Digital Impact Solutions provides innovative and effective marketing solutions for Messenger Marketing using Chatbots software. Most Chatbots are currently delivered on Facebook Messenger & soon on Instagram & WhatsApp. 80% of all customer interaction with a business will be without human interaction, i.e. via chatbots by 2020.

**Chatbots**

**How it works**
The automated chatbots are focused on conversational marketing with personalized content delivery with these key benefits:

- Engagement rates 10X those of email marketing and at an extremely low cost per contact.
- Realtime capture and regular reporting of customer engagement data including interests and preferences.
- All personal data and communications with opted-in chatbot users is fully compliant with Facebook Messenger rules and conditions.
- Engage with your visitors in a personalized way with automated conversations on Facebook Messenger using a chatbot that can be initiated via a website icon or pop-up as well as wherever a URL can be inserted, e.g. in email campaigns, banner ad campaigns or Facebook Ads and posts.
- They also enable the CVB to feature local business partners on an innovative and effective communications platform.

**Campaign**
Starts at any time

**LTA Member Rate**
**CVB Pricing**
3 months $1,500
6 months $1,920
1 year $2,700

**LTA Member Rate**
**Hotel, Restaurant, Attraction Pricing**
3 months $960
6 months $1,400
1 year $2,100

**Space & Materials Deadlines**
Two months before start date

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Ad Representative**
Peggy Lee | peggy@digitalimpactso...
For thirty-five years Country Roads magazine has showcased the events, destinations and attractions of Louisiana by connecting visitors and residents with the culture that surrounds them. With a new series of custom content marketing products and services, LTA members can put Country Roads’ decades of editorial and marketing experience to work for them to build awareness, increase engagement and grow lead-generation with their own audiences, better serve their stakeholders, and reduce internal workload.

Package 1: Original Article Content E-Newsletter. 6-month campaign
Country Roads’ content marketing team will plan, build, and execute a custom content campaign that specifically aligns your marketing goals with your audience’s interests. This program will:

- Develop original article content to populate your website (2 articles/month. Total of 12)
- Deliver article content directly to your existing audience via monthly e-newsletter.
- Grow your email marketing audience using targeted social media marketing through your social channels.
- Cross-promotion to Country Roads’ regional audience through the Country Roads This Week events e-newsletter.
- Monthly report detailing email open rate, article click rate, overall page views, time-on-site, and social posting reach & engagement.

Package 2: Custom Content 6-month campaign.
Two (500-700) word custom articles per month for a 6-month duration. 12 total. Includes:

- Client consultation to establish campaign goals, target audience & desired outcome/call-to-action.
- Research, writing, editing, proofing to client.
- Rights to reproduce the work for client’s promotional purposes.

Optional add-ons would include:
- Digital/social media marketing package: $500/month.

Package 3: Monthly Giveaway Lead Generation
One-month campaign.
This is a GREAT way to grow leads, especially for hotels and CVBs that can offer an attractive prize.

- Client consultation to identify suitable prize giveaway.
- 1 x full-page print ad promoting contest in Country Roads magazine. Premium position.
- Month-long digital campaign promoting contest at countryroadsmag.com.
- Month-long social media campaign promoting contest.
- Custom landing page containing prize details, signup functionality, disclaimer language.
- Prize drawing. Winner promotion. Delivery of entrants’ names/emails to client.
- Post-campaign report detail digital ad impressions, click-through rate, email database delivery.
Drive targeted travelers to your mobile friendly site for bookings, events calendar, general information, special offers, social media posts, contests, email database PLUS be able to retarget them as well.

**How it works**
Constructs a virtual boundary which allows advertisers to send mobile advertising to anyone entering their area from 5 days ago to one year ago via their unique IP address. Also, can target visitors that have been to a competitors or similar profile locations, demand drivers for your market – business or leisure focus – and events too.

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Campaign**
Start at any time:
3-month Campaign

**Reporting**
Delivered at end of the campaign

**Targeting**
Customized based on participant

**Programs**
1) 150,000 Impressions
2) 300,000 Impressions
3) 500,000 Impressions
4) 750,000 Impressions

**LTA Member Rate**
1) $2,200
2) $4,350
3) $7,250
4) $10,800

**Space & Materials Deadlines**
One month prior to start date

---

**Ad Representative** • Terry Patton
tpatton@national.aaa.com

**Multimedia Marketing**
Whatever your marketing objectives, Expedia can help you deliver your branded message to their affluent and engaged travel audience by taking action at every stage when looking to inspire, influence, and convert throughout the travel consumer journey.

**US Stats**
- **Expedia**: 41.3 million monthly unique visitors and 348 million monthly page views
- **Hotels.com**: 27.8 million unique visitors monthly and 226 million monthly page views
- **Travelocity**: 11.9 million monthly unique visitors and 86 million monthly page views
- **Orbitz**: 10.6 million monthly unique visitors and 84 million monthly page views
- **CheapTickets**: 3.2 million monthly unique visitors and 22 million monthly page views
- **Hotwire**: 9.5 million monthly unique visitors and 91 million monthly page views

**Reporting**: Each campaign includes pre-campaign consultation, creation of ads (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**: Expedia is offering 2 program options to choose from to help promote your destination by running ads across all 6 Expedia Group US branded sites on desktop, tablet, and mobile devices. 6 sites: Expedia, Travelocity, Hotels.com, Orbitz, CheapTickets and Hotwire

**Ad Specs**
- 160x600, 300x250, 970x90, 728x90, 468x60 and 300x50

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Campaign**
- **Start at any time**
- **3-6-month campaigns**

**Programs**
- **Option 1**: 1,111,111 impressions + 143,000 bonus impressions
- **Option 2**: 1,666,667 impressions + 215,000 bonus impressions

**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

Contract or Insertion Order and Ad Materials are sent directly to LTA
Garden & Gun Digital Campaign

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:
- **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.

Chock full of city and town profiles, tales of amazing road trips and adventures, the best hotels and lodges 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.

- **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. Re-launched in 2017, 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.

### Ad Specs
- **Desktop Leaderboard:** 970 x 250
- **Medium Rectangle:** 300 x 250 (also serves mobile and tablet)
- **Half-Page Ad:** 300 x 600
- **Tablet Leaderboard:** 728 x 90
- **Mobile Leaderboard:** 320 x 50
  - **Formats:** GIF, Image, HTML5
  - 40k max GIF/JPEG; up to 3 loops with 15 seconds max animation (loops combined)
  - Standard banners should be built with responsive capabilities

### MOBILE SPECIFICATIONS
Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF
- **15k max file size GIF/JPEG**
- **Host max animation seconds:** 10–15 seconds max; GIF animation or HTML5—no flash

### Campaign
- **Starts at any time**
- **Live for 30 days**

**Package 1:** $3,500
- 200,000 Run-of-Site Impressions

**Package 2:** $6,000
- 385,000 Run-of-Site Impressions

**Package 3:** $11,000
- 385,000 Run-of-Site Impressions
- 250,000 Impressions on the Travel Channel

**Package 4:** $6500
- Talk of the South Weekly e-Newsletter- Sent to 110,000 Opt-in subscribers
  *Note: due to limited inventory, G&G will need to confirm availability prior to purchase.
  - 300 x 250
  - 40k max file size
  - NOTE: third-party impression or click tracking pixels are not accepted
  - Formats: GIF, JPEG
  - Click redirect URL

### Space & Materials Deadlines
- One month before start date

**Ad Representative** • Michael Stafford
Michael@lewisstafford.com
Geofencing Campaign

Geofencing is a location-based digital marketing tool that allows you to welcome potential customers who enter a virtual perimeter with mobile display ads relative to their location. This campaign works well if you are interested in narrowing your targeting field within a very specific location.

**How it works**
Travelers are targeted with ads for your destination simply because they have entered a strategically chosen and precise area on their smartphone as they browse the web.

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Starts any time and runs for 1-3 months depending on the package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January 2020-June 2020</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Estimated Clicks &amp; Impressions</strong></td>
<td></td>
</tr>
<tr>
<td>Option 1: 50-150 clicks and 50,000 impressions (1 month)</td>
<td></td>
</tr>
<tr>
<td>Option 2: 100-300 clicks and 100,000 impressions (2 months)</td>
<td></td>
</tr>
<tr>
<td>Option 3: 180-540 clicks and 180,000 impressions (3 months)</td>
<td></td>
</tr>
<tr>
<td>Option 4: 360-1080 clicks and 360,000 impressions (4 months)</td>
<td></td>
</tr>
<tr>
<td><strong>July 2020-June 2021</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Estimated Clicks &amp; Impressions</strong></td>
<td></td>
</tr>
<tr>
<td>Bronze: 200 estimated clicks and 100,000 impressions (1 month)</td>
<td></td>
</tr>
<tr>
<td>Silver: 350 estimated clicks and 175,000 impressions (2 months)</td>
<td></td>
</tr>
<tr>
<td>Gold: 1000 estimated clicks and 500,000 impressions (3 months)</td>
<td></td>
</tr>
</tbody>
</table>

| **LTA Member Rates** | |
| **January 2020-June 2020** | |
| Option 1 | $900 |
| Option 2 | $1,800 |
| Option 3 | $3,000 |
| Option 4 | $6,000 |
| **July 2020-June 2021** | |
| Bronze | $2,400 |
| Silver | $3,000 |
| Gold | $6,000 |

| **Space & Materials Deadlines** | |
| One month before start date | |

**Ad Representative**
Danah Heye
deye@maddenmedia.com
LTA is partnering with iExplore.com, a trusted source for experiential and adventure travel. Extending from past brand success, iExplore.com is offering custom content and banner co-op levels. The Level #1 ‘Writer on Location’ program will put iExplore.com editorial writers on the ground to explore partner destinations and develop custom content based on their own experiences. Each content package will be promoted and distributed through various channels, including iExplore.com’s on-site placements as well as organic social.

- Travel-specific activation, with integrated content for natural brand discovery and engagement
- Authentic content based on in-market experience
- Custom-curated content with a robust distribution strategy, including on-site promotional drivers and organic social posts across iExplore.com
- Quality control throughout the campaign life, including content approval stages
- Complete and detailed reporting of key performance indicators

**Programs**

**Level #1 - ($11,000)**

- **Writer on Location Content Series** includes our Social Media Influencer visiting your Destination/Hotel/etc. and creating 3 articles and 1 dedicated photo gallery. To be promoted heavily on our social channels. Content is clients to own as well (1,500,000 impressions). This will increase click-throughs to your site and increase social media engagements.
- eNewsletter article inclusion (110,000 subscribers)
- Homepage Content Feature (1 week; 100,000 impressions)
- 25 social posts across iExplore.com and Travelmindset.com and influencer’s social channels (Facebook, Instagram, Twitter, Pinterest)
- Banner ad impressions (300,000 impressions)

**Travel is included in this rate**

**Level #2 - ($6,000)**

- **Sponsored Content Series** includes our editorial team creating 2 articles. To be promoted heavily on our social channels. Content is clients to own as well (500,000 impressions) – 20,000 article reads. Content to be featured on iExplore.com and Travelmindset.com and owned by client. This will increase click-throughs to your site and increase social media engagements.
- eNewsletter article inclusion (110,000 Subscribers)
- Homepage Content Feature (1 week; 75,000 impressions)
- 10 social posts across iExplore.com and Travelmindset.com and influencer’s social channels (Facebook, Instagram, Twitter, Pinterest)
- Banner ad impressions (200,000 impressions)

**Level #3 - ($4,200)**

- **Targeted digital display media:** 300x250, 728x90 and 160x600
- Choice of geo (state or DMA level) and contextual targeting (adventure, family, outdoors, couples, culinary, etc.)
- 500,000 total impressions

**Level #4 - ($3,000)**

- **Targeted digital display media:** 300x250, 728x90 and 160x600
- Choice of geo (state or DMA level) and contextual targeting (adventure, family, outdoors, couples, culinary, etc.)
- 350,000 total impressions

**Timeframe:**

- Starts at any time

**LTA Member Rates:**

- Level 1: $11,000
- Level 2: $6,000
- Level 3: $4,200
- Level 4: $3,000

**Space & Materials Deadlines**

- One month before start date

**Ad Representative**

Harley Schachter
harley@inside-outmedia.com
Orange142 Leisure and B2B Lead Generation

Orange142 has a proprietary database of consumers and B2B contacts that is utilized for digital media campaigns. The same sourcing of leads done for our internal database can be implanted to develop leads and contact information for advertisers looking to expand their consumer database and build out their CRM. The contacts sourced will be “raw” meaning they have expressed interest in Orange142 marketing partners but may or may not recognize the advertiser. These contacts can be added to a customer relationship management software, called on and marketed to.

These contacts are supplied in an Excel format with their email address for simple importation to your existing database software and marketing funnel. For general consumers, name, email, phone, and address will be provided. For B2B contacts, name, email, phone, company name, address and LinkedIn address (if applicable) will be provided.

**Reporting**
Orange142 will send the new leads weekly, using an Excel spreadsheet. Orange142 will provide a list of consumers names, email, and mailing address who are interested in receiving email newsletters and/or visitor guides.

**Targeting**
Participating Partner will provide desired leisure audience demographics and geolocation.

**Added Value**
Meeting Planner contacts can be provided as an added value to the leisure lead generation campaign.

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Campaign**
Lead Generation and starts at any time.

**Programs**
- Option 1
  - 500 Leads
  - (1-month campaign)
- Option 2
  - 2000 Leads
  - (2-month campaign)
- Option 3
  - 5000 Leads
  - (2-3-month campaign)

**LTA Member Rate**
- Option 1 $1,200
- Option 2 $3,600
- Option 3 $6,000

**Space & Materials Deadlines**
One month prior to start date
Louisiana News Sites

Reach travelers online by creating mass awareness on the news sites across the state. This year LTA is offering different online programs to guarantee mass reach or a highly targeted reach. Online advertising has been proven effective for the tourism industry. The Louisiana Press Association news site network delivers an .18% click thru rate which is above industry standard.

Program 1

Major Metro Newspaper Websites
- NOLA.com / 200,000 impressions on Entertainment pages
- houmatoday/dailycomet / 200,000 impressions Home or News
- americanpress.com (Lake Charles) / 200,000 impressions on Home or News
- theadvocate.com (Baton Rouge) / 200,000 impressions on Home or News
- La Gannet sites (Alexandria, Lafayette, Monroe, Opelousas and Shreveport) / 400,000 impressions on Home or News

Timeframe
Online ads are live for 30 days.

LTA Member Rate
NOLA.com - $1600
Houmatoday/dailycomet - $1400
americanpress.com - $1200
theadvocate.com - $1400
LA Gannet sites - $3850

Space & Materials Deadlines
Three weeks prior to the date the ad is to be placed.

Program 2

Statewide News Site Network Includes
50+ news sites
Option 1- 200,000 Impressions- $1090
Option 2- 400,000 Impressions- $2185
Option 3- 600,000 Impressions- $3280
Option 4- 800,000 Impressions- $4370

* Please contact Tiffany Schultz 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
320 x 50
Max File Size is 110KB
File Formats: JPEG, PNG or GIF

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

Multi Media Bundle Discount
**Print Ad + Digital News Site + Content Platform=
Purchase of all 3, LTA member receives an additional 20% discount off LTA rates**

Ad Representative
Kenny Shutt | kenny@lapress.com
Gary Miller | gary@lapress.com
Madden’s Remarketing & Prospecting Campaign

Individual Buy

Uses a combination of the following:
- Site remarketing to reach your existing customer base
- Prospecting banners targeted to reach your specific core audience and drive new traffic
- A remarketing pool has been set up on LouisianaTravel.com for remarketing by individual destinations, allows you to reach travelers already interested in visiting Louisiana
- A remarketing pool has been set up by niches, allows you to reach travelers interested in the experiences you have to offer
- A remarketing pool will be set up on the participant’s website as well
- Completely turn-key program managed by Madden Media
- Includes easy to access reporting on Madden Voyage

How it works: Site Retargeting
Site retargeting keeps your brand front and center to bring “window shoppers” back to take action. Many users will view your site once without interacting in ways such as opting-in to email lists or booking a stay. In this campaign, we will identify these users and, as they continue their web activity, serve ads with a strong call-to-action to return and complete the conversion funnel. Customize your campaign with niche market targets like culinary, outdoors and family fun.

Prospecting Ads
Additionally, within this campaign, highly-targeted prospecting ads are strategically designed and placed to drive new traffic to your site. Banners will be geo-, demo-, contextually and behaviorally targeted to your key audiences with specific creative messaging and direct clicks to the corresponding page of interest on your site.

Our campaign structure offers fluidity so that each individual participant can target their best audience. Geographic, demographic, behavioral or contextually-based parameters are set to meet partner’s needs. Customize your campaign with niche market targets like culinary, outdoors and family fun.

Campaign
Can start at any time

January 2020-June 2020
Estimated Clicks & Rates
Option 1: 230-530 clicks,
300,000 impressions
$2,350
Option 2: 370-850 clicks,
480,000 impressions-
$3,540
Option 3: 505-1155 clicks,
650,000 impressions
$4,700
Option 4: 1385-3155 clicks
1.77 million impressions
$9,000

July 2020-June 2021
Estimated Clicks and Rates
Bronze: 400+ Clicks, Prospecting
400,000 impressions/Remarketing
180,000 impressions - 2-month campaign $3,540
Silver: 600 + Clicks, Prospecting
550,000 impressions/Remarketing
280,000 impressions - 2-month campaign $4,700
Gold: 1450+ Clicks, Prospecting
1.32 million impressions/
Remarking 635,000 impressions-
3-month campaign $9,000

Space & Materials Deadlines
One month prior to start date

Ad Specs:
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

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

Ad Representative
Danah Heye
dhaye@maddenmedia.com
NEW! Remarket to consumers actively searching LouisianaTravel.com by video on YouTube using TruView.

Uses a combination of the following:
- Pre-roll video
- Companion banner ad co-branded with Louisiana Travel
- Site remarketing to reach your existing customer base
- A remarketing pool has been set up on LouisianaTravel.com for remarketing by individual destinations, allows you to reach travelers already interested in visiting Louisiana
  - A remarketing pool has been set up by niches, allows you to reach travelers interested in the experiences you have to offer
  - A remarketing pool will be set up on the participant’s website as well
  - Completely turn-key program managed by Madden Media
  - Includes easy to access reporting on Madden Voyage

How it works
Video inspires action. The Video Marketing Co-op offers the ability to include YouTube in the marketing mix and diversify reach across platforms. Video marketing establishes brand recognition and builds trust—what better way to boost your brand than showcasing co-branded videos? We utilize your established remarketing pool with LouisianaTravel.com as a key audience for your partners’ videos, creating an emotional connection to Louisiana and encouraging conversion to your location. Advertisers are only charged when their video is watched for 30 seconds (or to the end), guaranteeing views. 15 – 30 second video is needed. A companion banner ad is also included.

Our campaign structure offers fluidity so that each individual participant can target their best audience. Geographic, demographic, behavioral or contextually-based parameters are set to meet partner’s needs. Customize your campaign with niche market targets like culinary, outdoors, and family fun.

Ad Specs:
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
A multi-channel campaign will help your destination generate leads, reach a new and targeted audience, help build brand awareness and increase social media reach and engagement. We will create a sweepstakes landing page, and distribute the content across a variety of platforms and audiences, generating new leads and contributing to the database for your destination.

**Components of Campaign**

- A responsive and custom designed sweepstake landing page for your destination.
- Two custom email campaigns, to a targeted audience of 100,000 opt-in subscribers.
- Two destination-specific and customized blogs, written by experienced travel writers and posted on the “Voyage” section of Vacations2Discover.com (Partner will own all content)
- One destination specific article published to the State of Louisiana’s Digital Magazine, located on Vacations2Discover.com. (Partner will own all content)
- One custom Facebook ad and strategy, to be published on the Vacations2Discover official Facebook page, and the official page of destination.
- Up to four posts on Vacations2Discover’s Facebook and Twitter accounts.
- Bi-weekly promotions of the sweepstakes on proven sweepstakes platforms.
- Management of landing page and database through delivery of the final results.

**Reporting**

Reporting will be sent at the end of the campaign.

**Ad Specs**

Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**

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

---

**Campaign**

Starts any time

**Program**

2 Month Campaign - 1.5 million impressions with a minimum of 2,000 leads

**LTA Member Rate**

$7,000

**Space & Materials Deadlines**

One month before start date
Outsidemagazine.com is an innovative 360-degree storytelling for Outdoor enthusiasts. The site covers Travel, Gear, Fitness, Adventure, Culture and our very popular Podcast Series.

**Campaign**

Starts any time. Digital plan will run 4 weeks or until delivered on impressions per buy

**Targeted:**

National Buy OR
Regional Buy- LA, MS, AR, AL, FL, TX, OK

**Program Options**

1) Regional Buy
   435,000 impressions
2) National Buy
   476,200 impressions
3) Regional Buy
   217,400 impressions
4) National Buy
   238,100 impressions

**LTA Member Rates**

1) $11,200
2) $11,000
3) $6,200
4) $6,000

**Space & Materials Deadlines**

One month before start date

**Ad Representative**

Kelly Hediger
khediger@samssouth.com

**Reporting**

Delivered at the end of the campaign.

**Ad Specs:**

Run of Site:
728x90
970x250
300x250
300x50
300x600

**Media/Delivery**

Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
Not all search marketing solutions are created the same. LOCALiQ’s **award-winning** search marketing solution combines our proprietary smart technology that does what no human can with our decades-long marketing expertise to optimize your marketing dollars, driving more leads to your business.

We are one of the largest Google Premier Partners in the world, a Yahoo! Preferred Partner, AND Bing Elite Partner. This means ALL major search engines recognize us as utilizing best practices to maximize results for our clients. Plus, as a **3x Google Quality Account Champion**, Google recognizes our campaigns as “highly relevant” to searches we bid on. That ultimately translates to you paying less for leads like calls, emails, and form fills.

**Reporting:** With online and mobile reports, you can view real-time data like site visits, calls, emails, and forms submitted, PLUS even listen to your recorded calls. That way, you always know exactly how your campaign is performing.

**Targeting:** Our network covers **98% of the places people search**, reaching a third more than Google alone. Don’t miss out on a third of searches not on Google. Get found across all major search engines and directories.

Ensure that you are found on the major search engines when your visitor is out of market, and more importantly, in market, to book accommodations, shop, dine and plan their next excursion.

**Space & Materials Deadlines**
3 weeks before start date

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Campaign**
Starts any time

**Programs**

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Four Month/Cycle SEM Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) 3,480 Site Visits</td>
<td></td>
</tr>
<tr>
<td>2) 6,960 Site Visits</td>
<td></td>
</tr>
<tr>
<td>3) 10,435 Site Visits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 2</th>
<th>Six Month/Cycle SEM Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) 5,220 Site Visits</td>
<td></td>
</tr>
<tr>
<td>2) 10,435 Site Visits</td>
<td></td>
</tr>
<tr>
<td>3) 15,650 Site Visits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 3 - Twelve Month/Cycle SEM Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) 10,430 Site Visits</td>
</tr>
<tr>
<td>2) 20,870 Site Visits</td>
</tr>
<tr>
<td>3) 31,300 Site Visits</td>
</tr>
</tbody>
</table>

**LTA Member Rates:**

<table>
<thead>
<tr>
<th>Option 1</th>
<th>$3,850</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$7,700</td>
</tr>
<tr>
<td></td>
<td>$11,050</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 2</th>
<th>$5,700</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$11,000</td>
</tr>
<tr>
<td></td>
<td>$16,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 3</th>
<th>$11,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$22,500</td>
</tr>
<tr>
<td></td>
<td>$33,500</td>
</tr>
</tbody>
</table>

---

Ad Representative • Gillian Hanes
gillian.hanes@reachlocal.com
**Sojern’s Data Driven Campaign**

Sojern is the most technologically advanced traveler engagement media platform. By analyzing billions of search, book and travel data points in real-time from airline, OTA, meta search, hotel and rental car company sites daily, we are able reach individuals who are currently interested in traveling to Louisiana.

**How it Works**
Focus for the campaign will be on travelers who have searched for travel to Louisiana or competitive destinations. Using our data partnerships with major airlines, OTA’s, meta search companies, hotels and rental car companies, we can target the right person at the right time to influence them to travel to your destination. The campaign will also include a value-added post campaign effectiveness study which will show flight & hotel searches and bookings, Top 10 origination cities, booking windows, true ROI and other data/insights.

<table>
<thead>
<tr>
<th>Ad Specs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
</tr>
<tr>
<td>160x600</td>
</tr>
<tr>
<td>728x90</td>
</tr>
<tr>
<td>300x600</td>
</tr>
</tbody>
</table>

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

<table>
<thead>
<tr>
<th>Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starts any time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel intenders to Louisiana or competitive destinations. Also layered in Geo, demo and contextual targeting based on partner feedback.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) 500,000 impressions</td>
</tr>
<tr>
<td>2) 833,333 impressions</td>
</tr>
<tr>
<td>3) 1,818,181 impressions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LTA Member Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) $3,500</td>
</tr>
<tr>
<td>2) $6,000</td>
</tr>
<tr>
<td>3) $11,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Space &amp; Materials Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two weeks prior to start date</td>
</tr>
</tbody>
</table>

**Ad Representative** • Jason Manges
jason.manges@sojern.com
Southern Living Online Campaign

SouthernLiving.com celebrates the best of life in the South. Sharing authentic experiences and advancing Southern culture by fostering creativity, community, commerce and pride of place, SouthernLiving.com has almost 5 Million monthly unique visitors and 30+ Million total page views every month.

Your ad on SouthernLiving.com is targeted to an audience passionate about travel. Your ad will be seen on mobile, desktop and tablet screens, giving your message presence when and where the audience is searching for travel information about the South.

Package 1
• Display media that runs rotation across SouthernLiving.com
  909,091 estimated impressions.

Package 2
• Display media that runs rotation across SouthernLiving.com
  416,667 estimated impressions.

Ad Specs
728x90 & 300x250 – max 40kb
320x50 – max 20kb

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

Campaign
Starts any time

Targeted
Participant can geo-target their campaigns.

LTA Member Rate
Package 1 - $11,000
Package 2 - $6,000

Space & Materials Deadlines
Two weeks before start date

Ad Representative • Sarah Smith
Sarah.Smith@meredith.com
Texas Monthly Digital Campaign

With a total audience of 11.1 million people, Texas Monthly has launched expanded 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.

Texasmonthly.com garners 1.1 million unique visits each month, and with the ability to geo-target the market you are trying to reach, we are sure to send Texans flocking your way.

Digital Bundles

1) Sponsored Content Package
   • Your article of 800-1,000 words, 10-20 photos and/or a video featured on TexasMonthly.com.
   • 100% SOV of the display ads on your page of content
   • Promotion of your article through native advertising on TexasMonthly.com with up to 100k impressions the month that your article runs.

Added value: One (1) Traveling Texan Trip Planner listing promoting your sponsored content

2) Travel & Outdoors Vertical Sponsorship
   • 25% share-of-voice on the Travel & Outdoors landing page for 30 days
   • 150,000 behavioral ROS targeting to travel enthusiasts
   • One (1) boosted Facebook ad targeted to our travel audience

Digital Campaign Components:
   • Traveling Texan Trip Planner E-Newsletter: formatted e-newsletter sent out to 33,000 recipients who have opted in to receive Travel Information from TM.
   • Custom Display Campaign: Run of Site banner ads across TM platforms.

Package 3
   • Traveling Texan: 33,000 recipients
   • ROS banner ads: 50,000 impressions
   • Total Impressions: 83,000

Package 4
   • Traveling Texan: 33,000 recipients
   • ROS banner ads: 100,000 impressions
   • Total Impressions: 133,000

Package 5
   • Traveling Texan: 33,000 recipients
   • ROS banner ads: 150,000 impressions
   • Total Impressions: 183,000

Campaign
   Starts any time

LTA Member Rates
   Digital Bundle 1 $6000
   Digital Bundle 2 $6000
   Package 3 $1600
   Package 4 $2300
   Package 5 $3050

Space & Materials Deadlines
   Three weeks before start date

Ad Specs
   Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

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

Ad Representative • Ginny Ellsworth
GEllsworth@texasmonthly.com

Individual Buy
Every day, thousands of people across the US are planning their trip to Louisiana. Are they considering visiting your community or destination?

They can! Through advanced behavioral and psychographic targeting, we can put your message in front of the travel intenders currently in-market for a trip to Louisiana. You can choose to target key drive markets, direct flight cities, or entire regions in the US or abroad.

**How it works**
The Advocate partners with advanced data providers to identify individuals and families that are currently planning a trip to Louisiana. We then put your message in front of these consumers on all of their devices. We can serve engaging video ads on popular platforms like YouTube, Facebook, and top video players, or we can deliver rich display ads on the top 5000 websites.

### Reporting
We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more.

### Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

### Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

### Campaign
- **Starts any time**

  - ** Package 1 - Video Ads Small Campaign**
    - 100,000 video ads targeted
  - ** Package 2 - Video Ads Large Campaign**
    - 300,000 video ads targeted
  - ** Package 3 - Display Ads Small Campaign**
    - 400,000 display ads targeted
  - ** Package 4 - Display Ads Large Campaign**
    - 1,000,000 display ads targeted

### LTA Member Rate
- ** Package 1 - $2,025**
- ** Package 2 - $5,750**
- ** Package 3 - $1,950**
- ** Package 4 - $5,750**

### Space & Materials Deadlines
One month before start date

Contract or Insertion Order and Ad Materials are sent directly to LTA
The Christian Post is the #1 Christian digital news media and has been the default source for Christians of all walks of life to get informed of current events from a biblical worldview.

Stats
8 million monthly unique views and roughly 6 million monthly visits
Facebook- 666,442 followers. Twitter- 162,000 followers.
Sponsored eblast gets about an 18% open rate and a 3% CTR

Campaign
Starts any time. One month or 3-month campaigns

Programs
Option 1 - Standard display campaign on mobile and desktop
• Social media posts on FB (1) and Twitter (2)
• 1 Branded Content (client provided)
• One month- 90,000 Impressions
• Three months- 270,000 Impressions

Option 2: Standard display campaign on mobile and desktop
• Social media posts on FB (1) and Twitter (2)
• 1 Branded Content (client provided)
• Sponsored Eblast
• One month- 210,000 Impressions
• Three months- 630,000 Impressions

LTA Member Rates
Option 1) One month - $1800
Three months - $4750
Option 2) One month - $3450
Three months - $9500

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

Ad Specifications
Desktop Display ad: 300x250 pixels, 728x90 pixels
Mobile Display ad: 300x250 pixels, 320x50 pixels
Branded content: up to 1,000 words
Logo: provide company logo
Facebook Post: Image, post summary, and URL
Twitter Post: Image, post summary, and URL

Ad Representative • Edward Shih
edward@christianpost.com

Space & Materials Deadlines
Two weeks before start date
Founded in 1892, the Toronto Star has long been Canada’s largest daily newspaper. Now a multi-platform news organization, the Star publishes a newspaper seven days a week in the Greater Toronto Area and publishes ongoing news and information to a global audience on thestar.com on web and mobile applications.

**Stats**
Thestar.com has 5.8 million unique monthly visitors and 33,121,000 monthly page views. The open rate for dedicated email is 22% and the Click thru ranges from 2.5% to 6% depending on the creative and the average is 3%.

**Programs**

**Package 1- Brand Placements**
- Digital campaign 4-weeks: 306,000 impressions
- Desktop and Mobile

**Package 2 - Content**
- Single (1) Article Bundle, 2,500 views
- Article to live on thestar.com with native drivers on thestar.com
- 100% SOV
- Amplification to guaranteed views (including social)
- 1x Travel Alerts Dedicated Email (English or French):
  - Sent to 15,500
- Digital campaign 4-weeks: 86,000 impressions
- Desktop and Mobile

**Package 3: Content**
- Single (1) Article Bundle, 2,500 views
- Article to live on thestar.com with native drivers on thestar.com
- 100% SOV
- Amplification to guaranteed views (including social)
- 2x Travel Alerts Dedicated Emails (English or French):
  - 35,000 each deployment
- Digital Campaign (Travel target), 4-weeks:
  - 145,000 impressions
- Desktop and Mobile

**Campaign**
Starts any time.
One-month long campaigns

**Targeting**
Targeting is up to participant

**Reporting**
Full reporting at end of campaign

**LTA Member Rate**
Package 1 - $2,875
Package 2 - $5,750
Package 3 - $8,500

**Space & Materials**
**Deadlines**
Two months before start date

**Ad Representative**
Lesley Hayes
lesley@hayesmediasales.com

Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
**Tour Louisiana - Lagniappe Native Advertising Program**

**Individual Buy**

It’s not just native advertising as you know it … it’s got a little something extra!

**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. This campaign allows you to let TourLouisiana promote your brand and your message, putting our voice to work for you!

---

**How it works**
Working directly with our Content Specialist, we will create a custom, SEO-friendly article that lives on your website. The article will be promoted with a native ad on both publisher and social media sites – all driving traffic to your article.

**Article Specs**
Article to be written by TourLouisiana, approved by partner

**Ad/Image Specs**
Images to correspond with article, number to be determined by content

File Format: jpg, jpeg or png

Size: all article images should be 738 x 480

Ad images: 1200x628 and 600x600

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Campaign**
Starts any time

**Program**
Guaranteed article views, exposure on premium publisher sites and social promotion.

**LTA Member Rates**
2,500 Guaranteed Article Views - $4800

**Space & Materials Deadlines**
One month before start date

---

**Ad Representative** • Holly Russell
Holly@ajrmediagroup.com

---

Contract or Insertion Order and Ad Materials are sent directly to LTA
TravelChannel.com and FoodNetwork.com Display and Video Campaign

From Faraway to close to home, Travel Channel experts take you wherever you want to go. We know that it’s not just about the destination. It’s about the journey to get there. That’s why, with travel tips and advice plus inspiration from our latest shows, we help our users tackle their travel bucket list, one amazing trip at a time.

TravelChannel.com reaches over 3MM unique individuals every month, and our fans want to go, see, experience and explore—every day. They also love to share their travel savvy, whether gained from on-the-ground knowledge or learned online, with their friends and families.

How it Works:
For this campaign, we’ll help partners hone in on their key target audience. Whether it be family vacationers, leisure travelers, adventurous travelers, or foodies—we’ll find them across TravelChannel.com and FoodNetwork.com in your target markets.

For Option Three and Four: We’ll also include the rotation of your :15 or :30 commercial within our OTT platforms on both Travel Channel and Food Network, meaning you’re extending the reach of your digital assets and getting presence on AppleTV, Roku, and Amazon Fire without having to make a cable buy!

Targeting: Geo and demo targeting to the right markets and the right people who are brainstorming their next trip. Video will be geotargeted only.

Ad Specs:
300x250, 300x600, 728x90 and Mobile 320x50, :15 or :30 video assets

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

Campaign:
Starts any time

Program
Package 1: (2 months) 795,238 Display Banner Impressions across TravelChannel.com and FoodNetwork.com

Package 2: (2 months) - 1,190,475 Display Banner Impressions across TravelChannel.com and FoodNetwork.com

Package 3: (2 months) - 1,346,725 Impressions across Travel Channel and Food Network Connected TV VIDEO

Package 4: (3 months) - 666,667 VIDEO Impressions across Connected TV Travel Channel and Food Network only

LTA Member Rates
Package 1: $7,500
Package 2: $11,000
Package 3: $16,000
Package 4: $22,000

Space & Materials Deadlines
One month before start date

Ad Representative • Kelly Torstrick
ktorstrick@scrippsnetworks.com

Individual Buy
TripAdvisor is the world’s largest travel site, with over 450 million monthly visitors. TripAdvisor enables travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

As part of the LTA’s **January 1, 2020 - June 30, 2021** Marketing Plan we are offering 6 program options to help promote your destination and drive traffic to your website across desktop, tablet, and mobile devices.

Packages include on-site and off-site retargeting of travelers researching Louisiana on TripAdvisor.

**Campaign:**
Campaigns may be flighted for anywhere from 3 to 6 months.

**Program**

<table>
<thead>
<tr>
<th>Package</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>705,000</td>
</tr>
<tr>
<td>Package 2</td>
<td>570,000</td>
</tr>
<tr>
<td>Package 3</td>
<td>505,000</td>
</tr>
<tr>
<td>Package 4</td>
<td>415,000</td>
</tr>
<tr>
<td>Package 5</td>
<td>300,000</td>
</tr>
<tr>
<td>Package 6</td>
<td>275,000</td>
</tr>
</tbody>
</table>

**LTA Member Rates**

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>$13,000</td>
</tr>
<tr>
<td>Package 2</td>
<td>$11,000</td>
</tr>
<tr>
<td>Package 3</td>
<td>$10,000</td>
</tr>
<tr>
<td>Package 4</td>
<td>$8,250</td>
</tr>
<tr>
<td>Package 5</td>
<td>$6,250</td>
</tr>
<tr>
<td>Package 6</td>
<td>$5,750</td>
</tr>
</tbody>
</table>

**Space & Materials Deadlines**

2 weeks before start date

---

**Reporting**
Includes impressions, clicks, ad quality and total visits to your site.

**Targeting**
- Travelers located in Louisiana and surrounding states
- Louisiana and surrounding states’ content
- On and offsite retargeting of travelers after they research Louisiana content on TripAdvisor

**Ad Specs**
Desktop & Tablet: 728x90, 300x250, 300x600
Mobile: 320x50

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Ad Representative** • Scott Caufield
scaufield@tripadvisor.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
WhereTraveler.com

Wheretraveler.com ad experts will develop and implement targeted display ad campaigns to meet your goals of reaching passionate and engaged travelers on-the-go.

**Stats**
3.1 million-page views monthly. 400,000 social media followers. Destinations represented: 56 domestic and 92 globally.

---

**Campaign**
Starts any time. Three-month campaign.

**Program**
1) 300,000 Impressions
2) 500,000 Impressions
3) 1 Million Impressions

**LTA Member Rates**
1) $2,250
2) $3,750
3) $7,500

**Space & Materials Deadlines**
One month before campaign starts

---

**Reporting**
Delivered monthly.

**Targeting**
Targeting and audience determined by participant

**Ad Specs**

**Display Ad Banner Sizes**
970x250, 300x250, 728x90 and 320x50

**Geo-Fencing Ad Sizes**
300x250, 300x50 and 320x50. The 728x90 ad can be supplied if you’d also like to serve on tablets.

**Ad Representative**
Stephanie Cantrell | s.cantrell@jgeco.com
Ashlea Kelly | a.kelly@jgeco.com

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
Convention South is offering a multimedia advertising bundle to drive planners directly to your destination!

**ConventionSouth.com Stats:**
Average Monthly Views-28,404
Unique Views-14,604

**Campaign:**
Starts at any time

**Program Package includes**
- One-month dedicated e-blast sent to 30,000+
- One-month e-newsletter banner ad sent to 30,000+
- Three-month consecutive leaderboard banner ad campaign
- Three social media posts

**LTA Member Rates**
$3050

**Space & Materials Deadlines**
One month before start date

---

**Reporting**
Impression, Open and Click-Through reports at end of the campaign.

**Targeting**
Targeted at Meeting Planners interested within the Southern US and Caribbean Region

**Ad Specs**
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Ad Representative** • Ashleigh Osborne
aosborne@conventionsouth.com
Group Tour Media’s Eblast Sponsored Content

Individual Buy

Content driven E-Blast sponsorships pair your brand message with the kind of group-industry specific content that grabs the attention of tour planners. With the ability to provide content and repeating leaderboard, your message will stay with tour planners around the world in E-mail boxes and on grouptour.com.

Programs

Option 1: Itinerary E-blast-Sent to 8,000+ Planners
Group Tour’s most requested content is sent weekly (every Tuesday) to tour planners. This option includes sponsorship of the email with itinerary. Submit your own content for complete control of your message. The leaderboard banner ad will appear on the E-blast body and repeat on your Itinerary’s page on www.grouptour.com for 1 year. All ads are hot linked to your URL of choice.

Option 2: Top Picks E-blast Sponsorship-Sent to 8,000+ Planners
The second most requested content is Top Picks. DMOs and hoteliers can highlight top attractions in their destination and Attractions can highlight the “don’t miss” interests within their attraction. The leaderboard banner ad will appear on the E-blast body and repeat your Top Picks’ page on www.grouptour.com for 1 year. All ads are hot linked to your URL of choice.

Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

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

Campaign
Starts any time and based on availability

Targeted
Customized based on chosen audience- Student or Group

LTA Member Rates
Option 1) $1,650
Option 2) $1,650

Space & Materials Deadlines
2 months before campaign starts

Contract or Insertion Order and Ad Materials are sent directly to LTA

Ad Representative
Alan Lininger
alan@grouptour.com
Group Tour Media’s OnTarget Remarketing Campaign

Group Tour Media offers Tour Suppliers the opportunity to reach the 13,000 Unique Monthly Visitors of GroupTourMagazine.com, and all its sub-pages/domains, long after they’ve left GroupTourMagazine.com. This allows you to gain more impressions and a higher likelihood of online engagement with qualified prospects.

**Programs**

**How it Works**

Your ad will be shown to GroupTourMagazine.com visitors across millions of websites; apps; mobile devices; and high traffic websites like Facebook, Instagram and YouTube. Your ads will follow high-value prospects around the internet and direct those prospects to your website. At the end of a month, advertisers will receive analytics on impressions and clicks, with breakdowns from the google ads and the Facebook ads.

**Reporting**

Analytics are provided monthly which include Impressions and Click-throughs.

**Targeting**

13,000 Unique Visitors per month to GroupTourMagazine.com

**Ad Specs**

Leaderboard Ad: 728 x 90 pixels
- 1 Rectangle Ad: 300 x 250 pixels
- 1 Skyscraper Ad: 160 x 600 pixels

Facebook Ads: 3 photos/ 1080 x 1080 pixels
12 words of copy to accompany all photos
- Copy should apply to all images, NOT 12 words per image

**Media/Delivery**

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

**Ad Representative**

Alan Lininger
alan@grouptour.com

---

Contract or Insertion Order and Ad Materials are sent directly to LTA.
Meetings Content Activation

Content activation is the proactive distribution of content across the ever-changing landscape of paid, owned and earned channels. By tapping into Connect’s proprietary database and community of meeting professionals across association, corporate, expo, specialty, sports and faith-based markets, we bring your brand a unique competitive advantage.

Our Meetings Content Activation program include:

• Custom content written by the Connect Travel editorial team or supplied by the participant and the content lives on the client’s website.

• Guaranteed clicks and guaranteed readers

• Traffic is driven to the client’s site by retargeting from Connect’s websites, Facebook pages and email lists.

• Quality traffic to your site that increases overall time on site

• Campaign reporting for actions taken by readers once on-site

Ad Specs: Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

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

Ad Representative • Chris Conwell
cconwell@connecttravel.com
Meetings & Conventions/Successful Meetings Campaign

Individual Buy

The Destination Spotlight of the Month and Property of the Month are exclusive sponsorship opportunities to highlight your brand to the audience of Successful Meetings or Meetings & Conventions magazine on NorthstarMeetingsGroup.com

Meetings and Conventions- 200,000 unique visitors per month. Successful Meetings- 100,000 unique visitors per month.

Program Details

Option 1: Destination of the Month

Exclusive sponsorship includes:
- Featured listing on the website homepage with thumbnail image and teaser. Teaser will link directly to expanded coverage on the Destination of the Month custom landing page.
- 2 banner ads (728x90 and 300x250) on the custom landing page.
- 2 promotional email blasts, written and designed by Northstar, to 25,000-30,000 opt-in subscribers.

Reporting delivered at the end of the campaign.
Average of 65,000 impressions and 200 clicks.

Option 2: Property of the Month

Sponsorship Includes:
- Fixed homepage placement in Property of the Month featured listing box, with direct link to individual expanded property listing in the Northstar Facility Search
- Highlighted, top listing position on the brand’s Facilities Search homepage
- 2 promotional email blasts, written and designed by Northstar, to 25,000-30,000 opt-in subscribers.

Reporting delivered at the end of the campaign.
Average of 65,000 impressions and 210 clicks.

Ad Specs: Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

Media/Delivery
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
Multi-Step Email Campaigns to Engage and Nurture Meeting Planners

This is a 4-step email campaign to engage a targeted audience pool of meeting professional that is most likely to engage with your brand.

Targeted
Select the planners who meet your criteria (reach 55,000) initial list

Program Details
Stimulate awareness and interest through a 4-step email process:
• First email sends to initial list.
• Second email mails to those who opened but did not click on first email.
• Third email sends to those that opened and clicked on first/second email.
• Fourth email sends to those that did not engage at all with first email

Participant can change subject lines, offers, call to action.

Reporting: Delivered at the end of the campaign.

Ad Specs: Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

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

Campaign:
Starts any time
One month campaign
LTA Member Rates
$7500
Space & Materials Deadlines
one month before start date

Ad Representative
Kimberly Faulk
KFaulk@ntmlc.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
AAA’s 59 million members’ primary travel planning tools-AAA TourBook-printed travel directory and aaa.com-including aaa.com travel agency, Ebook, online TourBook and Triptik Travel Planner map product.

**Added value**
- Each participant receives a 3/8-page display ad
- Ads are online, as well as on the online TripTik on AAA.com

**Ad Specs:** Contact Tiffany Schultz at tiffany@louisianatravelassociation.org.

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
2021 Guide

**Market/Circulation**
MS, LA/ 455,700

**LTA Member Rate**
10 min participants with 10 panel fold out card.
1 Panel- $7,600

**Space & Materials Deadlines**
May 16, 2020

**Ad Representative** • Terry Patton
tpatton@national.aaa.com

Multimedia Marketing
Get in front of the thousands of international visitors who travel to Louisiana and contribute millions of revenue dollars to Louisiana’s businesses by advertising in the Tax-Free Shopping Directory.

### Ad Specs

**Full page bleed ad**
- trim 4.25”w x 8.25”h
- live area 4”w x 8”h
- bleed 4.5”w x 8.5”h

**Full (non bleed)** - 3.8125”w x 7.625”h

**1/2 page ad** - 3.8125”w x 3.8125”h

**1/4 page horizontal ad** - 3.8125”w x 1.875”h

**1/4 page vertical ad** - 1.875”w x 3.75”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

### Issue

2020 & 2021

### Market/Circulation

30,000

- Distributed internationally by Louisiana International Reps
- All Tax-Free redemption locations
- All members of the LA Tax Free Shopping Program
- Louisiana Welcome Centers
- Convention Centers, Hotels and Rest Areas

### LTA Member Rate

- **Back Cover** $3,700
- **Inside Front Cover** $3,550
- **Inside Back Cover** $3,300
- **Full Page** $2,250
- **1/2 Page** $1,380
- **1/4 Page** $760

### Space & Materials Deadlines

- **2020** - September 1, 2019
- **2021** - September 1, 2020

---

**Ad Representative** • Todd Matherne  
todd@myneworleans.com
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, www.goodsam.com and Good Sam Mobile App are available to the public.

Added value

- Each LTA participant gets larger ad space with added Welcome to Louisiana exposure in the Good Sam RV Travel Guide Series at discounted rates through LTA compared to purchasing on their own. Additional editorial content also appears online in our Explore Destinations for Louisiana because of the LTA ad.
- Each advertiser receives an Enhanced Listing in our print publication and on GoodSam.com and on the Good Sam Camping App. This Enhanced Advertiser listing draws attention to your business and includes complete information.
- 1/6-page advertisers also receive a web link from their online listing, a digital photo and a static banner ad with link.
- LTA Participants also qualify to purchase additional online options individually at 10% off rate card.

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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
Connect Association Magazine

We make sure your destination, property or organization is in front of your ideal customers at the right time to maximize results. Advertise in our award-winning magazines where we target the association, corporate, specialty, faith and sports planning markets. You can tell our editors what your meeting or destination is doing differently from everyone else, and it can be featured in our publications. We can help you create your own publications and digital guides for your markets to target specific clients within the hospitality and meetings industry. And we can help spread your story through our channels and yours.

CONNECT ASSOCIATION MAGAZINE: Association meeting planners, who book 50+ peak room nights, move their meeting around the country, and are heavy influencers/decision makers.

**Ad Specs**
- **Full page** - 8.5”w x 10.25”h
- **1/2 page** - 7”w x 4.75”h

Save ad as CMYK press quality .PDF, all fonts embedded or converted to outlines.

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Added Value**
- Spring 2020 & 2021- Matching Editorial
- Fall 2020- Marketplace Guides

**Issue**
- Spring 2020 & 2021
- Fall 2020

**Market/Circulation**
- 15,000 Planner Circulation

**LTA Member Rate**
- Full Page $5,175
- 1/2 page $3,450

**Space & Materials Deadlines**
- **Spring 2020**
  - February 1, 2020
- **Fall 2020**
  - June 20, 2020
- **Spring 2021**
  - February 1, 2021

**Ad Representative** • Chris Conwell
cconwell@connecttravel.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
We make sure your destination, property or organization is in front of your ideal customers at the right time to maximize results. Advertise in our award-winning magazines where we target the association, corporate, specialty, faith and sports planning markets. You can tell our editors what your meeting or destination is doing differently from everyone else, and it can be featured in our publications. We can help you create your own publications and digital guides for your markets to target specific clients within the hospitality and meetings industry. And we can help spread your story through our channels and yours.

CONNECT FAITH MAGAZINE: Faith based meeting planners, who book 50+ peak room nights, move their meeting around the country, and are heavy influencers/decision makers.

**Added Value**
- Spring 2020 & 2021- Matching editorial
- Fall 2020- Marketplace Guides

**Ad Specs**
**Full page**- 8.5”w x 10.25”h  
**1/2 page**- 7”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
- Spring 2020 & 2021  
- Fall 2020

**Market/Circulation**
- Faith-based market/8,500

**LTA Member Rate**
- **Full Page** $5,175  
- **1/2 page** $3,450

**Space & Materials Deadlines**
- Spring 2020  
  - February 1, 2020  
- Fall 2020  
  - June 20, 2020  
- Spring 2021  
  - February 1, 2021

**Added Value**
- Spring 2020 & 2021- Matching editorial  
- Fall 2020- Marketplace Guides

**Individual Ad**
FAITH BASED

**Ad Representative** • Chris Conwell  
cconwell@connecttravel.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
We make sure your destination, property or organization is in front of your ideal customers at the right time to maximize results. Advertise in our award-winning magazines where we target the association, corporate, specialty, faith and sports planning markets. You can tell our editors what your meeting or destination is doing differently from everyone else, and it can be featured in our publications. We can help you create your own publications and digital guides for your markets to target specific clients within the hospitality and meetings industry. And we can help spread your story through our channels and yours.

**Added Value**
- Spring 2020 & 2021- Matching Editorial
- Fall 2020- Marketplace Guides

**Ad Specs**
- **Full page** - 8.5”w x 10.25”h
- **1/2 page** - 7”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
- Spring 2020 & 2021
- Fall 2020

**Market/Circulation**
- 5,500 Planner Circulation

**LTA Member Rate**
- Full page $5,175
- 1/2 page $3,450

**Space & Materials Deadlines**
- Spring 2020
  - February 15, 2020
- Fall 2020
  - June 20, 2020
- Spring 2021
  - February 15, 2021

**Ad Representative** • Chris Conwell
cconwell@connecttravel.com

Contract or Insertion Order and Ad Materials are sent directly to LTA
**ConventionSouth**

*Co-op Ad*

**MEETINGS (TRADE)**

**ConventionSouth** has been the #1 national meetings magazine focused exclusively on the Southern region for the past 30+ years. The publication covers the 16 southern states editorially and our readers are the movers and shakers of the industry, planning for events from 5 to 5,000 attendees, booking more than 160 million guest room nights and spending more than $33 billion in the South each year. ConventionSouth.com keeps planners engaged on a daily basis with information that is focused on Southern meeting sites that they can’t get anywhere else. The website offers planners direct Southern content, current and cutting-edge interactive planning tools, online polls and the digital edition of ConventionSouth. Social media – Facebook, Twitter, Pinterest – are updated daily with information about advertisers and relevant industry news. Advertisers can increase their exposure to meeting planners with custom plans that include a multimedia package to maximize their budget.

---

**Added value**

**VALUE ADDED BENEFITS WITH EVERY AD:**
- Guaranteed editorial coverage within issue containing your ad
- Listing within Sponsor Directory in printed and digital issue
- Ad within Digital E-Pub Edition linking directly to your desired website (promoted to over 10,000 contacts within email database) and live for the full year
- Preferred social media sharing throughout the year within advertising
- Preferred editorial consideration throughout the year within advertising
- Submission for Hot Deals/Hot Dates online database

**Ad Specs**

**1/2 page ad** - 8.125”w x 4.125”h
**1/4 page ad** - 4”w x 4.125”h
**1/8 page ad** - 4”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Issue**

- February, March, April and Sept 2020
- February, March and April 2021

**Market/Circulation**

AL, AR, FL, GA, KY, LA, MS, OK, NC, SC, TN, TX, VA, WV, MD/DC, MO & Caribbean/ 18,031

**LTA Member Rate**

- 1/2 page $2,200
- 1/4 page $1,100
- 1/8 page $550

**Space & Materials Deadlines**

- February 2020: December 15, 2019
- March 2020: January 25, 2020
- April 2020: February 25, 2020
- September 2020: July 20, 2020
- February 2021: December 15, 2020
- March 2021: January 25, 2021
- April 2021: February 25, 2021
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.

**Destinations Digital** edition is online for 2 full months. In addition, e-mailed to 4,700 members and non-members, the digital edition is posted and archived on buses.org, The Insider, and Facebook.

**Added value**
Digital Banner on buses.org for 1/2 page buys.

**Ad Specs**
1/2 page ad - 7.75”w x 4.125”h
1/4 page ad - 3.775”w x 4.125”h
1/8 page ad - 3.775”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

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
Jan/Feb 2020 & 2021
   Marketplace Issue
   *Bonus Distribution
March/April 2020
   Louisiana Travel Resource
Sept/Oct 2020
   Best of the Best Issue

**Market/Circulation**
Tour Operators, Motor coach Operators, Travel Industry Reps, Paid Subscribers and Tour Planners/Travel Agents/Receptive Operators/ 22,500

**LTA Member Rate**
1/2 page $1,920
1/4 page $960
1/8 page $480

**Space & Materials Deadlines**
Jan/Feb 2020  November 15, 2019
Mar/Apr 2020  January 15, 2020
Sept/Oct 2020  July 10, 2020
Jan/Feb 2021  November 15, 2020

**Ad Representative** • Marshall Boomer
marshall.boomer@theygsgroup.com
Group Tour Magazine focuses on tour planners’ needs serving as a quarterly planning resource with a menu of everything group-friendly. Louisiana editorial is a dedicated section in the Southeastern issue. All Louisiana advertisements, editorial and itineraries are together to give the group tour planner many reasons to include Louisiana in their tour itineraries and your ad is never buried in an ad bank. The partnership of our print and web opportunities work well to stay “top of mind” with tour planners.

Added Value
• Every advertiser will receive a full web page profile on grouptourmagazine.com
• Automatic inclusion in the digital issue.
• Hot Links to advertiser’s website from advertisement and Advertiser Listing in digital issue.

Editorial Coverage:
• Every Group Tour Magazine issue will have a dedicated Louisiana Editorial Section.

Reader Service Info
All advertisers receive Reader Service Card leads, available 24/7 on your Group Tour portal.

Ad Specs
Full Page - live: 7.25 x 9.75, trim: 8.375 x 10.75
bleed: 1/8 beyond trim (1/8 = .125)
1/2 page - 4.75” x 7.25” or 7.25” x 4.75”
1/4 page - 2.25” x 7.25” or 7.25” x 2.25”
1/6 page - 2.25” x 4.75” or 4.75” x 2.25”
Send a CMYK, 300 dpi ad as an .EPS, .JPG or .TIF or press quality .PDF, all fonts embedded or converted to outlines.

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

Ad Representative • Alan Lininger
alan@grouptour.com
The Group Travel Leader has long been the industry’s most respected national group travel magazine. It is mailed 10 times per year to 20,000 qualified readers who are members of the various trade associations within the group travel industry including ABA, NTA, OMCA, SYTA, USTOA and TAP. We are also a sister company of The Group Travel Family and mail to their group leaders who attend the BiG (Boomers in Groups) Conference, AATC (African American Travel Conference) and their TravelTalk Marketplaces held in 35 cities throughout the U.S. each year. PLUS, when you advertise in the print magazine, your ad will also be included in our digital edition and emailed to an additional 18,000+ online readers.

Added value
- A Partners Link on grouptravelleader.com for one year
- An Itinerary on grouptravelleader.com for one year
- Ten photos with captions in our Photo Slideshow on our website for one year
- Your own Advertisers Page in our TripSearch feature on our website for one year
- Your ad included in the digital edition and emailed to over 16,000 online readers
- When you advertise in the September issue, you will also receive a free directory listing. Includes: Contact information, 50 word statement and either a color photo or logo.

Ad Specs
Full Page - 7.5” w X 9.25” h (live), 9” w X 10.875” h (trim), 9.25” w X 11.125” h (bleed)
2/3 Page - 5” w X 9.25” h (live), 5.675” w X 10.875” h (trim), 5.925” w X 11.125” h (bleed)
1/2 page - 8” w X 4.5” h (live), 9” w X 5.3438” h (trim), 9.25” w X 5.5938” h (bleed)
1/3 page - 5” w X 4.5” 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative • Kelly Tyner
Kelly@grouptravelleader.com

Issue
January 2020 & 2021
Travel South Tour Planner
(includes Louisiana editorial)
March 2020
Louisiana Destination Feature
Sept 2020
Annual Group Travel Industry Buyers Guide Directory
March 2021
Louisiana State Spotlight & Culinary Themed Issue

Market/Circulation
National/20,000

LTA Member Rate
Full Page $3,570
2/3 Page $3,000
1/2 Page $2,400
1/3 Page $1,434
1/6 Page $900

Space & Materials Deadlines
January 2020
November 20, 2019
March 2020
January 20, 2020
September 2020
July 20, 2020
January 2021
November 20, 2020
March 2021
January 20, 2021
Leisure Group Travel

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 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative • Cheryl Rash
cheryl@ptmgroups.com

Issue

April 2020 & 2021
Travel South edition
October 2020
Women’s Travel edition plus Shopping Destinations
December 2020
ABA/NTA Preview edition plus Heritage and History

Market/Circulation

20,000 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

Space & Materials Deadlines

April 2020
February 10, 2020
October 2020
August 10, 2020
December 2020
October 10, 2020
April 2021
February 10, 2021

Contract or Insertion Order and Ad Materials are sent directly to LTA.
LTA Group Travel E-Newsletter will target national and international operators who 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 issue 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.
With more than 55,000 direct request subscribers, Meetings Today has the single largest magazine audience of meeting planners in the industry. As the destination experts, we educate our planners on destinations and help them select their upcoming meetings locations.

Our April 2020 & April 2021 Louisiana meetings stories will be the most circulated Louisiana meeting stories in the industry. Each story will be placed in our South destination section and all advertisers will receive special editorial consideration.

**Added value**
- Programs & Packages, 12 months
- All Print ads are included in our digital edition
- Expanded listing on meetingstoday.com
- Receive 25 planner profiles

**Ad Specs**
1/2 page ad - 7.75”w x 4”h
1/4 page ad - 3.75”w x 4”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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

---

**Issue**
- April 2020 & 2021
  - Louisiana Destination Issue
- July 2020
  - New Orleans
- August 2020
  - Meetings Today Annual Guide/ CVB & DMO Guide
- December 2020
  - Louisiana coverage

**Market/Circulation**
- National/55,151

**LTA Member Rate**
- 1/2 page $2,400
- 1/4 page $1,200

**Space & Materials Deadlines**
- April 2020
  - February 1, 2020
- July 2020
  - May 1, 2020
- August 2020
  - June 1, 2020
- December 2020
  - November 1, 2020
- April 2021
  - February 1, 2021

**Ad Representative** • Jeanette Baumler
Jeanette.Baumler@meetingstoday.com

---

Contract or Insertion Order and Ad Materials are sent directly to LTA
A top source for reunion groups with a desire to reconnect family, friends, and colleagues and create new travel memories. Reunions Workbook’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, Reunions Workbook is an essential inspiration source.

**Added value**
- Full Page Ad + 2 Page Destination Content buy receives an online Site InSpection feature + 8-page reunion brochure/guide for promotional use and lead follow-up.
- 1/2 Page Ad + 1.5 Page Destination Content buy receives an online Site InSpection feature + digital checklist/top list marketing feature + paid media campaign on Google or Facebook.
- Full Page Destination Content buy receives an online Site InSpection feature.

**Ad Specs**
**Full page ad for bleed** - 8.75 x 10.75 (Page Trim: 8.5 x 10.5)
**Full page ad non-bleed** - 7.325 x 9.325
**1/2 page ad horizontal** - 7.5 x 4.75
**1/2 page ad island** 4.75 x 7
- 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Issue**
March 2020 & 2021

**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 2020 January 15, 2020
March 2021 January 15, 2021

**Ad Representative** • Eric Moore
eric@ptmgroups.com
SportsEvents Media Group, producers of SportsEvents magazine, www.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 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 Online & Print Directory Listing in December 2019 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative • Shellie Kichler
skichler@coveypubs.com

Issue
March 2020 & 2021
Trends & Economic Impact Report
June 2020 & 2021
State Spotlight on Louisiana
December 2020
Annual Planners Guide to Sports Commissions & CVBs—Free Matching Advertorial with 1/2-page ad or larger

Market/Circulation
Sports events planners, sports governing bodies, events rights holders and tournament directors and more / 18,000 (qualified) 24,000 Total (Monthly E-Newsletter Recipients, Digital Edition Monthly Visitors + Print Circulation)

LTA Member Rate
1/2 page $1,800
1/4 page $900
1/8 page $450

Space & Materials Deadlines
March 2020
January 10, 2020
June 2020
March 27, 2020
December 2020
October 2, 2020
March 2021
February 5, 2021
June 2021
May 7, 2021

Contract or Insertion Order and Ad Materials are sent directly to LTA.
Since 1997, *SportsTravel* magazine has served the sports related travel and event industry. It is the only publication written and designed to serve the people who organize, manage and host sporting events of all types at all levels.

**Added Value**

One email reaching 15,000 sporting & event organizers per email send. 100% SOV (Share of voice). Participants select email send dates and supply creative.

**Ad Specs**

1/2 page ad - 7.75”w x 4.25”h
1/4 page ad - 8.825”w x 4.25”h
Send a CMYK, 300 dpi ad as an .EPS, .JPG or .TIF or press quality .PDF, all fonts embedded or converted to outlines.

**Media/Delivery**

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

**Issue**

Spring 2020 & 2021
Fall 2020

**Market/Circulation**

National/45,000
Spring issue is distributed at NASC and Fall issue is distributed at TEAMS

**LTA Member Rate**

1/2 page $2,010
1/4 page $1,005

**Space & Materials Deadlines**

Spring 2020 & 2021
January 15, 2020 & 2021
Fall 2020
July 25, 2020

---

**Ad Representative** • Kimberly Faulk
KFaulk@ntmlc.com
Student Group Tour magazine blasts students into space, lights up the stage and puts STEAM learning at the forefront of educational travel. Three times per year, each issue provides information on the hottest destinations and attractions in the U.S. and Canada. With upcoming features like “Sports,” “Hands on History” and “Theatre”, you’ll become inspired with unforgettable, educational trip ideas. Student Group Tour connects you with the right people in student travel.

Added Value
All advertisers receive:
- Full web profile page within a searchable database and Itinerary Builder with links to your email and website.
- Digital magazine includes links to your website from your advertisement (please include your website on your art work) and from the Advertiser list.

Editorial Coverage
Louisiana is covered within the Southeastern Regional Section.

Reader Service Info
All advertisers receive Reader Service Card leads, available 24/7 on your Group Tour portal.

Ad Specs
1/2 page ad - 4.75”w x 7.25”h or 7.25w” x 4.75h”
1/4 page ad - 2.25”w x 7.25”h or 7.25w” x 2.25h”
1/6 page ad - 2.25”w x 4.75”h or 4.75w” x 2.25h”
Send a CMYK, 300 dpi ad as an .EPS, .JPG or .TIF or press quality .PDF, all fonts embedded or converted to outlines.

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

Issue
April 2020 & 2021
August 2020
December 2020

Market/Circulation
31,200 educators, student tour operators, homeschoolers who are decision makers in student travel, including all buying members of SYTA.

LTA Member Rate
Full page $4,340
1/2 page $2,978
1/4 page $1,750
1/6 page $1,170

Space & Materials Deadlines
April 2020    February 1, 2020
August 2020   June 1, 2020
December 2020 October 1, 2020
April 2021    February 1, 2021

Added Value
All advertisers receive:
- Full web profile page within a searchable database and Itinerary Builder with links to your email and website.
- Digital magazine includes links to your website from your advertisement (please include your website on your art work) and from the Advertiser list.

Editorial Coverage
Louisiana is covered within the Southeastern Regional Section.

Reader Service Info
All advertisers receive Reader Service Card leads, available 24/7 on your Group Tour portal.

Ad Specs
1/2 page ad - 4.75”w x 7.25”h or 7.25w” x 4.75h”
1/4 page ad - 2.25”w x 7.25”h or 7.25w” x 2.25h”
1/6 page ad - 2.25”w x 4.75”h or 4.75w” x 2.25h”
Send a CMYK, 300 dpi ad as an .EPS, .JPG or .TIF or press quality .PDF, all fonts embedded or converted to outlines.

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

Ad Representative  •  Alan Lininger
alan@grouptour.com

Student Group Tour

Contract or Insertion Order and Ad Materials are sent directly to LTA
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.

Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>LTA MEMBERS</th>
<th><em>NON MEMBERS</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,095</td>
<td>$2,495</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,295</td>
<td>$1,695</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$795</td>
<td>$1,195</td>
</tr>
</tbody>
</table>

Added Value

- Non-member ad rate includes one year of membership in the Louisiana Travel Association.
- All golf and lodging advertisers will also receive a listing on AudubonGolf.com.

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
- 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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Printed
December 2019/January 2020
December 2020/January 2021

Market/Circulation

- 30,000 printed copies, plus digital copies
- Distributed at 11 Consumer Golf Shows (Philadelphia, Cincinnati, Detroit, Chicago, St. Louis, Cleveland, New Jersey, Tulsa, Washington DC, Nashville and Dallas)
- 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 letsgolf.com
- Digital Marketing Campaign to promote Golf in Louisiana

Space & Materials Deadlines

2019/2020 publication: September 2019
2020/2021 publication: September 2020

Ad Representatives

Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org
Louisiana Attractions Program

Louisiana Travel Association will produce a brochure that highlights Louisiana’s Attractions. Robust digital marketing will circulate the publication online. Attractions will be able to purchase a listing for as little as $225!

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 Travel South).

**Ad Specs**
**Full page ad** - trim 4”w x 9”h
  - non bleed ad - 3.5”w x 8.5”h
  - keep live matter .25” from trim
  - bleed 4.25”w x 9.25”h
**1/2 page ad** - 3.5”w x 4.125”h
**1/4 page ad** - 3.5”w x 2.125”h
• PDF files preferred
• CMYK, high resolution ad saved as a press quality PDF
• Fonts embedded or converted to outlines
• eps, jpeg or tif files are accepted

**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

**Coupons Specs**: Logo, offer, disclaimer on back side for blackout dates or special events.

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

---

**Issue**
June/July 2020 & 2021

**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 $1695
- 1/2 page $950
- 1/4 page $550

Listing
- Photo Listing $395
- Basic Listing $235
- Coupons $400

**Space & Materials Deadlines**
- May 18, 2020
- May 17, 2021

**Ad Representative**
Tiffany Schultz • Laine Garner
Charlie Waltman
tiffany@louisianatravelassociation.org
laine@louisianatravelassociation.org
charlie@louisianatravelassociation.org
Christmas In Louisiana Campaign

Louisiana Travel Association will produce a Christmas in Louisiana Brochure that will be available in September/October of 2020. Robust digital marketing will circulate the publication online. 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
    live area -  3.5”w x 8.5”h
    keep live matter .25” from trim
    bleed 4.25”w x 9.25”h
1/2 page ad - 3.5” w x 4.125” h
1/4 page ad - 3.5” w x 2.125” h
• PDF files preferred
• CMYK, high resolution ad saved as a press quality PDF
• Fonts embedded or converted to outlines
• eps, jpeg or tif files are accepted

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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Issue
September/October 2020

Market/Circulation
• Welcome Centers throughout LA, 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 Ads:
Full Page: $1,350
1/2 Page: $825
1/4 Page: $495

Listings:
Photo Listing: $350
Basic Listing: $200
Calendar Event Listing: $150

Space & Materials Deadlines
August 14, 2020

Ad Representatives
Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org
In 2020, 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.

Stay tuned for more details on the 2020 Culinary Trails plan in the fall of 2019.
Louisiana Fishing & Outdoor Adventures Program

The Louisiana Travel Association is producing this program targeting visitors who want to explore Louisiana for its Fishing & Outdoor Adventures. This product will showcase Louisiana’s outdoor activities including birding, hiking, cycling, fishing and hunting, not to mention, water sports and geo caching. It will also feature our nature museums, parks, gardens and scenic byways. Members can participate in this program by purchasing a basic listing for only $150 or you can have the opportunity to be a sponsor. The outdoor publication will be distributed in our state welcome centers/certified centers and also through ad fulfillment and trade shows.

Sponsorships Levels:
Platinum- $5,000
- 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

Gold- $3,250
- 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

Silver - $1,750
- 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

Ad Specs
**Full page ad**
- trim 4”w x 9”h
- non bleed ad - 3.5”w x 8.5”h
- keep live matter .25” from trim
- bleed 4.25”w x 9.25”h

**1/2 page ad**
- 3.5” w x 4.125” h

**1/4 page ad**
- 3.5” w x 2.125” h
- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

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

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**
Advertising
1/2 page - $950
1/4 page - $550
Photo Listing- $375
Basic Listing- $250

Space & Materials Deadlines
March 15, 2020
March 14, 2021

Ad Representatives
Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org
Bank Travel 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 pamphlet will be used during the conference during appointments with LTA staff. Participants will receive leads.

**Added Value**
- Pamphlet mailed to entire Loyalty program directory
- Pamphlet digital link added to LTA’s Group Tour Newsletter in March/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, 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 web address. (Reader service card of brochures)

**Media/Delivery**
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Shows**
2020:
March 22-24, 2020
Cheyenne, Wyoming
2021: TBD

**Market/Circulation**
400

**LTA Member Rate Ads**
Full page $750
1/2 page $400
Brochure Listing $100

**Space & Materials Deadlines**
January 10, 2020 & 2021

**Ad Representatives**
Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
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. Market your business to church and religious travel directors who choose their desired destinations. 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. This market might well double by the year 2020. This specially designed pamphlet will be used during the conference during appointments with LTA staff. Participants will receive leads.

**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 2021

**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 web address. (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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Shows**

September 2020- Going On Faith Conference: TBD

**Market/Circulation**

350 faith travel planners

**LTA Member Rate Ads**

- Full page $750
- 1/2 page $400
- Brochure Listing $100

**Space & Materials Deadlines**

July 31, 2020

**Ad Representatives**

Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
A truly cost effective way to reach the Student Youth Travel Market is by participating in the LTA SYTA Conference pamphlet. 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 pamphlet will be used during 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, 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 web address. (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 tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**Shows**

- August 14-18, 2020: Student Youth Travel Conference, Winnipeg, MB
- August 13-17, 2021: Student Youth Travel Conference, New York, NY

**Market/Circulation**

750

**LTA Member Rate Ads**

- Full page $750
- 1/2 page $400
- Brochure Listing $100

**Space & Materials Deadlines**

- July 31, 2020
- July 31, 2021

**Ad Representatives**

Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
Travel South Showcase is the premier Marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors. This is a great way for your attraction, hotel, restaurant or DMO to connect and serve the Travel South operators. This specially designed pamphlet will be used during the conference during appointments with LTA staff. Participants will receive leads.

**Added Value**

- Pamphlet mailed to entire Travel South Domestic 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 Travel South’s website.

**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 web address. (Reader service card of brochures)

**Media/Delivery**

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

**Shows**

2020 Travel South Domestic Showcase
Baton Rouge, LA - March 8-11
2021 TBD

**Market/Circulation**

400

**LTA Member Rate Ads**

Full page $750
1/2 page $400
Brochure Listing $100

**Space & Materials Deadlines**

February 15, 2020 & 2021

---

**Ad Representatives**

Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
Travel & Vacation Shows

LTA attends travel & vacation shows on behalf of our members. A specially designed recipe book is created for primary distribution at consumer shows. If you are interested in working in the LTA booth for any of these shows, please contact Tiffany Schultz at 225-408-4029 or tiffany@louisianatravelassociation.org.

Specs

Full Sponsor (2 pages) $1,800

First Page -
- 150 words of copy
- phone # & website
- up to 3 high resolution (300 dpi) CMYK photos
- high resolution CMYK logo

Second Page -
- recipe
- high resolution (300 dpi) CMYK photo of the recipe or ingredients
- recipe courtesy of….
- phone # & website to correlate with the first page

Partial Sponsor (1 page) $960

- recipe
- high resolution (300 dpi) CMYK photo of the recipe or ingredients
- recipe courtesy of….
- phone # & website
- 35 words of copy
- high resolution CMYK logo

Listing: Specs: Name of advertiser, 30 words of copy, phone # & website and 1.5”w x 1.75”h high res color photo or logo

The colors of the headers & footers will match the regional marketing colors of the state and the book will be laid out by marketing regions.

Media/Delivery

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

Shows

2020 Florida Snowbird Extravaganza, Lakeland, FL- January 28-29, 2020

New York Times Travel Show, New York, NY- January 24-26, 2020

For the 2020 New York Times Travel Show, we have an additional buy in opportunity! For $350 you can submit 2 story ideas that best represent your destination. We will hand these out to media each day in the press room. After the show ends, you will receive a list of the press (outlet and reporter title).

Market/Circulation

10,000/ A Digital Flipbook that includes live links to participants’ webpages and digital campaign to promote the book.

LTA Member Rate

Full Sponsor: $1,800
Partial Sponsor: $960
Listing: $250
Additional buy in for NY Times Show: $350

Space & Materials Deadlines

2020 - November 1, 2019

Ad Representatives

Tiffany Schultz  •  tiffany@louisianatravelassociation.org
Lainer Garner  •  laine@louisianatravelassociation.org
Charlie Waltman  •  charlie@louisianatravelassociation.org

Contract or Insertion Order and Ad Materials are sent directly to LTA
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.

**Ad Specs:**

**Side Banner Ad**: 300 x 300 pixels  
**Advertorial section**: 1 image-400x400, 150 words of copy

**Media/Delivery**  
Email ad materials to tiffany@louisianatravelassociation.org, emails must specify program and company name in the subject line.

**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 Issue 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.

---

**LTA Explores**

LTA Explores will showcase your hotel or attraction to the Welcome Centers around the state. Mingle with them, let them know about your business, let them have a face with a name. Everyday travel counselors are informing visitors about YOU! - Make sure your brochures are stocked and your business is ready for the upcoming season. Join us for a two-day bus trip around the state.

LTA will coordinate bus travel to all centers, set up boxed lunches and provide you with a list of counselors.

**Places:** State Welcome Centers and Certified welcome centers (up to 12 visited)  
**Departure:** Fall 2021  
**Rate:** $395  
**Added Value:**  
All participants will receive a brochure listing link, and contact info for visited centers.

---

**Issue**  
January 2020  
June 2020  
October 2020  
January 2021  
June 2021

**Market/Circulation**  
880 AAA Offices

**LTA Member Rate Ads**  
**Side Banner Ad:** Max 2 per issue  
$295  
**Advertorial sections Max 4 per issue**  
$395

**Space & Materials Deadlines**  
January 2020- December 15, 2019  
June 2020 - May 15, 2020  
October 2020 - September 15, 2020  
January 2021- December 15, 2020  
June 2021 - May 15, 2021

**Items:**  
- You will need to pay for dinner and one-night hotel stay  
- Brochures of your hotel or attraction  
- Giveaway for Counselors
Essential Attractions Package

Want to increase visitors to your attraction? LTA has developed a discounted package of the essential marketing programs designed just for you, our valued member attractions! We have hand-selected these five programs to offer you several discounted marketing opportunities that we feel are vital to increasing your business. This package deal is the most cost-effective way for you to reach potential visitors through LTA programs. Sign up today!

Components
• 2020 Visitor Center Distribution (annual)
• 2020 Attractions Program-Photo Listing
• AAA E-Newsletter: June 2020 issue
• LTA’s Group E-Newsletter: October 2020 issue
• 2020 Brochure Listing in SYTA or Faith Travel- Participant’s choice

LTA Member Rate
$1,100

Space & Materials Deadlines
Deadline is April 1, 2020

Ad Specs
Contact Tiffany Schultz at tiffany@louisianatravelassociation.org

Ad Representatives
Tiffany Schultz • tiffany@louisianatravelassociation.org
Lainer Garner • laine@louisianatravelassociation.org
Charlie Waltman • charlie@louisianatravelassociation.org
**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.

**Brochure & Rack Cards**

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 Ads**

<table>
<thead>
<tr>
<th>Rack Card Size</th>
<th>10,000</th>
<th>15,000</th>
<th>25,000</th>
<th>50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>4”x9”</td>
<td>$970</td>
<td>$1,175</td>
<td>$1,380</td>
<td>$2,010</td>
</tr>
</tbody>
</table>

**Brochure Prices**

<table>
<thead>
<tr>
<th>Panel Size</th>
<th>10,000</th>
<th>15,000</th>
<th>25,000</th>
<th>50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Panel (8”x9”)</td>
<td>$1,025</td>
<td>$1,290</td>
<td>$1,550</td>
<td>$2,325</td>
</tr>
<tr>
<td>3 Panel (8.5”x11”)</td>
<td>$1,225</td>
<td>$1,485</td>
<td>$1,745</td>
<td>$2,700</td>
</tr>
<tr>
<td>4 Panel (8.5” x 14”)</td>
<td>$1,300</td>
<td>$1,590</td>
<td>$1,885</td>
<td>$3,005</td>
</tr>
</tbody>
</table>

- 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.

**Call or email for more information**
Natalie Hutchinson • natalie@louisianatravelassociation.org
Laine Garner • laine@louisianatravelassociation.org
Visitor Center Distribution

What Is the Visitor Center Distribution Program?
The Louisiana Travel Association provides members with a low cost means of distributing literature through the state’s network of visitor information centers. These visitor centers are operated by the State of Louisiana on the major interstate highways at entry points to Louisiana, and by city or parish governments, chambers of commerce, or tourist bureaus throughout Louisiana. This program assists members in getting their brochures into the hands of visitors who have stopped at one of our centers.

How Does The Program Work?
A master list of visitor center distribution participants is supplied to the network of centers together with each participant’s brochure, which has been assigned a code number for use in ordering. Updates are sent to each center monthly. Annual computer reports allow participants to review where their brochures are used most frequently. While every effort is made to encourage each center to order all participating members’ brochures, LTA cannot be responsible for making certain that is the case. We urge participants to review their annual reports and to contact centers who are not ordering their brochures. Participants may request reports anytime throughout the year.

How Can I Participate?
A member must sign a yearly contract based on a price according to the brochure size. The first 2,500 brochures are automatically distributed in the first month of joining the VCD program to all centers in predetermined quantities. The brochure is assigned a code number and a copy of the brochure is sent to each center for inclusion in a master book of brochures available to each center. Following the initial shipment, LTA will warehouse the remaining brochures and bulk ship them as ordered. You will be furnished with annual reports detailing the distribution of your brochure. A maximum of 10,000 brochures will be distributed per annual contract. If more than 10,000 of your brochures are distributed annually, you will be contacted regarding billing options. As we near your annual contract renewal date, the LTA office will automatically mail out an invoice for the upcoming year.

How Many Brochures Will I Need?
It is not possible to determine how many of your brochures will be needed to satisfy the requests of the visitor centers each year. While the number of brochures needed varies according to the participant’s location and description, the average is 10,000 copies. This should assist you in budgeting on an annual basis for the distribution of your promotional literature. Remember that new brochures on the program will be distributed quickly at first but will settle to a normal level once the centers are familiar with their availability. Every brochure must meet certain guidelines set by the Louisiana Office of Tourism in order for it to be distributed to the twelve state information centers. A copy of the guidelines can be obtained by calling the LTA office. All brochures are approved for distribution at LTA-certified centers.

Where Do I Send My Brochures For Distribution?
The brochures should be shipped prepaid to:
LTA Warehouse / 1165 South Foster Dr / Baton Rouge, LA 70806.
**Please clearly & accurately label each box with the quantity of brochures included.

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

**Deadline**
Brochures must be approved before the 20th of the month that distribution begins

---

**VCD ANNUAL PRICING**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One panel rack card (no larger than 4&quot; x 9&quot;)</td>
<td>$475/yr</td>
</tr>
<tr>
<td>2-3 panel brochure (no larger than 4&quot; x 9&quot;)</td>
<td>$575/yr</td>
</tr>
<tr>
<td>Multiple page brochure (no larger than 4&quot; x 9&quot;)</td>
<td>$685/yr</td>
</tr>
<tr>
<td>Digest size / Full Size</td>
<td>$790/yr</td>
</tr>
<tr>
<td>One-time distribution 1-3 panel brochure (4&quot; x 9&quot;)</td>
<td>$275/yr</td>
</tr>
</tbody>
</table>

A maximum of 10,000 brochures will be distributed per year.

---

**Call or email**
Josie Evans  
225.408.4033  
josie@louisianatravelassociation.org

---

**SHIPPING INSTRUCTIONS:**

1. Clearly & accurately label each box with the quantity of brochures included.

2. All brochures must be banded or shrink-wrapped in quantities of 25, 50 or 100 for ease of tracking distribution.

3. To facilitate delivery, we request that all pallet shipments sent by freight carrier arrive in trucks equipped with a lift gate.

---

**ADDITIONAL INFORMATION & GUIDELINES**

- **Reports:** Annual reports on inventory levels and distribution points will be sent out with your renewal invoice.

- **Auto Renewals:** Your business will be billed on an annual basis unless LTA is notified to cancel the program, however, if full payment has not been received in 60 days, you will be placed on hold and after 90 days termination of distribution will be implied and remaining brochures discarded.

- **Inventory of Non-Renewals:** Customers who do not wish to renew must notify LTA within 30 days of their contract’s expiration date in order to stop distribution and avoid re-billing. Any inventory of brochures will need to be picked up by the owner or their designee within 30 days of cancelation or this distributed inventory will then be shipped at the owner’s expense or will be disposed of by LTA.

---

For all other brochure distribution needs LTA recommends:

**CERTIFIED FOLDER DISPLAY SERVICE, INC.**

BROCHURE DISTRIBUTION

to Hotels  ® Restaurants  ® Airports

in LOUISIANA and TEXAS

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

---

**120**
**Contract & Reservation Form 1**

**HIGHLIGHTED SPONSORS**

**Louisiana Cookin’**
- Jan/Feb 2020, Mar/Apr 2020, May/June 2020: $____
- Jan/Feb 2021, Mar/Apr 2021, May/June 2021: $____
- 1/4 page $1,059, 1/3 page $1,355, 1/2 page $1,761, Full page $2,709

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

**Hoffman Media Power Buy**
- Jan/Feb 2020, Mar/Apr 2020, May/June 2020: $____
- Jan/Feb 2021, Mar/Apr 2021, May/June 2021: $____
- 1/2 page $8,740, 1/4 page $4,830

**Hoffman Culinary Display Campaign**
- Option 1 $4,350, Option 2 $6,350

**Compass Media’s Girlfriend Getaways**
- September 2020: $____
- 1/8 page $2,400, 1/4 page $4,800, 1/2 page $9,600

**Multiple Magazine Insert - Family Travel Planner**
- February/March 2020, March/April 2020, May/June 2020: $____
- February/March 2021, March/April 2021, May/June 2021: $____
- 1/8 page $6,500, 1/4 page $13,000, 1/2 page $26,000

**Fall Travel Newspaper & Online Insert**
- September 2020: $____
- 1/8 page $4,250, 1/4 page $8,500, 1/2 page $17,000

**Compass Media Custom Festival/Event Promotion**
- 1100 Clicks $1,800, 2100 Clicks $3,000, 4250 Clicks $6,000: $____

**Compass Media Content & Clicks Campaign**
- 1500 Clicks $2,300, 2500 Clicks $3,400, 5000 Clicks $6,100

**Compass Media Digital Display Campaign**
- 1500 Clicks $1,740, 2500 Clicks $2,800, 5000 Clicks $10,850

**Compass Media Digital Outdoor Campaign**
- 1500 Clicks $1,740, 2500 Clicks $2,800, 5000 Clicks $10,850

**Compass Media Display & Social Media Remarketing Campaign**
- 1500 Clicks $1,740, 2500 Clicks $2,800, 5000 Clicks $10,850

**NEW LTA PROGRAMS**

**LTA’s Digital Visitor Center Program**
- New Participants $895, Current Participants $295, Digital ONLY $695

**Travel Trade Print & Digital Marketing Campaign**
- $1,450

**PR PROGRAMS**

**Influencer Campaign**
- Tier 1 $4000, Tier 2 $6500, Tier 3 $8600

**Travel Media Group Press Trip**
- Option 1 $11,500, Option 2 $12,900, Option 3 $15,000

**Regional Media Blitz**
- $4200

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________________Fax________________
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________________Fax________________
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:____________________________
Name as it appears on card:____________________________________
Billing address for card:________________________
Signature:________________________________
Date:  __________________________________

LTA • 1165 south foster drive • baton rouge, la 70806 • 225.346.1857 • fax 225.410.2272 • louisianatravelassociation.org
Contract or Insertion Order and Ad Materials are sent directly to LTA.
**Contract & Reservation Form 2**

### RESEARCH OPPORTUNITIES

**ADARA Impact Campaign**
- Option 1 $9,000
- Option 2 $13,000
- Option 3 $19,000

**AirDNA Solutions**
- Option 1 $4,200
- Option 2 $840
- Option 3 $2,850

**Audience Segmentation Analysis & Profile**
- $6000

**STR Report**
- $1,000

### LTA PROMOTES

**TV**

**Gray Media TV Promotion**
- Option 1 $6,350
- Option 2 $9,000
- Option 3 $13,000
- Option 4 $17,000

**OTT Targeting**
- Option 1 $2,950

**MAGAZINE**

**CULINARY**

**Bon Appétit**
- May 2020
- May 2021
- 1/8 page $1,875
- 1/4 page $3,750
- 1/2 page $7,500

**Food Network**
- April 2020
- Oct 2020
- April 2021
- 1/8 page $2,875
- 1/4 page $5,750
- 1/2 page $11,500

**Louisiana Kitchen**
- Jan/Feb 2020
- Mar/Apr 2020
- May/June 2020
- July/Aug 2020
- Sept/Oct 2020
- Nov/Dec 2020
- Jan/Feb 2021
- Mar/Apr 2021
- May/June 2021
- 1/2 page $2,040
- 1/2 spread $3,672
- 1/2 page jr. $2,210
- 2/3 page $3,380
- Full page $3,400

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

### CULTURE

**64 Parishes**
- Winter 2019/2020
- Spring 2020
- Summer 2020
- Fall 2020
- Winter 2020/21
- Spring 2021
- 1/4 page $780
- 1/2 page $1,140
- Full page $1,860

**Oxford American**
- Spring 2020
- Summer 2020
- Fall 2020
- December 2020
- Spring 2021
- Summer 2021
- 1/3 page $1,475
- 1/2 page $1,811
- 2/3 page $2,290
- Full page $3,066

### LIFESTYLE

**AARP, The Magazine**
- Apr/May 2020
- Oct/Nov 2020
- Apr/May 2021
- 1/8 page $2,313
- 1/4 page $4,625
- 1/2 page $9,250

**Garden & Gun**
- Feb/Mar 2020
- Oct/Nov 2020
- 1/4 page $6,625
- 1/2 page $13,250
- Feb/Mar 2021
- 1/4 page $6,800
- 1/2 page $13,600

**Houstonia Magazine**
- March 2020
- May 2020
- July 2020
- October 2020
- March 2021
- May 2021
- 1/6 page $1,875
- 1/3 page $3,200
- 1/2 page $4,600
- 2/3 page $5,450
- Full page $7,800

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________________Fax________________
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:____________________________  
Name as it appears on card:________________________
Billing address for card:________________________
Signature:________________________________
Date:  __________________________________
Contract or Insertion Order and Ad Materials are sent directly to LTA.
Contract & Reservation Form 3

okra Magazine
- Winter/Spring 2020  
  - Spring/Summer 2020  
  - Summer/Fall 2020  
  - Fall/Winter 2020  
  - 1/2 page $2,200  
  - Full page $3,550  
  - Back Cover $4,790  
  - Inside Back Cover $4,260  
  - $_____

Southern Living Co-op
- May 2020  
  - May 2021  
  - 1/8 page $3,650  
  - 1/4 page $7,300  
  - 1/2 page $14,600  
  - $_____

Southern Living TDA
- Jan 2020  
  - Feb 2020  
  - Mar 2020  
  - Apr 2020  
  - May 2020  
  - June 2020  
  - July 2020  
  - Aug 2020  
  - Sept 2020  
  - Oct 2020  
  - Nov 2020  
  - Dec 2020  
  - Jan 2021  
  - Feb 2021  
  - Mar 2021  
  - Apr 2021  
  - May 2021  
  - June 2021  
  - 1/6 page $4,680  
  - $_____

Texas Monthly Co-op
- Apr 2020  
  - Sept 2020  
  - Apr 2021  
  - 1/8 page $1,725  
  - 1/4 page $3,450  
  - 1/2 page $6,900  
  - $_____

Where to Retire
- Jan/Feb 2020  
  - Mar/Apr 2020  
  - May/June 2020  
  - July/Aug 2020  
  - Sept/Oct 2020  
  - Nov/Dec 2020  
  - Jan/Feb 2021  
  - Mar/Apr 2021  
  - May/June 2021  
  - 1/2 page $6,850  
  - 1/3 page $4,300  
  - 1/6 page $2,150  
  - $_____

OUTDOORS
BirdWatching Magazine
- Apr 2020  
  - Oct 2020  
  - Apr 2021  
  - 1/6 page $680  
  - 1/3 page $1,300  
  - $_____

Outside Magazine
- Jan/Feb 2020  
  - March 2020  
  - April 2020  
  - May 2020  
  - June 2020  
  - July 2020  
  - Aug 2020  
  - Sept 2020  
  - Oct 2020  
  - Nov 2020  
  - Dec 2020  
  - March 2021  
  - April 2021  
  - May 2021  
  - June 2021  
  - 1/6 page $7,800  
  - 1/4 page $8,300  
  - $_____

South Coast Golf Guide
- January 2020  
  - May 2020  
  - September 2020  
  - January 2021  
  - May 2021  
  - 1/2 page $1,665  
  - 1/2 page $1,035  
  - $_____

TRAVEL
AAA Southern Traveler
- Mar/Apr 2020  
  - May/June 2020  
  - Sept/Oct 2020  
  - Nov/Dec 2020  
  - Mar/Apr 2021  
  - May/June 2021  
  - 1/6 page $1,238  
  - 1/3 page $2,475  
  - $_____

AAA TX Journey
- Jan/Feb 2020  
  - Mar/Apr 2020  
  - May/June 2020  
  - Sept/Oct 2020  
  - Nov/Dec 2020  
  - Jan/Feb 2021  
  - Mar/Apr 2021  
  - May/June 2021  
  - 1/6 page $2,950  
  - 1/3 page $5,900  
  - $_____

**Special Section
- May/June 2020  
  - Sept/Oct 2020  
  - May/June 2021  
  - $11,500  
  - $6,000  
  - $_____

American Road Magazine
- Spring 2020  
  - Autumn 2020  
  - Spring 2021  
  - 1/8 page $485  
  - 1/4 page $970  
  - 1/2 page $1,940  
  - $_____

National Geographic Traveler
- Feb/Mar 2020  
  - Apr/May 2020  
  - June/July 2020  
  - Aug/Sept 2020  
  - Oct/Nov 2020  
  - Dec/Jan 2021  
  - Feb/Mar 2021  
  - Apr/May 2021  
  - 1/4 page $5,200  
  - 1/8 page $2,600  
  - $_____

Please complete and sign this contract form.

Contact _________________________________
Business_________________________________
Address_________________________________
City ___________________________________
State____________________Zip_____________
Phone________________Fax________________
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:____________________________
Name as it appears on card:_________________
Billing address for card:_____________________
Signature:________________________________
Date: ________________________________

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%.

LTA • 1165 south foster drive • baton rouge, la 70806 • 225.346.1857 • fax 225.410.2272 • louisianatravelassociation.org
Contract or Insertion Order and Ad Materials are sent directly to LTA.
**Contract & Reservation Form 4**

**ROVA**
- Feb 2020 __________ Apr 2020 __________ June 2020 __________ $____
- Aug 2020 __________ Oct 2020 __________ Feb 2021 __________
- Apr 2021 __________ June 2021 __________
- 1/4 page $1,700 __________ 1/2 page $2,900 __________ Full page $4,500

**Travel 50 & Beyond**
- Winter 2020 __________ Spring 2020 __________ Summer 2020 __________ $____
- 1/6 page $1,870 __________ 1/3 page $3,342 __________ 1/2 page $5,090
- Full page $7,650 __________
- Fall 2020 __________ Winter 2021 __________ Spring 2021 __________
- Summer 2021 __________
- 1/6 page $1,890 __________ 1/3 page $3,650 __________ 1/2 page $5,250
- Full page $7,850 __________

**Where New Orleans**
- January 2020 __________ February 2020 __________ March 2020 __________ $____
- April 2020 __________ May 2020 __________ June 2020 __________
- 1/4 page $3,650 __________ Premium Square $7,900 __________
- July 2020 __________ Aug 2020 __________ Sept 2020 __________
- Oct 2020 __________ Nov 2020 __________ Dec 2020 __________
- January 2021 __________ February 2021 __________ March 2021 __________
- April 2021 __________ May 2021 __________ June 2021 __________
- 1/4 page $4,750 __________ Premium Square $8,800 __________

**NEWSPAPER**
**America's Best Vacations**
- Spring 2020 __________ Spring 2021 __________ $____
- 1/8 page $3,750 __________ 1/4 page $7,500 __________ 1/2 page $15,000

**Louisiana Newspaper Program**
Ad week runs Sunday-Saturday, any week Jan 2020-June 2021 __________ $____
- 2x4 One Region $720 __________ 2x4 Two Region $1,380 __________ 2x4 Statewide $1,880
- 2x6 One Region $1,090 __________ 2x6 Two Region $1,890 __________ 2x6 Statewide $2,590
- 3x7 One Region $1,670 __________ 3x7 Two Region $3,100 __________ 3x7 Statewide $4,200

**Louisiana Press Content Platform**
- Option 1 $600 __________ Option 2 $120 __________ Add On $250 __________ $____

**The Atlanta Journal Constitution**
- March 2020 __________ September 2020 __________ March 2021 __________ $____
- 1/8 page $1,100 __________ 1/4 page $2,200 __________ 1/2 page $4,400

**DIGITAL**
**225 Magazine Digital**
- Option 1 $450 __________ Option 2 $650 __________ $____

**AARP Digital Campaign**
- 250,000 imp. $3,400 __________ 500,000 imp. $7,000 __________ $____
- 750,000 imp. $10,000 __________ 1,000,000 imp. $13,000 __________

**AAA Digital Package**
- Basic $1,060 __________ Plus $1,900 __________ Premium $3,850 __________ $____

**ADARA Digital Campaign**
- Option 1 $6,000 __________ Option 2 $11,500 __________ $____

**Canadian Focused Digital Campaign**
- Bronze $3,000 __________ Silver $5,400 __________ Gold $7,000 __________ $____

**Chatbots**
**CVB**
- 3 months $1,500 __________ 6 months $1,920 __________ 1 year $2,700 __________ $____

**Hotel, Attraction, Restaurant**
- 3 months $960 __________ 6 months $1,400 __________ 1 year $2,100 __________

**Country Roads Content Campaigns**
- Package 1 $13,600 __________ Package 2 $8,400 __________ Package 3 $2,330 __________ $____

---

**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: __________
Name as it appears on card: __________
Billing address for card: __________
Signature: __________
Date: __________

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 __________________ Fax __________________
E-mail __________________
Billing E-mail ____________________________
Signature ________________________________
Date _________________________________

LTA • 1165 south foster drive • baton rouge, la 70806 • 225.346.1857 • fax 225.410.2272 • louisianatravelassociation.org
Contract or Insertion Order and Ad Materials are sent directly to LTA.
Contract & Reservation Form 5

Device ID Marketing

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
<th>Option</th>
<th>Amount</th>
<th>Option</th>
<th>Amount</th>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000</td>
<td>$2,200</td>
<td>300,000</td>
<td>$4,350</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500,000</td>
<td>$7,250</td>
<td>750,000</td>
<td>$10,800</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Expedia

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$11,000</td>
</tr>
<tr>
<td>2</td>
<td>$16,000</td>
</tr>
</tbody>
</table>

Garden & Gun Digital Campaign

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>$6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>$11,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>$6,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Geofencing Campaign

<table>
<thead>
<tr>
<th>Month</th>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020-June 2020</td>
<td>1</td>
<td>$900</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>$6,000</td>
</tr>
<tr>
<td>July 2020-June 2021</td>
<td>Bronze</td>
<td>$2,400</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

iExplore

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$11,000</td>
</tr>
<tr>
<td>2</td>
<td>$6,000</td>
</tr>
<tr>
<td>3</td>
<td>$4,200</td>
</tr>
<tr>
<td>4</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Orange142 Lead Generation

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,200</td>
</tr>
<tr>
<td>2</td>
<td>$3,600</td>
</tr>
<tr>
<td>3</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Louisiana News Sites

<table>
<thead>
<tr>
<th>Program</th>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Ads live for 30 days</td>
<td>NOLA.com</td>
<td>$1,600</td>
</tr>
<tr>
<td></td>
<td>Americanpress.com</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Thedadvocate.com</td>
<td>$1,400</td>
</tr>
<tr>
<td></td>
<td>Laganet sites</td>
<td>$3,850</td>
</tr>
<tr>
<td>2 - Ads live for 30 days - Statewide Online Network</td>
<td>Option 1</td>
<td>$1,090</td>
</tr>
<tr>
<td></td>
<td>Option 2</td>
<td>$2,185</td>
</tr>
<tr>
<td></td>
<td>Option 3</td>
<td>$3,280</td>
</tr>
<tr>
<td></td>
<td>Option 4</td>
<td>$4,370</td>
</tr>
</tbody>
</table>

Madden’s Remarketing & Prospecting Campaign

<table>
<thead>
<tr>
<th>Month</th>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020-June 2020</td>
<td>2,350-300,000 Impressions</td>
<td>$3,540</td>
</tr>
<tr>
<td></td>
<td>3,540-480,000 Impressions</td>
<td>$9,000</td>
</tr>
<tr>
<td></td>
<td>4,700-650,000 Impressions</td>
<td>$13,000</td>
</tr>
<tr>
<td></td>
<td>9,000-1,770,000 Impressions</td>
<td>$21,000</td>
</tr>
<tr>
<td>July 2020-June 2021</td>
<td>Bronze</td>
<td>$2,100</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
<td>$3,300</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
<td>$5,100</td>
</tr>
</tbody>
</table>

Multi Media Campaign & Sweepstakes

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

Outside Magazine

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regional</td>
<td>$11,200</td>
</tr>
<tr>
<td>2 National</td>
<td>$11,000</td>
</tr>
<tr>
<td>3 Regional</td>
<td>$6,200</td>
</tr>
<tr>
<td>4 National</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Search Engine Marketing

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,850</td>
</tr>
<tr>
<td>2</td>
<td>$7,700</td>
</tr>
<tr>
<td>3</td>
<td>$11,050</td>
</tr>
<tr>
<td>4</td>
<td>$16,500</td>
</tr>
<tr>
<td>5</td>
<td>$22,500</td>
</tr>
<tr>
<td>6</td>
<td>$33,500</td>
</tr>
</tbody>
</table>

Sojern

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,500</td>
</tr>
<tr>
<td>2</td>
<td>$6,000</td>
</tr>
<tr>
<td>3</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

Southern Living Online

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$11,000</td>
</tr>
<tr>
<td>2</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Texas Monthly Digital Campaign

<table>
<thead>
<tr>
<th>Bundle</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$6,000</td>
</tr>
<tr>
<td>2</td>
<td>$6,000</td>
</tr>
<tr>
<td>3</td>
<td>$1,600</td>
</tr>
<tr>
<td>4</td>
<td>$2,300</td>
</tr>
<tr>
<td>5</td>
<td>$3,050</td>
</tr>
</tbody>
</table>

The Advocate & Nola.com National Travel Intender Targeting

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$2,025</td>
</tr>
<tr>
<td>2</td>
<td>$5,750</td>
</tr>
<tr>
<td>3</td>
<td>$1,950</td>
</tr>
<tr>
<td>4</td>
<td>$5,750</td>
</tr>
</tbody>
</table>

Please complete and sign this contract form.

Contact _________________________________
Business_________________________________
Address_________________________________
City ___________________________________
State____________________Zip_____________
Phone________________Fax________________
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________________Fax________________
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:____________________________

Name as it appears on card:

Billing address for card:________________________

Signature:________________________________
Date:  __________________________________
## Contract & Reservation Form 6

### The Christian Post
- **Option 1**
  - $1,800
  - $4,750
  - $____
- **Option 2**
  - $3,450
  - $9,500

### Toronto Star
- Package 1 $2,875
- Package 2 $5,750
- Package 3 $8,500

### TourLouisiana
- $4,800

### TravelChannel.com & FoodNetwork.com
- Package 1 $7,500
- Package 2 $11,000
- Package 3 $16,000
- Package 4 $22,000

### TripAdvisor
- Package 1 $13,000
- Package 2 $11,000
- Package 3 $10,000
- Package 4 $8,250
- Package 5 $6,250
- Package 6 $5,750

### WhereTraveler.com
- Program 1 $2,250
- Program 2 $3,750
- Program 3 $7,500

### MEETING PLANNING DIGITAL
- **Convention South eMedia Bundle Package**
  - $3,050
  - $____
- **Group Tour Media’s Eblast Sponsored Content**
  - Package 1 $1,650
  - Package 2 $1,650
  - $____
- **Group Tour Media’s OnTarget Remarketing Campaign**
  - $2,825
  - $____
- **Meetings Content Activation by Connect**
  - $8,500
  - $____
- **Meetings and Conventions/Successful Meetings Campaign**
  - Package 1 $7,500
  - Package 2 $7,500
  - $____
- **Multi Step Email Campaigns**
  - $7,500
  - $____

### DIRECTORY AND GUIDES
- **AAA TourBook 2021**
  - $7,600
  - $____
- **Louisiana Tax Free Shopping Directory**
  - 2020
  - 2021
  - $____
  - 1/4 page $760
  - 1/2 page $1,380
  - Full page $2,250
  - Inside Back Cover $3,300
  - Inside Front Cover $3,550
  - Back Cover $3,700

- **Good Sam RV Travel Guide Series 2021**
  - 1/12 page $1,240
  - 1/6 page $2,480

### Trade Programs
- **Connect Magazine**
  - Spring 2020
  - Fall 2020
  - Spring 2021
  - $____
  - 1/2 page $3,450
  - Full page $5,175

- **Connect Faith**
  - Spring 2020
  - Fall 2020
  - Spring 2021
  - $____
  - 1/2 page $3,450
  - Full page $5,175

- **Connect Sports**
  - Spring 2020
  - Fall 2020
  - Spring 2021
  - $____
  - 1/2 page $3,450
  - Full page $5,175

- **ConventionSouth**
  - Feb 2020
  - March 2020
  - April 2020
  - $____
  - September 2020
  - Feb 2021
  - March 2021
  - April 2021
  - 1/8 page $550
  - 1/4 page $1,100
  - 1/2 page $2,200

---

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________________Fax________________
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________________Fax________________
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:____________________________
Name as it appears on card:_________________
Billing address for card:_____________________
Contract or Insertion Order and Ad Materials are sent directly to LTA.
Contract & Reservation Form 7

Destinations
- Jan/Feb 2020  March/April 2020  Sept/Oct 2020  $____
- Jan/Feb 2021  March/April 2021  Sept/Oct 2021  $____
- 1/8 page $480  1/4 page $960  1/2 page $1,920

Group Tour Magazine
- Feb 2020  May 2020  Aug 2020  $____
- Nov 2020  Feb 2021  May 2021  $____
- 1/6 page $1,200  1/4 page $1,970  1/2 page $2,935
- full page $4,265

Group Travel Leader
- Jan 2020  March 2020  Sept 2020  $____
- Jan 2021  March 2021  Sept 2021  $____
- 1/6 page $900  1/3 page $1,434  1/2 page $2,400
- 2/3 page $3,000  Full Page $3,570

Leisure Group Travel
- April 2020  October 2020  December 2020  $____
- April 2021  October 2021  December 2021  $____
- 1/6 page $900  1/4 page $1,692  1/3 page $2,250
- 1/2 page $2,904  Full page $4,790

LTA Group Travel Planner E-Newsletter
- January 2020  March 2020  June 2020  $____
- Oct 2020  January 2021  March 2021  $____
- June 2021  Side Banner $275  Advertorial Section $525

Meetings Today
- April 2020  July 2020  August 2020  $____
- December 2020  April 2021  $____
- 1/4 page $1,200  1/2 page $2,400

Reunions Workbook
- Mar/Apr 2020  Mar/Apr 2021  $____
- 1/2 page $3,300  Full page $1,670  Full page $4,300

Sports Events
- March 2020  June 2020  Dec 2020  $____
- March 2021  June 2021  $____
- 1/8 page $450  1/4 page $900  1/2 page $1,800

Sports Travel
- Spring 2020  Fall 2020  Spring 2021  $____
- 1/4 page $1,005  1/2 page $2,010

Student Group Tour Magazine
- April 2020  Aug 2020  Dec 2020  $____
- April 2021  Aug 2021  Dec 2021  $____
- 1/6 page $1,170  1/4 page $1,750  1/2 page $2,978
- Full page $4,340

Golf Louisiana
- 2020  2021  $____
- Full page $2,095  1/2 page $1,295  1/4 page $795

Louisiana Attractions Program
- June/July 2020  June/July 2021  $____
- 1/4 page $550  1/2 page $950  Full page $1,695
- basic listing $235  photo listing $395  Coupons $400
- Breweries $350

Louisiana Christmas Campaign 2020
- Full Page $1,350  1/2 page $825  1/4 page $495  $____
- Photo Listing $350  Basic Listing $200  Calendar Listing $150

Louisiana Culinary Trails
- Platinum $14,500  Gold $6,000  Silver $3,000  $____
- Individual trail $25,000

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:____________________
Name as it appears on card:____________________
Billing address for card:____________________
Signature:_________________________
Date:_________________________

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________________Fax________________
E-mail__________________________________
Billing E-mail______________________________
Signature________________________________
Date___________________________________

LTA • 1165 south foster drive • baton rouge, la 70806 • 225.346.1857 • fax 225.410.2272 • louisianatravelassociation.org
Contract or Insertion Order and Ad Materials are sent directly to L TA
**Contract & Reservation Form 8**  
Louisiana Fishing & Outdoor Adventures Program

<table>
<thead>
<tr>
<th>Program</th>
<th>Year 2020</th>
<th>Year 2021</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>$3,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>$1,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo Listing</td>
<td>$375</td>
<td>Basic Listing</td>
<td>$250</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$950</td>
<td>1/4 page</td>
<td>$550</td>
</tr>
<tr>
<td>Charter rate</td>
<td>$325</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TRADE AND TRAVEL SHOWS**

<table>
<thead>
<tr>
<th>Show</th>
<th>Date 2020</th>
<th>Date 2021</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Travel Brochure</td>
<td>Feb</td>
<td>Feb</td>
<td>$500</td>
</tr>
<tr>
<td>Faith Travel Brochure</td>
<td>Sept</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Student Youth Travel Association Pamphlet</td>
<td>Aug</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Travel South Brochure</td>
<td>March</td>
<td>March</td>
<td>$500</td>
</tr>
<tr>
<td>Travel &amp; Vacation Show Recipe Book</td>
<td>2020 Shows</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>AAA Newsletter</td>
<td>Jan</td>
<td>June</td>
<td>Oct</td>
</tr>
<tr>
<td>Attractions Package 2020</td>
<td></td>
<td></td>
<td>$1,100</td>
</tr>
<tr>
<td>Brochure &amp; Rack Card Printing</td>
<td>Rack Card</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10,000 -</td>
<td>$970</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15,000 -</td>
<td>$1,175</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25,000 -</td>
<td>$1,380</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50,000 -</td>
<td>$2,010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Panel (8”x9”)</td>
<td>10,000 -</td>
<td>$1,025</td>
<td></td>
</tr>
<tr>
<td>15,000 -</td>
<td>$1,290</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25,000 -</td>
<td>$1,550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50,000 -</td>
<td>$2,325</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Panel (8.5”x11”)</td>
<td>10,000 -</td>
<td>$1,225</td>
<td></td>
</tr>
<tr>
<td>10,000 -</td>
<td>$1,485</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25,000 -</td>
<td>$1,745</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50,000 -</td>
<td>$2,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Panel (8.5”x14”)</td>
<td>10,000 -</td>
<td>$1,300</td>
<td></td>
</tr>
<tr>
<td>15,000 -</td>
<td>$1,590</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25,000 -</td>
<td>$1,885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50,000 -</td>
<td>$3,005</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Visitor Center Distribution Program**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>one panel rack card (no larger than a 4” x 9”)</td>
<td>$475</td>
</tr>
<tr>
<td>2-3 panel brochure (no larger than a 4” x 9”)</td>
<td>$575</td>
</tr>
<tr>
<td>multiple page brochure (no larger than a 4” x 9”)</td>
<td>$685</td>
</tr>
<tr>
<td>digest or magazine size</td>
<td>$790</td>
</tr>
<tr>
<td>one-time distribution (max 5,000 brochures)</td>
<td>$275</td>
</tr>
</tbody>
</table>

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________________Fax________________  
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: ________________________  
Name as it appears on card: ________________________  
Billing address for card: ________________________  
Signature: ________________________  
Date: ________________________
Contract or Insertion Order and Ad Materials are sent directly to LTA.
LTA STAFF

Jill Kidder, President/CEO
jill@louisianatravelassociation.org | 225.408.4030

Kathleen Rainey, Finance Director
kathleen@louisianatravelassociation.org | 225.408.4023

Tiffany Schultz, Marketing Director
tiffany@louisianatravelassociation.org | 225.408.4029

Laura Cating, Vice President of Communications,
Marketing and Advocacy
laura@louisianatravelassociation.org | 225.408.4027

Natalie Clay Hutchinson, Graphic Designer
natalie@louisianatravelassociation.org | 225.408.4028

Laine Garner, Vice President of Membership and Education
laine@louisianatravelassociation.org | 225.408.4032

Charlie Waltman, Membership & Marketing Manager
charlie@louisianatravelassociation.org | 225.408.4024

Josie Evans, Membership Services Manager
josie@louisianatravelassociation.org | 225.408.4033

Madeline Sanchez, Communications Manager
madeline@louisianatravelassociation.org | 225.408.4037

Anna White, Executive Assistant
anna@louisianatravelassociation.org | 225.408.4021

Mark Strickland, Warehouse Manager
mark@louisianatravelassociation.org | 225.408.4038