Contract & Reservation Form 1

HIGHLIGHTED SPONSORS

Girlfriend Getaways
___Spring 2021 ___Spring 2022 $_____
___1/8 page $2,400 ___1/4 page $4,800 ___1/2 page $9,600

Family Travel Planner- Multiple Magazine Insert
___February/March 2021 ___February/March 2022 $_____
___1/8 page $6,500 ___1/4 page $13,000 ___1/2 page $26,000

Fall Travel Newspaper & Online Insert
September 2021 $_____
___1/8 page $4,250 ___1/4 page $8,500 ___1/2 page $17,000

Spring Travel Newspaper & Online Insert
___April 2021 ___April 2022 $_____
___1/8 page $4,250 ___1/4 page $8,500 ___1/2 page $17,000

Compass Media Digital Display Campaign
___1500 Clicks $1,740 ___2500 Clicks $2,800 $_____
___5000 Clicks $5,700 ___10,000 Clicks $10,850

Compass Media Staycation
___1100 Clicks $1,800 ___2100 Clicks $3,000 ___4250 Clicks $6,000 $_____

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 Outdoor Campaign
___1500 Clicks $1,740 ___2500 Clicks $2,800 $_____
___5000 Clicks $5,700 ___10,000 Clicks $10,850

Compass Media Display & Social Media Remarketing Campaign
___1500 Clicks $1,740 ___2500 Clicks $2,800 $_____
___5000 Clicks $5,700 ___10,000 Clicks $10,850

Compass Media Targeted Email Solutions
___$1,800 $_____

LTA CAMPAIGNS

Golf Louisiana
___2021
___Full page $2,095 ___1/2 page $1,295 ___1/4 page $795 $_____
___2022
___Full page $2,305 ___1/2 page $1,425 ___1/4 page $875

Louisiana Attractions Program
___June/July 2021 ___June/July 2022 $_____
___1/4 page $495 ___1/2 page $855 ___Full page $1,526
___Basic listing $212 ___Photo listing $356 ___Coupons $360
___Breweries $315

Louisiana Christmas Campaign
___October 2021 $_____
___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 $_____
___Emerald $25,000

Louisiana Fishing & Outdoor Adventures Program
___2021 ___2022
___Platinum $5,000 ___Gold $3,250 ___Silver $1,750 $_____
___Photo Listing $375 ___Basic Listing $250
___1/2 page $950 ___1/4 page $550 ___Charter rate $325

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Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 2

TRADE AND TRAVEL SHOWS

Bank Travel Brochure

___Feb 2021 ___Feb 2022 $_____
___Full page $750 ___1/2 page $400 ___Listing $100

Faith Travel Brochure

___September 2021 ___September 2022 $_____
___Full page $750 ___1/2 page $400 ___Listing $100

Student Youth Travel Association Pamphlet

___Aug 2021 ___Aug 2022 $_____
___Full page $750 ___1/2 page $400 ___Listing $100

STS Domestic Showcase Brochure

___February 2021 ___February 2022 $_____
___Full page $750 ___1/2 page $400 ___Listing $100

American Bus Association Brochure

___January 2021 ___January 2022 $_____
___Full page $750 ___1/2 page $400 ___Listing $100

Digital Visitor Center Program

___New Participants $895 $_____
___Current Participants $345
___Digital ONLY $695
___Upgrade to Featured Brochure $300/quarter
___Banner Ads $600/quarter
___Banner Ads $2,000/year

Visitor Center Distribution Program

___One panel rack card (no larger than a 4" x 9") $475 $_____
___2-3 panel brochure (no larger than a 4" x 9") $575
___Multiple page brochure (no larger than a 4" x 9") $685
___Digest/Full size $790
___One-time distribution (max 5,000 brochures) $275

Brochure & Rack Card Printing

$_____

Rack Card	2 Panel (8"x9")
___10,000 - $970	___10,000 - $1,100
___15,000 - $1,175	___15,000 - $1,365
___25,000 - $1,380	___25,000 - $1,625
___50,000 - $2,010	___50,000 - $2,325

3 Panel (8.5"x11")	4 Panel (8.5"x14")
___10,000 - $1,275	___10,000 - $1,375
___15,000 - $1,535	___15,000 - $1,665
___25,000 - $1,795	___25,000 - $1,885
___50,000 - $2,700	___50,000 - $3,005

RESEARCH OPPORTUNITIES

AirDNA DMO Solutions

Option 1 ___Silver $4,200 ___Gold $6,480 $_____
___Option 2 $1,440 ___Option 3 $600
Option 4 ___Bronze $2,640 ___Silver $5,280 ___Gold $6,600

Bullseye by RMG

___$7,500 ___$12,500 $_____

Social Media Audit and Creative Toolkit

___Option 1 $3,200 ___Option 2 $4,800 ___Option 3 $6,400 $_____

STR Report

____ $1,000 $_____

UberMedia by MADDEN MEDIA

___$8,360 ___$12,320 $_____

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Business _____

Address _____

City _____

State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 3

RADIO

Spotify by ReachLocal

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

TV

Gray Media TV Promotion

___Option 1 $3,750 ___Option 2 $6,350 ___Option 3 $9,000 $_____
___Option 4 $13,000 ___Option 5 $17,000

OTT Targeting

____$2,950 $_____

MEDIA BUNDLES

Gray Media's Multimedia Promotion

____$3,000 $_____

Louisiana Press Staycation Bundles

___Gold $3,600 ___Silver $2,700 ___Bronze $2,300 $_____

MADDEN MEDIA's Staycation Bundle

___Bronze $5,000 ___Silver $9,600 ___Gold $14,500 $_____

Nexstar Broadcasting, TV & Digital Bundles

___Option 1 $4,025 ___Option 2 $5,750 ___Option 3 $10,000 $_____
___Option 4 $11,500 ___Option 5 $13,000

Where Magazine, Print & Digital Bundle

___Option 1 $600 ___Option 2 $900 ___Option 3 $1,200 $_____

MAGAZINES

Culinary

Food Network

___April 2021 ___Oct 2021 ___April 2022 $_____
___1/8 page $2,438 ___1/4 page $4,875 ___1/2 page $9,750

Hoffman Media Power Buy

___Jan/Feb 2021 ___Mar/Apr 2021 ___ May/June 2021 $_____
___July/Aug 2021 ___Sept 2021 ___Sept/Oct 2021
___Nov/Dec 2021 ___Jan/Feb 2022 ___Mar/Apr 2022
___May/June 2022
___1/2 page $8,740 ___1/4 page $4,830

Louisiana Cookin'

___Jan/Feb 2021 ___Mar/Apr 2021 ___ May/June 2021 $_____
___July/Aug 2021 ___Sept/Oct 2021 ___Nov/Dec 2021
___Jan/Feb 2022 ___Mar/Apr 2022 ___ May/June 2022
___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**_____

Louisiana Kitchen

___Jan/Feb 2021 ___Mar/Apr 2021 ___ May/June 2021 $_____
___July/Aug 2021 ___Sept/Oct 2021 ___Nov/Dec 2021
___Jan/Feb 2022 ___Mar/Apr 2022 ___ May/June 2022
___1/6 page $680 ___1/4 page $1,122 ___1/3 page $1,360
___1/2 page $2,040 ___1/2 spread $3,672 ___1/2 page jr. $2,210
___2/3 page $2,380 ___Full page $3,400

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

Culture

64 Parishes

___Winter 2020/2021 ___Spring 2021 ___Summer 2021 $_____
___Fall 2021 ___Winter 2021/2022 ___Spring 2022
___Summer 2022
___1/4 page $780 ___1/2 page $1,140 ___Full page $1,725
___Regular column $250 ___Feature story $550

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Contact _____

Business _____

Address _____

City _____

State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 4

Oxford American

___Spring 2021 ___Summer 2021 ___Fall 2021 $_____
___Music 2021 ___Spring 2022 ___Summer 2022
Premium Placements ___Full page $1,650 ___Spread $3,200
Covers ___Inside Back $2,150 ___Inside Front $2,350 ___Back Cover $2,500
Special Sections ___Full page $1,500 ___1/2 page $1,050
___1/3 page $750 ___1/4 page $450

Lifestyle

AARP,The Magazine

___Apr/May 2021 ___Oct/Nov 2021 ___Apr/May 2022 $_____
___1/8 page $2,313 ___1/4 page $4,625 ___1/2 page $9,250

Garden & Gun

___Feb/Mar 2021 ___Oct/Nov 2021 $_____
___1/4 page $6,650 ___1/2 page $13,300
___Feb/Mar 2022
___1/4 page $6,850 ___1/2 page $13,700

Houstonia Magazine

___Dec-Feb 2020/2021 ___March-May 2021 ___June-August 2021 $_____
___Sept-Nov 2021 ___Dec-Feb 2021/2022 ___March-May 2022
___June-August 2022
___1/6 page $1,200 ___1/3 page $2,600 ___1/2 page $4,450
___2/3 page $5,450 ___Full page $7,800

okra Magazine

___Fall/Winter 2020/2021 ___Winter/Spring 2021 ___Spring/Summer 2021 $_____
___Summer/Fall 2021 ___Fall/Winter 2021/2022 ___Winter/Spring 2022
___Spring/Summer 2022
___1/2 page $2,200 ___Full page $3,550 ___Back Cover $4,790
___Inside Back Cover $4,260 ___Inside Cover Spread $6,390

Southern Living Co-op

___May 2021 ___May 2022 $_____
___1/8 page $3,650 ___1/4 page $7,300 ___1/2 page $14,600

Texas Monthly Co-op

___March 2021 ___Sept 2021 ___March 2022 $_____
___1/8 page $1,525 ___1/4 page $3,050 ___1/2 page $6,100

Outdoors

BirdWatching Magazine

___Apr 2021 ___ Oct 2021 ___Apr 2022 $_____
___1/6 page $680 ___1/3 page $1,300

Outdoor Photographer Magazine

___May 2021 ___September 2021 ___May 2022 $_____
___1/6 page $1,150 ___1/3 page $2,300

ROVA-The Magazine for Epic Road Trips

___Feb 2021 ___ Apr 2021 ___June 2021 $_____
___Oct 2021 ___Feb 2022 ___Apr 2022
___ June 2022
___1/4 page $1,900 ___1/2 page $2,900 ___Full page $4,500

South Coast Golf Guide

___January 2021 ___ May 2021 ___September 2021 $_____
___January 2022 ___May 2022
___Full page $1,665 ___1/2 page $1,035

Travel

AAA Southern Traveler

___Winter 2021 ___Spring 2021 ___Summer 2021 $_____
___Fall 2021 ___Winter 2022 ___Spring 2022
___1/6 page $1,059 ___1/3 page $2,095 ___1/2 page $3,000
___2/3 page $3,700 ___Full page $5,300

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City _____

State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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E-mail _____

Billing E-mail _____

Signature _____

Date _____

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Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge $_____

Card # _____

Expiration date:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 5

AAA TX Journey

___Jan/Feb 2021 ___Mar/Apr 2021 ___May/June 2021 $_____
___July/Aug 2021 ___Sept/Oct 2021 ___Nov/Dec 2021
___Jan/Feb 2022 ___ Mar/Apr 2022 ___May/June 2022
___1/6 page $2,500 ___1/3 page $5,000

American Road Magazine

___Spring 2021 ___ Autumn 2021 ___Spring 2022 $_____
___1/8 page $485 ___1/4 page $970 ___1/2 page $1,940

NEWSPAPER

Louisiana Newspaper Program

Ad week runs Sunday-Saturday, any week Jan 2021-June 2022 $_____
___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

DIGITAL

225 Magazine Digital

___Option 1 $450 ___Option 2 $650 $_____

AARP Digital Campaign

___250,000 imp. $3,800 ___500,000 imp. $8,000 $_____
___750,000 imp. $11,250 ___1,000,000 imp. $15,000

ADARA Digital Campaign

___Option 1 $5,750 ___Option 2 $11,000 $_____

AJR's AAA eNewsletter Campaigns

AAA Texas Journey eNewsletter $_____
__Sponsored Content $10,500 __Video Add On $3,000
__Banner Ad $5,500 __Property/Business Showcase $3,000
__Event Box Listing $2,000 __Text Link $1,250

AAA Your Traveler eNewsletter $_____
__Sponsored Content $5,500 __Video Add On $3,000
__Banner Ad $3,000 __Property/Business Showcase $2,000
__Event Box Listing $1,500 __Text Link $1,000

AJR's Retarget Exclusive Audience

__Display Campaign $5,750 __Native Campaign $6,670 $_____

AJR's Reach Travel Intenders with Programmatic Out of Home

__One Month Campaign $5,750 __Three Month Campaign $16,000 $_____

AJR's Reach Exclusive 1st Party Audience-Facebook/Instagram

__Single Ad/Carousel Ad $1,725 __Social Video $2,300 $_____

Atlanta Journal Constitution Digital Campaign

___Homepage $9,000 ___Daily Article $4,200 $_____
___312,500 imp. $2,800 ___833,333 imp. $6,000 ___2 million imp. $11,000

Canadian Focused Digital Campaign

___Bronze $3,000 ___Silver $5,400 ___Gold $7,000 $_____

Country Roads Content Campaigns

___Package 1- 6 months $12,960 ___Package 1- 12 months $24,300 $_____
___Package 2- Option A $11,286 ___Package 2- Option B $16,686

Country Roads Digital Campaigns

___Package 1 $2,250 ___Package 2 $1,300 ___Package 3 $825 $_____

Expedia

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

Garden & Gun Digital Campaign

___Option 1 $6,000 ___Option 2 $6,000 $_____
___Option 3 $6,500 ___Option 4 $10,500 ___Option 5 $11,000

Geofencing Campaign

___$5,000 $_____

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State _____Zip_____

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Billing E-mail _____

Signature _____

Date _____

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E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA)_____ Bill Me_____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge $_____

Card # _____

Expiration date:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 6

Hearst Media
___Program 1 $3,000 ___Program 2 $6,000 $_____
___Program 3 $8,500 ___Program 4 $11,000

Hoffman Culinary Display Campaign
___Option 1 $2,400 ___Option 2 $4,100 $_____

Hoffman Media Custom Content
___Program 1 $2,900 ___Program 2 $4,400 $_____

Houston Chronicle Display Campaign
___Program 1 $1,150 ___Program 2 $2,300 $_____
___Program 3 $5,500 ___Program 4 $8,600

Lonely Planet Digital Campaigns
___Program 1 $3,000 ___Program 2 $6,000 ___Program 3 $8,700 $_____

Louisiana News Sites
Program 1 - Ads live for 30 days $_____
___NOLA.com $1,600 ___houmatoday /dailycomet $1,400
___americanpress.com $1,200 ___theadvocate.com $1,400
___La Gannet sites $3,850
Program 2 - Ads live for 30 days - Statewide Online Network
___Option 1 $1,090 ___Option 2 $2,185
___Option 3 $3,280 ___Option 4 $4,370

Madden's Remarketing & Prospecting Campaign
___Bronze $3,540 ___Silver $4,700 ___Gold $9,000 $_____

Madden's Video Remarketing Campaign
___Bronze $2,100 ___Silver $3,300 ___Gold $5,100 $_____

NOLA Media Custom Campaigns
___Package 1 $1,075 ___Package 2 $3,225 $_____
___Package 3 $6,000 ___Package 4 $6,000

Southern Living Online
____Package 1 $11,000 ___Package 2 $6,000 $_____

Texas Monthly Digital Campaign
___Program 1 $6,000 ___Program 2 $4,800 ___Program 3 $4,800 $_____
___Program 4 $6,000 ___Program 5 $1,600 ___Program 6 $2,300
___Program 7 $3,050

The Outbound Collective
___Program 1 $3,350 ___Program 2 $4,800 ___Program 3 $7,000 $_____

TravelAlerts Canadian Digital Campaigns
___Program 1 $4,000 ___Program 2 $7,000 ___Program 3 $10,000 $_____

TravelSpike Digital Campaigns
___Program 1 $4,000 ___Program 2 $5,750 $_____
___Program 3 $8,500 ___Program 4 $11,000

TripChat Campaigns
___Standard $690 ___Plus $912 ___Premium $1,362 $_____

MEETING PLANNING DIGITAL
Group Tour Media's Eblast Sponsored Content
___Option 1 $1,650 ___Option 2 $1,650 $_____

Group Tour Media's OnTarget Remarketing Campaign
____$2,825 $_____

Meetings Content Activation by Connect
____$8,500 $_____

SportsEvents Digital Campaign
___Program 1 $780 ___Program 2 $540 $_____

DIRECTORY AND GUIDES
Good Sam RV Travel Guide Series 2022
___1/12 page $1,250 ___1/6 page $2,500 $_____

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State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

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Date _____

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Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA)_____ Bill Me_____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge $_____

Card # _____

Expiration date:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

Contract & Reservation Form 7

TRADE PROGRAMS

Connect Magazine
___Spring 2021 ___Fall 2021 ___Spring 2022 $_____
___1/2 page $3,450 ___Full page $5,175

Connect Sports
___Spring 2021 ___Fall 2021 ___Spring 2022 $_____
___1/2 page $3,450 ___Full page $5,175

ConventionSouth
___Feb 2021 ___March 2021 ___April 2021 $_____
___September 2021 ___Feb 2022 ___March 2022
___April 2022
___1/8 page $550 ___1/4 page $1,100 ___1/2 page $2,200

Destinations
___Jan/Feb 2021 ___March/April 2021 ___Sept/Oct 2021 $_____
___Jan/Feb 2022 ___March/April 2022
___1/8 page $490 ___1/4 page $980 ___1/2 page $1,960

Group Tour Magazine
___Feb 2021 ___May 2021 ___Aug 2021 $_____
___Nov 2021 ___Feb 2022 ___May 2022
___1/6 page $1,200 ___1/4 page $1,970 ___1/2 page $2,935
___Full page $4,265

Group Travel Leader
___Jan 2021 ___March 2021 ___Sept 2021 $_____
___Jan 2022 ___March 2022
___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 2021 ___October 2021 ___December 2021 $_____
___April 2022
___1/6 page $900 ___1/4 page $1,692 ___1/3 page $2,250
___1/2 page $2,904 ___Full page $4,790

LTA AAA E-Newsletter
___January 2021 ___June 2021 ___October 2021 $_____
___January 2022 ___June 2022
___Side Banner $295 ___Advertorial Section $395

LTA Group Travel E-Newsletter
___January 2021 ___March 2021 ___June 2021 $_____
___Oct 2021 ___January 2022 ___March 2022
___June 2022
___Side Banner $275 ___Advertorial Section $525

Meetings Today
___April 2021 ___July 2021 ___August 2021 $_____
___December 2021 ___April 2022
___1/4 page $1,200 ___1/2 page $2,400

Reunions Workbook
___Mar/Apr 2021 ___Mar/Apr 2022 $_____
___Full page + 2-page content $4,300
___1/2 page + 1.5-page content $3,300 ___Full page $1,670

SportsEvents
___March 2021 ___June 2021 ___ Dec 2021 $_____
___March 2022 ___June 2022
___1/8 page $450 ___1/4 page $900 ___1/2 page $1,800

Sports Travel
___Spring 2021 ___Fall 2021 ___Spring 2022 $_____
___Full page $2,400 ___1/2 page $1,800
___Package 1 $6,000 ___Package 2 $4,200 ___Package 3 $3,600

Student Group Tour Magazine
___April 2021 ___Aug 2021 ___Dec 2021 $_____
___April 2022
___1/6 page $1,170 ___1/4 page $1,750 ___1/2 page $2,978
___Full page $4,340

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Business _____

Address _____

City _____

State _____Zip_____

Phone _____Fax_____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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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:_____CVV:_____

Name as it appears on card:

_____

Billing address for card:_____

_____

Signature:_____

Date: _____

NOTES