



FAQs

What is the Louisiana Distribution Program?

The Louisiana Travel Association provides members with a low cost means of distributing literature throughout the state's network of approximately 53 visitor centers. These visitor centers are operated by the State of Louisiana on the major interstate highways, at entry points to Louisiana, by city or parish governments, chambers of commerce, or tourist bureaus.

How does the VCD program work?

LTA keeps a master list of all brochures that participate in distribution program that is updated monthly. On the first of each month, a memo containing any announcements or updates is emailed to all participating visitor centers. This memo also contains photos and highlights of all new or updated designs and new participants. Each visitor center is then able to order brochures based on their specific needs.

How does the Digital VCD Program work?

The digital distribution program provides instant access to your brochure through the LTA website. Travel specialists at each visitor center will have the ability to connect travelers directly to your brochure via the online link provided.

LINK: <https://louisianatravelassociation.org/digital-visitor-center>

How can I participate?

A member must sign a yearly contract based on the pricing agreement outlined below. LTA will warehouse a **maximum of 5,000 brochures** for inventory. When inventory is low, LTA will reach out for more brochures.

How many brochures will I need?

It is not possible to determine how many 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, we can store up to 5,000 copies in our warehouse inventory. LTA will send a notification to request additional brochures when inventory is low. Every brochure **must meet the guidelines set by the Louisiana Office of Tourism** to be on distribution. A copy of the guidelines can be obtained by calling the LTA office.

Where do I send my brochures for distribution?

The brochures should be shipped **prepaid** to:

**Louisiana Travel Association
4100 S. Sherwood Forest Blvd.
Ste. 202
Baton Rouge, LA 70816**

Important Information

Renewals: Once renewals are sent out, participants have 30 days to remit payment or distribution will be placed on hold until payment is received. If payment is not received within 60 days the business owner will be responsible for picking up the remainder of the brochures, we can ship them back at the owner's expense, or we can dispose of them. If we do not receive payment within 90 days of the invoice, termination of distribution will be implied, and any remaining brochures will be discarded, no questions asked.

Non-Renewals: Customers who do not wish to renew must notify LTA within 30 days before their contract's expiration date to stop distribution and avoid re-billing. Any leftover brochure inventory will need to be picked up by the owner, shipped at the owner's expense, or it will be disposed of by LTA.

Quantity of Brochures: No more than 5,000 brochures should be sent for distribution at a time. LTA will send a request for additional brochures when inventory is low.

Labeling & Banding: Each box must be labeled with the name and quantity of brochures. All brochures must be banded or shrink wrapped in quantities of 25 or 50 for inventory tracking. For any brochures are not pre-counted in multiples of 25, the participant will be billed a 20% up-charge for manual counting.

Warehouse Handling: We DO NOT have a forklift. We can receive freight shipments. Any shipment arriving in a smaller truck or van will need to be unloaded manually.

Please choose a plan *(Contract and materials must be received in the LTA office by the 15th of the month prior to the month that you want brochures to begin distribution):*

Annual Distribution: (20% Upcharge for Non-LTA Members)

- One Panel Rack Card (no larger than 4” x 9”) \$575.00/yr.*
- 2-3 Panel Brochure (no larger than 4” x 9”) \$625.00/yr.*
- Multiple Page Brochure (no larger than 4” x 9”) \$725.00/yr.*
- Digest Size & Full Size \$850.00/yr.*
- 20% Upcharge for Non-LTA members +20%

One-Time Distribution:

- 1-3 Panel Brochure (4”x 9”) up to 5,000 quantity needed \$350.00/yr.*

Payment:

- Payment Enclosed
- I have established credit with LTA. Please bill me.

Brochure Name:

Business Name:

Phone: _____ **Email:** _____

Address_____

City: _____ **State:** _____

Zip: _____ **Contact:** _____

Contact Phone: _____

This signature indicates that I have read and understand the terms and conditions of this program agreement.

Sign: _____

Print: _____

Please Note:

*New brochures participating in the distribution program will be distributed quickly at first but will settle to a normal level once the centers are familiar with their availability.

**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.

***While every effort is made to encourage each center to order all participating members' brochures, LTA has no control over the ordering process for each visitor center. We urge participants to review their reports and to contact centers who are not ordering their brochures.

**** LTA cannot be held responsible for any materials stored at the LTA warehouse beyond the normal care and security provided during regular working hours. Members' materials cannot be insured for loss from fire, theft, vandalism, or wind or rain damage under the Association's insurance contents policy.

**Louisiana Travel Association – 4100 S. Sherwood Forest Blvd., Ste. 202, Baton Rouge, LA
70816 | PH: 225.346.1857 | Fax: 225.410.2272**

Charlie Waltman (Cell): 225-938-4980 Charlie@LouisianaTravelAssociation.org

Trudie Burchfield (Office): 225-346-1857 Trudie@LouisianaTravelAssociation.org