Visitor Center Distribution Program
Contract

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 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 reports and to contact centers who are not ordering their brochures.

How Can I Participate?
A member must sign a yearly contract based on a price according to the brochure size. A predetermined quantity of brochures is automatically distributed to **ALL** centers in the first month of joining the VCD program. 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 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 year; **additional shipments will be pro-rated based on contracts**. As we near your annual contract renewal date, the LTA office will mail out your invoice. If LTA hasn't received payment in 30 days after contract ends, we will discontinue the distribution of your materials but will resume once payment is received.

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 for it to be distributed to the ten 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 / 14141 Airline Hwy Ste 1Q / Baton Rouge, LA 70817.

****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.**

ADDITIONAL INFORMATION & GUIDELINES

Reports:	Annual reports on inventory levels and distribution points will be sent.
Quantity of Brochures:	No more than 10,000 brochures should be sent for distribution at a time. When your inventory level gets low, LTA will send a notification to request additional brochures.
Labeling & Banding:	All brochures must be banded or shrink-wrapped in quantities of 25, 50, or 100 for ease of tracking distribution. Also remember to label each box with the name & quantity of brochures.
Lift-Gate:	We request that all shipments sent by a freight company that involve a pallet be sent via trucks with a lift-gate to assist with delivery.
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 30 days after your contract ends, 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 before 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 shipped at the owner's expense or will be disposed of by LTA.

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

Name:_____Business:_____

Signature: _____ Date: _____

LTA Certified Visitor Center Distribution Network

Sportsman's Paradise

Byerley House Visitors/Lake Providence
318-559-5125
Desoto Parish Tourist Commission/Visitor Center
318-872-1177
I-20 Eastbound State Welcome Center/Greenwood
318-938-5613
I-20 Westbound State Welcome Center/Mound
318-574-5674
Monroe-West Monroe Convention & Visitors Bureau/West Monroe
800-843-1872
Morehouse Tourism Commission & Visitor Bureau
318-281-3794
Ruston-Lincoln Parish Convention & Visitor Bureau/Ruston
800-392-9032
Shreveport-Bossier Convention & Tourism Bureau/Shreveport
888-45-VISIT
Springhill North Webster Chamber of Commerce/Springhill
318-539-4717
Union Parish Tourist Center/Bernice
318-285-9333
Webster Parish CVB & Visitor Center
888-972-7474

Crossroads

Alexandria-Pineville Convention & Visitors Bureau/Alexandria
800-551-9546
Avoyelles Parish Tourist Commission/Visitor Center
800-833-4195
Beauregard Tourist Commission/Deridder
800-738-5534
Natchitoches Convention & Visitors Bureau/Natchitoches
800-259-1714
Sabine Parish Tourist & Recreation Commission
800-358-7802
Toledo Bend Tourist Center/Many
800-259-LAKE
Vernon Parish Tourist Commission/Leesville
800-349-6287

Greater New Orleans

I-10 Westbound State Welcome Center/Slidell
985-646-6451
I-55 Southbound State Welcome Center/Kentwood
985-229-8338
I-59 Southbound State Welcome Center/Pearl River
985-646-6450
New Orleans Visitor Information Center/State Welcome Center
504-568-5661
St. Bernard Parish Tourist Commission
504-278-4242
St. Charles Parish Economic & Tourism Department
985-307-0495
St. Tammany Parish Tourist & Convention Commission/Mandeville
800-634-9443

Cajun Country

Acadia Parish Tourist Commission/Crowley
877-783-2109
Allen Parish Tourist Commission/ Oberlin Visitor Center
(888) 639-4868
Atchafalaya State Welcome Center/Breaux Bridge
337-228-1094
Bayou Lafourche Convention & Visitors Commission/Raceland
877-537-5800
Bayou Teche Visitors Center/Breaux Bridge
888-565-5939
Cajun Coast Visitors & Convention Bureau/Morgan City
985-380-8224
Cajun Coast Visitors & Convention Bureau/Franklin
337-828-2555
Evangeline Parish Tourist Commission/Ville Platte
337-363-1878
Houma Area Convention & Visitors Bureau/Gray
800-688-2732
I-10 Eastbound State Welcome Center/Vinton
337-589-7774
Iberia Parish Convention & Visitors Bureau/New Iberia
888-9-IBERIA
Jeff Davis Parish Information Center/Jennings
800-264-5521
La Maison de Begnaud-Scott's Welcome Heritage Center
337-269-5155
Lafayette Convention & Visitors Commission/Lafayette
800-346-1958
Lake Charles/Southwest LA Convention & Visitors Bureau/Lake Charles
800-456-7952
Opelousas Tourist Information Center/Opelousas
800-424-5442
St. Landry Parish Tourist Commission
877-948-8004
St. Martinville Tourist Information Center/St. Martinville
337-394-2233
Vermilion Parish Tourist Commission/Abbeville
337-898-6600

Plantation Country

Ascension Parish Tourism Commission/Sorrento
888-775-7990
Livingston Parish Convention & Visitors Bureau/Albany
225-567-7899
Iberville Parish Tourist Commission
225-687-5198
St. James Tourist Information Center/Gramercy
225-869-1717
Tanger Outlet Welcome Center/Gonzales
225-647-9383
Tangipahoa Parish Tourist Commission/Hammond
800-542-7520
US 61 State Welcome Center/St. Francisville
225-635-6962
State Welcome Center at the State Capitol/Baton Rouge
225-342-7317
Visit Baton Rouge
800-LA-ROUGE
West Baton Rouge Tourist Information Center/Port Allen
800-654-9701

LOUISIANA TRAVEL ASSOCIATION

Please be sure to read these very important guidelines:

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Labeling & Banding:	All brochures must be banded or shrink-wrapped in quantities of 25, 50, or 100 for ease of tracking distribution. Also remember to label each box with the name & quantity of brochures.
Lift-Gate:	We request that all shipments sent by a freight company that involve a pallet be sent via trucks with a lift-gate to assist with delivery.
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 after your contract ends,** we will halt distribution. If full payment has not been received **90 days after your contract ends**, 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 before 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 **within 30 days of termination** or shipped at the expense of the member or LTA will dispose.

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

Signature: _____ Date: _____

Please choose a plan (*Contract and materials must be received in the LTA office by the 22nd of the month prior to the month that you want your brochures to begin distribution*):

Annual Distribution:

☐ One Panel Rack Card (no larger than 4" x 9")	$475.00/yr.*
☐ 2-3 Panel Brochure (no larger than 4" x 9")	$575.00/yr.*
☐ Multiple Page Brochure (no larger than 4" x 9")	$685.00/yr.*
☐ Digest Size & Full Size	$790.00/yr.*

One-Time Distribution:

☐ 1-3 Panel Brochure (4"x 9") 5,000 quantity needed $275.00/yr.*

Brochure Name: _____

Business Name: _____Phone: _____

Contact: _____Email: _____

Address: _____

City: _____State: _____Zip: _____

Signature: _____Date: _____

☐ *20% Upcharge for NON-LTA Members
☐ Payment Enclosed
☐ I have established credit with LTA. Please bill me.

Louisiana Travel Association – 14141 Airline Hwy STE 1Q. Baton Rouge, LA 70817
225-346-1857 – Fax: 225-410-2272
Josie Evans Cell: 225-276-3169 Josie@LouisianaTravelAssociation.org
Charlie Waltman Direct: 225-408-4024 Charlie@LouisianaTravelAssociation.org

NOTE: 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.