



LOUISIANA TRAVEL ASSOCIATION

2025/2026

MARKETING PLAN



HOW TO NAVIGATE THROUGH THE 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 contact LTA's marketing staff for a personal consultation specific to your business.

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LOUISIANA
TRAVEL
ASSOCIATION

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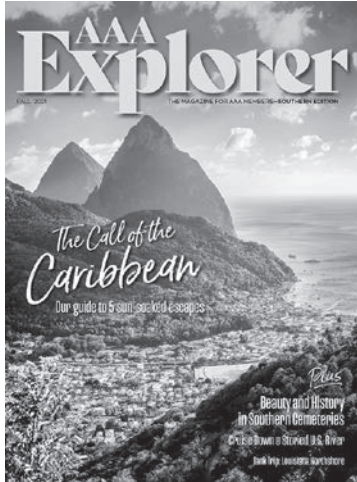
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AAA Explorer Southern Magazine

Individual Ad

TRAVEL



Reach three top Louisiana travel markets and five of the top 10 brand development index (BDI) markets with one publication – AAA Explorer Southern. The magazine is the primary member communication to AAA Members in Louisiana, Mississippi, and Arkansas. AAA Explorer Southern offers the largest circulation of any magazine in Louisiana and two of its top feeder states - Mississippi & Arkansas. There are more than 473,927 AAA members residing in over 172,930 households in Louisiana. AAA membership in Mississippi, Louisiana’s No. 2 feeder state, is made up of more than 211,148 members residing in over 77,523 households. Arkansas, Louisiana’s No. 4 feeder state, has more than 263,541 members in over 96,072 households.

Louisiana editorial in every issue!

74.4% were inspired to travel to a destination featured in AAA Explorer Southern

68.7% use AAA Explorer Southern for travel and leisure information

Reader Profile

Membership/Readership:
621,300
Female: 47.2%
Male: 52.8%
Median Age: 56.9
Average household income:
\$75k+ : 41.1%

Top Louisiana areas visited by AAA Explorer Southern Readers/Members:

Louisiana	50.5%	481,749
New Orleans	47.6%	454,084
Baton Rouge	42.8%	408,294
Lafayette	32.4%	309,083
Lake Charles	26.3%	250,891
Shreveport	17.2%	164,081
Natchitoches	12.6%	120,198

AD SPECS

Full page 7.75”w x 10.5”h

2/3 page vertical 4.5”w x 9.5” h

1/2 page horizontal 6.875”w x 4.625”h

1/3 page vertical 2.125”w x 9.5”h

1/6 page vertical 2.125”w x 4.625”h

- Ads must be submitted as a PDF/X1a
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

MEDIA/DELIVERY

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

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com



ISSUE

Winter 2025 - January/February/March
Spring 2025 - April/May/June
Summer 2025 - July/August/September
Fall 2025 - October/November/December
Winter 2026 - January/February/March
Spring 2026 - April/May/June

MARKET/CIRCULATION

LA, MS, AR / 327,000

LTA MEMBER RATE

Full page \$6,046

2/3 page \$4,237

1/2 page \$3,482

1/3 page \$2,404

1/6 page \$1,227

SPACE & MATERIALS DEADLINES

Winter 2025 - October 18, 2024

Spring 2025 - January 17, 2025

Summer 2025 - April 17, 2025

Fall 2025 - July 18, 2025

Winter 2026 - October 17, 2025

Spring 2026 - January 19, 2026

AAA Explorer Texas Magazine

Individual Ad

TRAVEL



AAA Explorer Texas reaches the largest drive audience in Louisiana's No. 1 feeder state: Texas. The magazine continues to grow its readership now reaching **over 2.46 million members residing in over 1.23 million AAA Texas households**. The AAA brand is one of the most trusted brands in America. By advertising with AAA, you will have the implied endorsement that comes with being in the magazine.

Reader Profile

Readership/Membership: 2,466,000
Women: 47.6%
Male: 52.4%
Median Age: 56.1
Average Household Income: \$100k+

69.1% inspired to travel to a destination featured in the magazine
76.1% took action as a result of reading AAA Explorer Texas

AD SPECS

Full page 7.75" w x 10.5" h

2/3 page vertical 4.5" w x 9.5" h

1/2 page horizontal 6.875" w x 4.625" h

1/3 page vertical 2.125" w x 9.5" h

1/6 page vertical 2.125" w x 4.625" h

- Ads must be submitted as a PDF/X1a
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- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

MEDIA/DELIVERY

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ISSUE

Winter 2025 - January/February/March

Spring 2025 - April/May/June

Summer 2025 - July/August/September

Fall 2025 - October/November/December

Winter 2026 - January/February/March

Spring 2026 - April/May/June

MARKET/CIRCULATION

TX Households / 1,292,776

LTA MEMBER RATE

Full page \$16,764

2/3 page \$12,576

1/2 page \$10,494

1/3 page \$6,282

1/6 page \$3,705

SPACE & MATERIALS DEADLINES

Winter 2025 - October 18, 2024

Spring 2025 - January 24, 2025

Summer 2025 - April 17, 2025

Fall 2025 - July 18, 2025

Winter 2026 - October 17, 2025

Spring 2026 - January 19, 2026

Ad Representative
Nicole Juel Sánchez
nicole@ajrmediagroup.com

AAA Explorer

AAA Explorer eNewsletter

Explorer Texas and Explorer Southern Individual Buy



Reach a premium audience of over 680,000 AAA Texas members—or over 405,000 AAA members in Louisiana, Mississippi and Arkansas—who have specifically opted in to receive information about destinations, attractions, lodging, and events. Delivered each month, subscribers look forward to the Explorer eNewsletter arriving in their inbox. On average, it costs \$29 in advertising to obtain one email lead in the travel industry. It would cost over \$12 million in advertising to acquire a comparable amount of qualified leads. No other e-Newsletter reaches an audience this large and this affluent.

ISSUE DATES

January 2025	February 2025
March 2025	April 2025
May 2025	June 2025
July 2025	August 2025
September 2025	October 2025
November 2025	December 2025

SPECS

Sponsored Content Includes:

- eNewsletter Feature - Image (.jpg or .png)
- Headline (30 characters with spaces)
- Description (12-15 words of copy)
- Dedicated Content Page on AAA.com - Copy (1,000 words max)
- Photos (minimum of one, landscape preferred)

BANNER AD SPECS

- 1200px W x 240px H (jpeg, gif, or photoshop files), 72 ppi, RGB and website URL

PROPERTY/BUSINESS SHOWCASE INCLUDES:

- Hotel/Business Name, Image (72 ppi or higher), Offer/Description (5-7 words of copy), website URL

MEDIA/DELIVERY

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

AAA EXPLORER TEXAS ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page \$12,474

Banner Ad \$7,277

Property/Business Showcase \$4,158

AAA EXPLORER SOUTHERN ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page \$6,757

Banner Ad \$4,158

Property/Business Showcase \$2,599

SPACE & MATERIALS DEADLINES

January 2025 - October 16, 2024

February 2025 - November 15, 2024

March 2025 - December 20, 2024

April 2025 - January 27, 2025

May 2025 - February 25, 2025

June 2025 - March 24, 2025

July 2025 - April 25, 2025

August 2025 - May 26, 2025

September 2025 - June 27, 2025

October 2025 - July 25, 2025

November 2025 - August 27, 2025

December 2025 - September 25, 2025

Ad Representative
Nicole Juel Sánchez
nicole@ajrmediagroup.com

**AAA
Explorer**

AJR Media's Datafy Visitor Intelligence Dashboard

Individual Buy



Datafy Visitor Data Intelligence Dashboard
Data Driven Decisions, Measurement & ROI



What makes it different: This program goes beyond tracking visitor origins, enabling you to understand who your visitors are, their activities, and trends over time, to optimize your strategies. It allows for measuring success, demonstrating growth to stakeholders, and making informed decisions on marketing spend.

How it works: The Visitor Intelligence dashboard is the foundation of this program. Your most important points of interest will be tracked with 6 years of historical + current visitation data. Optional marketing campaigns can be run to the audiences generated from your dashboard and used to conquest competitor audiences. Ad performance & resulting visitation are tracked within the dashboard, along with Return on Ad Spend (ROAS) & economic impact estimations. Combined, this program will exponentially increase your marketing efficiencies, while providing you with unprecedented data on your visitors and your community.

Program Includes: Annual custom dashboard tracking visitors and locals, with data visualizations, unlimited POI's, 6 years historical and current data, market, demographics, trends and more.

TIMEFRAME		DATAFY	DATAFY PLUS
Your annual subscription can start anytime.			
LTA ANNUAL MEMBER RATE - Based on population			
Destination Population Size	DATAFY	DATAFY PLUS	
More than 500,001	\$35,500	\$44,500	
Between 200,001 and 500,000	\$32,500	\$41,500	
Between 130,001 and 200,000	\$28,500	\$37,500	
Between 90,001 and 130,000	\$24,500	\$33,500	
Between 50,001 and 90,000	\$21,500	\$30,500	
Between 30,001 and 50,000	\$17,500	\$22,500	
Less than 30,000	\$12,500	\$14,500	
Set Up & Data Fees are applicable.			
SPACE & MATERIAL DEADLINES			
Dashboards can be live within 15 business days of polygon approvals from client.			
		Unlimited Geolocation Dashboard	X
		Airport Dashboard	X
		Events Dashboard	X
		Bring Your Own Data	X
		Templated Reports	X
		Custom Reports	X
		Spending Dashboard	X
		AI Summary Creator	X
		Market Explorer	X

Datafy Add-On: Targeted Digital Advertising with Attribution Reporting

Attribution Marketing Add-On: Once your dashboard is live, we can run highly targeted media campaigns to your specified audiences, such as past visitors over certain dates, visitors to your competitor locations or visitors to a specific event or location, plus look alike audiences to attract new visitors. More importantly, we can track who took action on your ads, where they came from, what they do while in market and establish ROAS & the estimated economic impact of your marketing campaigns.

Campaigns Include: Complete campaign management including media plans and execution. Reporting on key success metrics, attribution for visitors who were served your ad and showed up in market, as well as **feeder market and demographic data for the visitors who took action on your ad** – all via your own advertising dashboard.

Campaigns can be scaled up for larger reach and greater impact. \$20,000+ annual ad commitments can provide discounts on your dashboard, including an upgrade, depending on plan level.

TIMEFRAME: 30 day flights
LTA MEMBER RATE
Level 1 - Display, 271,838 Est. Impressions \$2,500
Level 2 - Display, 543,155 Est. Impressions \$5,000
Level 3 - Video + Display, 604,124 Est. Impressions 80,645 Est. Completions \$7,500
Level 4 - Video + Display, 805,493 Est. Impressions 107,543 Est. Completions \$10,000
SPACE & MATERIAL DEADLINES
20 business days prior to launch date.

SPECS: Contact marketing@louisianatravelassociation.org

Ad Rep: Nicole Juel Sánchez · nicole@ajrmediagroup.com

AJR Media's Reach Exclusive 1st Party Data Audience of Travel Intenders – FB/IG campaign

Individual Buy



What makes it different: Get your Facebook and Instagram ads in front of an EXCLUSIVE 1st party data audience of travelers who are actively researching travel to destinations, attractions, hotels, and events in Louisiana and Texas. In addition to reaching this valuable audience, your social ads will benefit from an additional lift by also reaching a highly targeted look-alike audience. While the success of some campaigns is measured simply by clicks or completed views, this digital advertising strategy exponentially increases the value of each engagement by putting your messaging in front of travelers who are more likely to turn clicks into visits.

How it works: AJR's digital strategists utilize your creative and serve ads to their exclusive audiences (not available through any other vendor or on the open exchange) maximizing engagement and overall performance.

CAMPAIGN INCLUDES

• Single Image Ad and/or Carousel Ad

166,666 estimated impressions and final performance report.

• Social Video Ad

115,000 estimated impressions and final performance report.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

TIMEFRAME

Your campaign can start anytime and will run for 30 days.

LTA MEMBER RATE

Single Image Ad and/or Carousel Ad Campaign

\$2,500

Social Video Ad Campaign

\$2,500

SPACE & MATERIAL DEADLINES

One month before campaign starts.

Ad Representative
Nicole Juel Sánchez
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions

AJR Media's The Globe & Mail Sponsored Content Co-Op

Co-op



What makes it different: The Globe and Mail is Canada's #1 most read national news publisher, connecting you to more travel and vacation prospects who rely on us for their travel information and inspiration. With 7.3 million readers, more Canadians read The Globe every week in print or digital, than any other paper. Globe readers are educated, influential and adventurous. They have the HH incomes to indulge their love of travel offering LTA members a very high value potential guest.

How it works: 2 facing pages of branded advertorial with partners ads in the Saturday edition and shared between 2-4 participating partners per page, and posted on the Sponsored Travel Content Section on the **GlobeandMail.com**. Digital placement includes custom ad units driving to your advertorial content that are placed across the **Globe Alliance Travel Channel** and **Globe Response** performance network.

The **Globe Alliance Travel Channel** includes media partners with the highest propensity to travel to the United States. These are Canadian visitors to the following sites: Forbes, Bazaar, Reuters, ABC News, Woman's Day, Town & Country, The Atlantic, The Guardian, Veranda, Marie Claire, The Washington Post, and The Wall Street Journal.

CAMPAIGN INCLUDES

PRINT (January 25, 2025 Saturday edition, and/or February 1, 2025 Saturday edition) – Globe and Mail national Saturday Arts & Pursuits section (1.72 million readers)

- (1) Full Page 4C, including branded advertorial content, along with a branded ad for each partner
- The ads and content will all be unified under a Louisiana banner (i.e. Feed Your Soul)

DIGITAL – theglobeandmail.com

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

TIMEFRAME

January 25, 2025 Saturday edition, and/or February 1, 2025 Saturday edition

LTA MEMBER RATE

1/2 page \$10,979
1/4 page \$5,630

SPACE & MATERIAL DEADLINES

October 21, 2024

*All content will be written by the Globe editors in a Canadian voice. Members have full insight, collaboration, and approval of all content. Articles will be published on the Globe's website and in print with "Sponsored Content" labeling. All content is licensed on behalf of clients and can be used for their owned channels.

AD SPECS

1/2 page ad - 8.75"w x 4.365"h

1/4 page ad - 4.325"w x 4.365"h

Digital Banner Specs - 728x90, 300x250, 300x600

MEDIA/DELIVERY

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

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

AJR MEDIA GROUP

Integrated Media Solutions

AJR Media's TourLouisiana.com Audience: Targeted Display Campaign



What makes it different: The TourLouisiana.com audience is made up of users who are actively searching for travel opportunities across Louisiana and making decisions based on their research. We are making this exclusive audience available to you through our Audience Targeting program.

This program allows you to serve your display ads directly to this known Louisiana travel intender, after they leave TourLouisiana.com, helping you to create more efficient and purposeful relationships with this audience, sharing your destination, attraction or event with them directly.

This audience is not available through any other vendor or on the open exchange.

CAMPAIGN INCLUDES:

500,000 estimated impressions and final performance report.

REQUIREMENTS

Must have a TourLouisiana.com Destination Content Plan in place

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

TIMEFRAME

One month

LTA MEMBER RATE

\$3,500

SPACE & MATERIAL DEADLINES

8 weeks before campaign starts

Ad Representative

Nicole Juel Sánchez

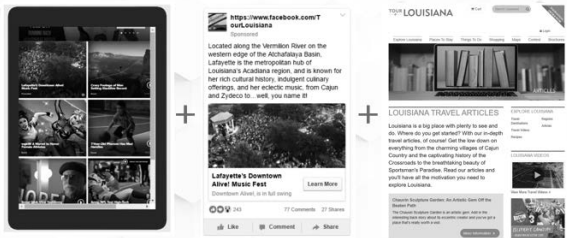
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions

AJR Media's TourLouisiana.com Sponsored Content Bundle

Individual Buy

TOUR LOUISIANA



What makes it different: Incorporating a powerful combination of data science and creative storytelling optimized for Search, an AJR content specialist will create a custom, SEO-rich article that will live on TourLouisiana and link to your content pages. Once the article is live on the site, a campaign to promote the article will launch with sponsored ads appearing on premium publisher sites and social media platforms. Furthermore, the article page will renew every year as part of your paid content plan on the site for no additional cost.

Plus, the TourLouisiana Bundle includes opportunities to participate in (3) issues of our monthly Events eNewsletter to match the timing of your planned events and festivals.

CAMPAIGN INCLUDES

- (1) **Native Lagniappe Article + Sponsored Content Campaign:**
2,500 GUARANTEED article views
- (3) **Hot & Happening Events in the TourLouisiana.com eNewsletter:**
25,000 opt-in subscribers per send

SPECS

Contact marketing@louisianatravelassociation.org

REQUIREMENTS

Must have a TourLouisiana.com Destination Content Plan in place

MEDIA/DELIVERY

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

TIMEFRAME

Your sponsored content campaign can start anytime. Plan at least 8 weeks in advance to allow our team to work with you for content preferences and approvals. The homepage and eNewsletter placements are subject to TourLouisiana inventory available.

LTA MEMBER RATE

TourLouisiana.com Bundle \$5,750

SPACE & MATERIAL DEADLINES

8 weeks before campaign starts

Ad Representative
Nicole Juel Sánchez
nicole@ajrmediagroup.com

AJR MEDIA
GROUP
Integrated Media Solutions

Compass Media Destination Storytelling & Targeted Display Campaign

Individual Buy



Embark on a journey to success with our premium content creation and digital campaign package tailored specifically for destinations and attractions. Elevate your online presence and captivate your audience with compelling, SEO-optimized content crafted by our team of experienced writers. From engaging blog posts to informative destination itineraries, we'll curate content that resonates with your target demographic, inspiring them to explore Louisiana through your website.

But we don't stop there – our comprehensive digital display campaign strategies are designed to drive traffic and boost conversions. Through a targeted digital display campaign, we'll ensure that your website receives the visibility it deserves. Let us be your compass as you navigate the digital landscape and unlock the full potential of your destination's online presence.

CAMPAIGNS

- **Program 1** - 1 short-form article/blog post (less than 500 words) paired with a 6-week Google Display Network campaign to deliver 1,300 guaranteed clicks.
- **Program 2** - 1 long-form article (500-800 words) paired with a 6-week Google Display Network campaign to deliver 1,300 guaranteed clicks.
- **Program 3** - 1 long-form article (500-800 words) paired with a 2-month Google Display Network campaign to deliver 2,100 guaranteed clicks.

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time

TARGETING

Customized based on content and strategy to reach those people interested

LTA MEMBER RATE

Program 1 \$2,125

Program 2 \$2,400

Program 3 \$3,425

SPACE & MATERIAL DEADLINES

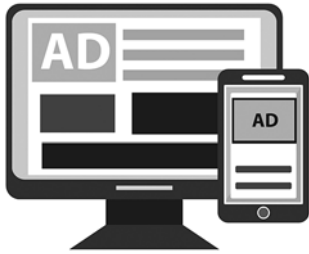
To allow adequate time to produce your story, we need to start the editorial process six weeks prior to your target launch date. For example, to have a story live on your website and a Google Display Network campaign started on July 1, we would need to begin working on your story by May 15.

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Display Campaign

Individual Buy



Compass Media offers a digital ad campaign made simple by working with you to define your target audience and drive traffic to your website. We will help you determine the best demographics, interests and behaviors of potential visitors. We then create an ad campaign and target those potential visitors through the Google Display Network. Our digital campaign team will work to optimize each individual campaign and will provide a comprehensive report at the conclusion of each campaign. Depending on the destination's website traffic we can designate a portion of the campaign for re-targeting – this allows you to reach people who have shown an interest in visiting your area.

CAMPAIGNS

- **Program 1** - 1,300 Guaranteed clicks to website
- **Program 2** - 2,100 Guaranteed clicks to website
- **Program 3** - 4,500 Guaranteed clicks to website
- **Program 4** - 9,000 Guaranteed clicks to website

AD SPECS

320x50, 320x 100, 300x250, 728x90, 160x600 & 300x600

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

TARGETING

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

LTA MEMBER RATE

Program 1 \$1,725

Program 2 \$2,800

Program 3 \$5,600

Program 4 \$10,875

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Outdoor Travel Campaign

Individual Buy



Compass Media offers a **Digital Outdoor Travel** ad campaign made simple by providing you with three predetermined audiences to promote your destination's outdoor activities and drive traffic to your website. We have put together three audience groups that are important to Outdoor Travel in Louisiana. Within each of those, we have listed various interest categories, topics, and behaviors to reach those people. We work with each advertiser to decide on the geographic targeting you prefer. We then create an ad campaign and target those potential visitors through the Google Display Network. Our digital campaign team will work to optimize each individual campaign and will provide a comprehensive report at the conclusion of each campaign.

OUTDOOR SAMPLE TARGETING

1 - Soft Adventure

Topics:

Water Activities
Cycling
Adventure Travel
Hiking & Camping
Outdoors

Interests:

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

2 - Hunting & Fishing

Topics:

Fishing
Hunting & Shooting
Wildlife
Outdoors

Interests:

Fishing
Hunting
Fishing Equipment
Fishing Destinations
Duck Hunting
Hunting Trips
Guided Fishing Trips

3 - Birding

Topics:

Wildlife
Birds
Ecotourism

Interests:

Birding
Nature Imagery
Birdwatching Experiences
Bird Identification
& Information

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks
\$1,725

Program 2 - 2,100 Guaranteed Clicks
\$2,800

Program 3 - 4,500 Guaranteed Clicks
\$5,575

Program 4 - 9,000 Guaranteed Clicks
\$10,850

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Display & Social Media Remarketing Campaign

Individual Buy



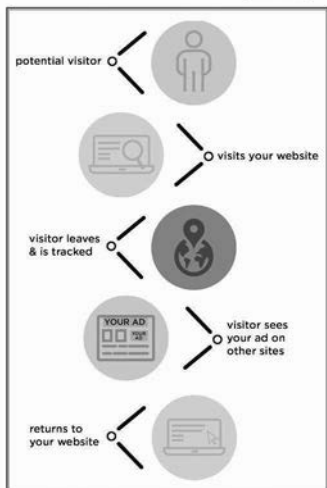
With the Compass Media Website Remarketing, you can reach potential customers who have already demonstrated an interest in traveling to your area by having first visited your website and/or social channels. It's an influential way to match the right people, with the right message, at just the right moment.

HOW DOES IT WORK

- A tracking code is provided to be placed across all pages of your website and Facebook page.
- When a user leaves your website, they are tracked and served with your display ad via the 2+ million websites along the Google Display Network and Facebook Ad Network, which may include Instagram and the Audience Network.

For extended reach, Compass Media will utilize your remarketing lists, to create "Lookalike Audiences" and reach them through Facebook. This group of users shows similar characteristics and browsing patterns to those who have engaged with your social channels.

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



CAMPAIGNS

- **Program 1** - 1,920 Guaranteed clicks to website
- **Program 2** - 4,000 Guaranteed clicks to website
- **Program 3** - 8,400 Guaranteed clicks to website

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Facebook: Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 \$2,875

Program 2 \$5,525

Program 3 \$10,875

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Fall Travel Co-Op Email and Digital Display Program

Louisiana Fall Custom Co-Op Email and Individual Digital Campaign

GENERAL INTEREST



CO-OP EMAIL & DIGITAL DISPLAY TARGETING:

Geo-Targeting: Alabama, Georgia, Louisiana, Mississippi, Tennessee and Texas

Household Income: \$75,000+

Interests: Domestic Travel, Lifestyle Interests, Nature and Outdoors

Ages: 25-64

Fall presents an ideal opportunity to explore Louisiana. Allow us to connect you with a targeted audience during their travel planning phase, influencing them to choose your destination. With our Louisiana Exclusive Co-Op Email and Digital Display program, your message reaches potential travelers' inboxes and while they are exploring online, all at a budget-friendly cost.

Email is a powerful marketing tool. 99% of consumers check their email every day, presenting a vast opportunity for brands to engage with their target audience directly (OptinMonster, 2020). Our database is the most comprehensive in the marketplace today with targeting filters including location, age income, lifestyle interest and more.

In the Louisiana Co-Op email, every participant will have an advertorial spot showcasing an image, headline, advertiser name, and copy. The email is scheduled for deployment in early September. Additionally, each advertiser will have a behaviorally targeted Digital Display campaign launching in September. Employing multiple strategies is an effective approach to attracting potential visitors.

Program 1 - Co-Op Email Advertorial Spot
1,300 Guaranteed clicks to your website

Program 2 - Co-Op Email Advertorial Spot
2,100 Guaranteed clicks to your website

Reporting

Upon program completion, each advertiser will receive a report showing your Co-Op Email performance results and individual display campaign results.

Email Materials

(*We must have a minimum of 3 advertisers in order to run the email.)

Advertiser Name

1 photo – Please provide 1-2 images to give options for layout.

Headline – 2-4 words

Body Copy – 20-22 words

Digital Ad Sizes

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

MAX FILE SIZE: 150kb

ACCEPTED FILE FORMATS: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

PROGRAM DATE

September 2025

EMAIL AUDIENCE

100,000 (100% opt-in email addresses)

LTA MEMBER RATE

Program 1 \$2,700

Program 2 \$3,750

SPACE & MATERIAL DEADLINES

August 1, 2025

MEDIA/DELIVERY

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

Ad Representative

Elise Ankerson

eankerson@compassmedia.com



Compass Media Festival & Events Promotion

Individual Buy



Digital advertising is an excellent way to reach potential visitors for Festivals and Events. Compass Media offers a digital campaign to reach your target audience on multiple platforms, with one simple buy. We will work with each advertiser to create a custom campaign to reach potential visitors wherever they are. This campaign includes ads on three key platforms; Facebook, Google Display Network and Search Engine Marketing. Our digital campaign managers will work to optimize each 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

CAMPAIGNS

- **Program 1** - 2,100 Guaranteed clicks to website
*Only includes SEM & Facebook
- **Program 2** - 2,950 Guaranteed clicks to website
- **Program 3** - 4,250 Guaranteed clicks to website

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Facebook: Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 \$2,875

Program 2 \$4,100

Program 3 \$5,750

SPACE & MATERIAL DEADLINES

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

*In order to be effective, the campaign must run a minimum of 4 to 6 weeks. If materials are not received in time to run the campaign for 4 weeks, the click goal cannot be guaranteed.

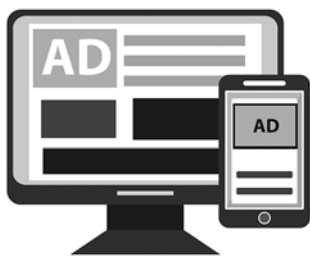
Ad Representative

Elise Ankerson · eankerson@compassmedia.com



Compass Media Foodie Focused Digital Campaign

Individual Buy



Make your destination stand out by showcasing your culinary delights! Compass Media's experienced campaign team will customize a smart and effective paid campaign on INSTAGRAM and GOOGLE DISPLAY NETWORK to make your investment work for your destination; giving you the best possible return. We will help you determine the best demographics, food interests, and behaviors of potential visitors. Our digital campaign team will work to optimize each campaign and will provide a comprehensive report at the conclusion.

Sample Targeting Includes:

- Foodies
- Cooking Enthusiasts
- Cajun Creole Recipes
- Cajun Food and Recipes
- Food & Dining
- Food & Drink
- Food & Beverage Events
- Cooking & Recipes
- Seafood
- Cajun Cuisine
- Food & Restaurants

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Instagram: Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 - ESTIMATED 2,500+ clicks & 250,000+ impressions

\$3,450

Program 2 - ESTIMATED 4,200+ clicks & 500,000+ impressions

\$5,750

Program 3 - ESTIMATED 6,300+ clicks & 625,000+ impressions

\$8,625

SPACE & MATERIAL DEADLINES

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

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Spring Travel Planner

Newspaper Co-op Ad and Individual Digital Campaign

GENERAL INTEREST



Take advantage of Compass Media's Spring Travel Planner – a dynamic, integrated marketing campaign that puts your advertising investment to work by reaching families looking to travel this spring through **print** and **digital** platforms.

Compass Media's Spring Travel Planner Custom Print + Digital Program inserts in subscriber households in the metropolitan newspapers in your key markets and offers a customized digital campaign at a fraction of the cost.



ADDED VALUE

- Each advertiser will receive a custom digital display campaign on the Google Display Network **OR** a YouTube video ad campaign. Each digital ad campaign will target travel intenders within the preferred geo-targeted markets for that advertiser. Guaranteed clicks vary depending on print ad size.
- All advertisers will receive leads every other week via email for 90 days following the publication date.

GUARANTEED CLICKS (DISPLAY) OR VIEWS (YOUTUBE)

1/2 page: 2,750

1/4 page: 2,250

1/8 page: 1,750

AD SPECS

1/2 page 8" w X 4" h

1/4 page 3.875" w X 4" h

1/8 page 3.875" w X 2" h

CMYK ad saved as a press quality PDF or PDF/X-1a

MEDIA/DELIVERY

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



ISSUE

April 2025

MARKET/CIRCULATION

563,000+ April 2025 (estimated readership 1.4 million)

Reaching your core states of AL, AR, GA, IN, KY, LA, MO, OH, TN, and TX

ALABAMA

280 Living [Birmingham]

Homewood Star [Homewood]

Vestavia Voice [Vestavia]

Village Living [Mountain Brook]

ARKANSAS

Arkansas Democrat Gazette [Little Rock]

GEORGIA

Gwinnett Daily Post

INDIANA

Indianapolis Star

KENTUCKY

Louisville Courier Journal

LOUISIANA

The Advocate [Baton Rouge]

MISSOURI

St. Louis Post-Dispatch

OHIO

Columbus Dispatch

TENNESSEE

Knoxville News Sentinel

The Tennessean [Nashville]

The Commercial Appeal [Memphis]

TEXAS

Dallas Morning News

Houston Chronicle

LTA MEMBER RATE

1/2 page \$20,500

1/4 page \$10,250

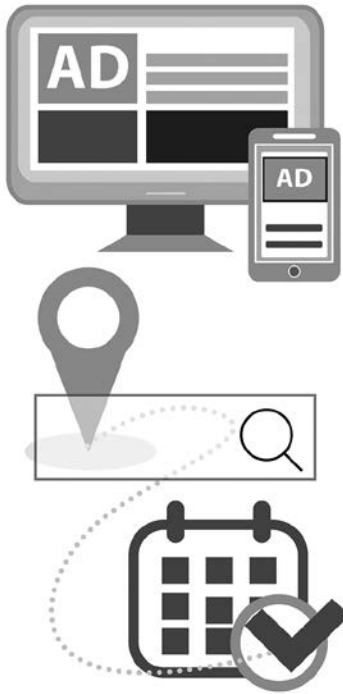
1/8 page \$5,125

SPACE & MATERIAL DEADLINES

December 21, 2024

Compass Media Staycation/Weekend Getaway Campaign

Individual Buy



Behaviorally target potential visitors with this comprehensive digital campaign across three key platforms! Whether it is a staycation or weekend getaway, Compass Media's digital campaign team will work to optimize your campaign on Facebook, Google Display, and Google Search. We will provide a comprehensive report at the conclusion of the campaign. This is the perfect way to let future visitors know what your destination offers!

EACH CAMPAIGN INCLUDES:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on three key platforms:
Facebook, Google Display Network and Google Search
- Comprehensive reporting

CAMPAIGNS

- **Program 1** - 2,100 Guaranteed clicks to website
*Only includes SEM & Facebook
- **Program 2** - 2,950 Guaranteed clicks to website
- **Program 3** - 4,250 Guaranteed clicks to website

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 FPS

Facebook: Up to 10 images, minimum size 1,080 x 1,080 px

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 \$2,875

Program 2 \$4,100

Program 3 \$5,750

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Targeted Email Solutions

Individual Buy



Email is a powerful marketing tool that we can put to work for your business or organization. 99% of consumers check their email every day, presenting a vast opportunity for brands to engage with their target audience directly (OptinMonster, 2020). 60% of customers prefer to be contacted by brands through email (Square, 2023).

With over 725 targeting filters including location, age, income, lifestyle interests, and more, Compass Media can showcase your offer to your target audience and then track customer behavior as they open and click on your email.

WE OFFER

Matchback Capabilities

Compare the database of contacts in a recent targeted campaign with your contact list of customers who have taken action after receiving your email.

Real-Time Tracking Platform

Provides you with in-depth knowledge and real-time reporting on your campaign's performance.

- Which links have been clicked.
- Who has opened your email.

Our database is the most comprehensive in the marketplace today.

- 100% CAN-Spam, and DMA compliant to ensure delivery to quality email recipients.
- No-Bots guarantee.
- 5 million+ pieces of fresh data per month.
- 145 million+, 100% opt-in email addresses
- Real-time scanning technology that constantly monitors to remove invalid and/or dormant email addresses.

AD SPECS

Contact marketing@louisianatravelassociation.org.

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time

TARGETING

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

LTA MEMBER RATE

Up to 50,000 emails per send

\$1,725

**Additional emails over 50,000 contact for rates.*

SPACE & MATERIAL DEADLINES

Contact

marketing@louisianatravelassociation.org

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media YouTube, Facebook, & Instagram Video Campaign

Individual Buy



Video is one of the most versatile, entertaining, and engaging digital content formats around. Not only does it provide a real-life picture of what is going on, it's also easy to share across multiple platforms and search engines love it!

Compass Media will offer LTA Partners access to a custom, comprehensive video advertising foundation via YouTube, Facebook & Instagram Video Ads with guaranteed View Levels.

Each Video Campaign can be targeted by:

- Geography
- Interests
- Context
- Gender, Age, Household Income and more!

AD SPECS

YouTube

- URL of YouTube Video (must be public on youtube)
- Click-through URL

Video Ad

- Click-through URL
- Video Ratios: 9:16 to 16:9
- Max File Size: 4GB Max

MEDIA/DELIVERY

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

CAMPAIGN

The client can determine the campaign start date. Compass will work with you to select the appropriate campaign length.

LTA MEMBER RATE

Program 1 - 5,900+ Video Views
\$2,350

Program 2 - 15,400+ Video Views
\$5,750

Program 3 - 33,000+ Video Views
\$11,400

SPACE & MATERIAL DEADLINES

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Louisiana Attractions Program



Unlock the full potential of Louisiana’s tourism with our Attractions program! By participating in this exclusive co-op advertising opportunity, you can shine a spotlight on the your area’s premier attractions, top-tier restaurants, vibrant festivals, and more.

Our Attractions Directory will be strategically distributed to 52 certified welcome centers across Louisiana, ensuring maximum exposure for your destination. Plus, we’re amplifying our reach with a robust digital marketing campaign in collaboration with Compass Media, driving even more attention to the diverse experiences your area has to offer.

Join us in showcasing the best of Louisiana and attract visitors eager to explore all that your destination has to offer. Don’t miss this chance to be a part of a high-impact promotional initiative that elevates your community and captures the attention of travelers statewide!

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 ExploreLouisiana.com
- Brochure link from ExploreLouisiana.com also available on Group Tour pieces (SYTA, ABA, Group Travel Con, and GOF).
- Digital brochure added to Louisiana (LTA) Digital Visitor Center.

AD SPECS

Full page ad Non-Bleed ad - 3.5”w x 8.5”h
 Bleed ad - 4.25”w x 9.25”h
 Trim 4”w x 9”h (keep live matter .25” from trim)

1/2 page ad 3.5”w x 4.125”h

1/4 page ad 3.5”w x 2.125”h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

LISTING SPECS

Photo listing - 35 words of copy & contact info
 2”w x 2”h 300 dpi color photo saved as a .JPG or .TIF

Basic listing - 35 words of copy & contact info

Coupon - Logo, offer, disclaimer on back side for blackout dates or special events.

MEDIA/DELIVERY

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

ISSUE

Smmer 2025 & 2026

MARKET/CIRCULATION

- Welcome Centers throughout LA and Certified Folder Display
- A digital flipbook that includes live links to your attraction and destination webpages AND a digital campaign to promote the Attractions Directory that links back to the digital flipbook

LTA MEMBER RATE

ADVERTISING

Full page \$1,795

1/2 page \$1,095

1/4 page \$625

LISTINGS

Photo Listing \$450

Basic Listing \$275

Coupons \$400

***Photo Listing** \$350

**Breweries, Distilleries, Wineries*

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

SPACE & MATERIALS DEADLINES

2025 - April 18, 2025

2026 - April 17, 2026

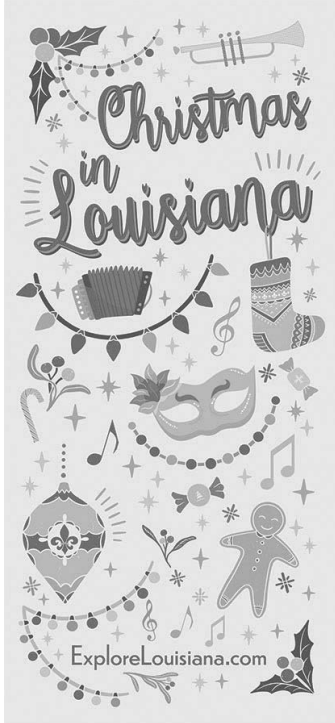
Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

Louisiana Christmas Campaign



Enhance your visibility this holiday season with the Louisiana Travel Association's Christmas in Louisiana brochure! Scheduled for release in October 2025/2026, this brochure will showcase the best holiday experiences across the state.

The Christmas in Louisiana brochure features festive events, attractions, and unique holiday offerings. Secure a listing for as little as \$150 and ensure your destination shines in front of thousands of holiday travelers looking to experience the magic of Louisiana.

Don't miss this chance to be featured in a high-impact seasonal publication that will drive visitors to your area and highlight your holiday spirit. Join us in celebrating Christmas in Louisiana and capture the attention of holiday enthusiasts!

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 ExploreLouisiana.com.

AD SPECS

- Full page ad** 3.5" w x 8.5" h
- 1/2 page ad** 3.5" w x 4.125" h
- 1/4 page ad** 3.5" w x 2.125" h
- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

LISTING SPECS

- Photo Listing:** 25 words of copy and high resolution color photo. This includes a listing on the calendar of events
- Basic Listing:** 25 words of copy
- Calendar of Event Listing:** Event Name, Website and Number

Media/Delivery

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

ISSUE

October 2025 & 2026

MARKET/CIRCULATION

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

LTA MEMBER RATE

ADVERTISING

Full page	\$1,495
1/2 page	\$950
1/4 page	\$575

LISTINGS

Photo Listing	\$400
Basic Listing	\$250
Calendar Event Listing	\$150

SPACE & MATERIALS DEADLINES

2025 - August 1, 2025
2026 - July 31, 2026

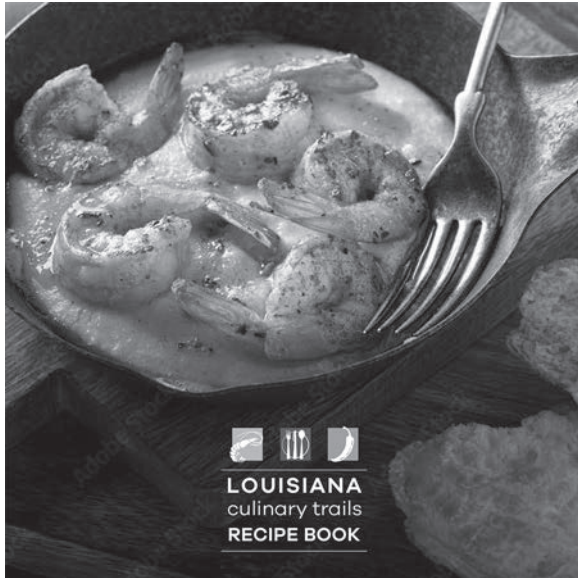
Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

Louisiana Culinary Trails



Step into the spotlight as a key player in promoting Louisiana's culinary excellence with our Louisiana Culinary Trails plan for 2025! This dynamic program will elevate Louisiana as a premier culinary destination through a comprehensive PR campaign, updates to the popular Culinary Trails Recipe Guide, extensive social media outreach, and more.

By sponsoring the Culinary Trails event, your CVB or DMO can showcase your area's unique flavors and culinary experiences to a broad audience. Choose from a range of sponsorship levels to fit your goals:

- **Platinum Sponsorship: \$25,000**
- **Gold Sponsorship: \$14,500**
- **Silver Sponsorship: \$6,000**
- **Bronze Sponsorship: \$3,000**
- **Listing in the Recipe Guide: \$500**

This is your chance to be part of a high-impact initiative that will put your destination on the culinary map and attract food enthusiasts from across the region. Stay tuned for more details on the 2025 Culinary Trails plan coming in late 2024, and get ready to spice up your promotional efforts!

For more information regarding sponsorship packages, please contact madeline@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION



Ad Representatives

Madeline Brown • madeline@louisianatravelassociation.org

CREOLE CRESCENT

COME TASTE WHY THE NEW ORLEANS AREA IS LAuded FOR SOME OF THE MOST INVENTIVE AND DELICIOUS FOOD IN AMERICA

New Orleansans live to eat, whether at elegant establishments with critically acclaimed chefs or smaller, off-the-radar spots with the world's best something. At **Arnaud's**, you can enjoy Sunday post-lunch in a 100-year-old Creole restaurant in the heart of the French Quarter. And every New Orleans restaurant buffet bar should include **Dooky Chase's** Creole gumbo and stuffed shrimp, **Mother's Restaurant's** Frog Special, a shrimp pie boy pocket with baked beans, veal head, diboll and gravy, and the best fried chicken in the country at **Willie Mae's Scotch House**.

The Sazerac cocktail gained fame in New Orleans in the 1850s, and there's no better way to experience its tradition than a visit to **The Sazerac House**. Enjoy a complimentary tour with interactive cocktail exhibits and sticks around for an exclusive spirit tasting.

To the west, **Jefferson Parish** stretches from Lake Pontchartrain to the Gulf of Mexico, offering endless access to the beautiful waters that provide seafood to many of the area's restaurants. Tour the **Jefferson Parish Oyster Trail** and see why Louisiana is the country's number one oyster producer. Start in Metairie at **Drepp's Seafood Restaurant and Oyster Bar**, home of the original charcoal-broiled oysters, or at **Andrew's Restaurant**, where a local seafood-meets-Northern Italy.

Located in the middle of some of the best fishing waters in the U.S., it's no surprise that seafood reigns supreme on the menus of local favorite restaurants like **Today's Ketch Seafood** in **St. Bernard Parish**.

Head out of the city to the **River Parishes**, where Cajun meets Creole. **Bea's at the Lake Restaurant** offers a casual setting where you'll be surrounded by rustic decor, big-screen TVs, a live band and an open grill overlooking beautiful Lake Theriot. For a taste of the region's spiciness, head to **Wayne Jacob's Smokehouse** for an andouille burger or andouille chips served with Creole mustard.

Continue west to Acadian Parish and enjoy a meal with a view at **Grapevine Cafe and Gallery**, where you can experience authentic Louisiana Creole and Cajun cooking in a comfortable art gallery atmosphere. Feeling hungry? Enjoy live dining at your choice of **The Carriage House** or **Leafy Landing** and enjoy a cool libation at the **Turtle Bar** or the historic **Hennes House and Gardens**.

CHICKEN ÉTOUFFÉE

Make a brown roux
Heat the vegetable oil in a heavy-duty skillet over high heat. When the oil is hot, about 300°F, gradually add the flour, whisking constantly.

Cook the roux, whisking constantly, until the roux turns the color of peanut butter and begins to thicken, 5-5 minutes. Reduce heat to low and continue cooking, whisking constantly, until the roux turns caramel color and then to our eggs, 3-5 minutes.

Increase heat to medium and continue cooking the roux, whisking constantly, until the roux turns dark brown (chocolate brown). Remove from heat and set aside. Stir once or twice while cooling.

Make the étouffée
In a bowl, mix together the onions, celery, and bell peppers. Heat the olive oil in a separate pot over high heat. Add half of the mixed vegetables and cook, stirring as needed, until the onions turn brown (optional). Add the remaining onions, celery, bell peppers, and the bay leaf. Cook, stirring as needed, until the onions become soft and clear, 6-8 minutes.

Reduce heat to medium. Add the diced chicken, garlic, salt, white pepper, black pepper, cayenne, thyme, sweet basil, and sausage. Cook, stirring constantly, until the chicken pieces turn white, 3-4 minutes.

Add the chicken stock and bring the mixture to a boil. Pour off any excess oil from the roux. Gradually add the roux to the boiling stock mixture, whisking constantly until thoroughly incorporated. Reduce heat to low and simmer, stirring occasionally, for 15 minutes. Simmer as needed. Serve with rice. Serves 4.

Recipe courtesy of Chef Fred Bignon of Bignon's Restaurant, New Orleans. © 2014 S.M. Bignon. All rights reserved.

NEW ORLEANS
Some people eat to live, but New Orleansians live to eat. Enjoy a little taste of New Orleans at home, until your next visit to our city's delicious, one-of-a-kind restaurants.
NewOrleans.com/Contact-Us | NewOrleans.com

Louisiana Fishing & Outdoor Adventures Program

LOUISIANA FISHING & OUTDOOR ADVENTURES



Showcase Louisiana's unrivaled outdoor experiences with the Louisiana Fishing & Outdoor Adventures Guide - designed specifically for visitors seeking the ultimate Sportsman's Paradise! This program will spotlight the very best of Louisiana's outdoor adventures, from birding and hiking to cycling, fishing, and hunting. Plus, it will highlight our stunning water sports, nature museums, picturesque parks, lush gardens, and scenic byways.

By partnering with us, your area will be prominently featured in a comprehensive guide that captures the essence of Louisiana's natural allure. This is your chance to showcase your destination's unique outdoor offerings to a targeted audience eager for adventure and natural beauty. Join us in celebrating Louisiana's Sportsman's Paradise and attract visitors who are ready to explore and enjoy the great outdoors!

SPONSORSHIPS LEVELS

Platinum- \$5,950

- Representation at shows, bring your local outfitter to one show (Max 2)
- (10) photo listings in guide
- Full page ad in guide
- 5 stories for outdoor writers (OWAA) provided on a jump drive with photos
- Opportunity to provide promotional video to be shown at show.
- Opportunity to provide door prize for OWAA writers

Gold- \$3,450

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

Silver - \$1,950

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

LOUISIANA OUTDOOR ADVENTURE TRADE SHOW OPPORTUNITIES

OWAA 2025 & 2026

ADDED VALUE

- Brochure downloadable on ExploreLouisiana.com.
- Participants will receive leads from shows LTA attends.

AD SPECS

Full page ad Non-Bleed ad - 3.5"w x 8.5"h
Bleed ad - 4.25"w x 9.25"h
Trim 4"w x 9"h (keep live matter .25" from trim)

1/2 page ad 3.5"w x 4.125"h

1/4 page ad 3.5"w x 2.125"h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines
- eps, jpeg or tif files are accepted

LISTING SPECS

Photo listing - 35 words of copy & contact info
2"w x 2"h 300 dpi color photo saved as a .JPG or .TIF

Basic listing - 35 words of copy & contact info

Coupon - Logo, offer, disclaimer on back side for blackout dates or special events.

MEDIA/DELIVERY

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

Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

PRINTED

Spring of 2025 & 2026

MARKET/CIRCULATION

- Welcome Centers throughout Louisiana, outdoor shows and Certified Folder Display
- Outdoors Show: OWAA (Outdoor Writers Association of America)
- A digital flipbook that includes live links to participants' webpages AND a digital campaign to promote the LA. fishing, golf and outdoor program that links back to the digital flipbook

LTA MEMBER RATE

Full page \$1,795

1/2 page \$1,095

1/4 page \$695

Photo Listing \$450

Basic Listing \$295

***Charter Fisherman & Outfitters Rate**

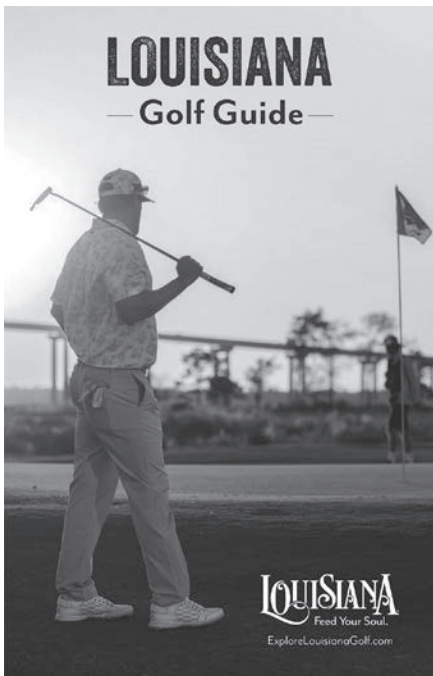
***Photo Listing *\$350**

SPACE & MATERIALS DEADLINES

2025 - February 21, 2025

2026 - February 20, 2026

Louisiana Golf Program



Elevate your destination's presence in the golf travel market with an exclusive opportunity from the Louisiana Travel Association and the Louisiana Office of Tourism! We have partnered on a unique cooperative marketing initiative designed to drive golfers to Louisiana with a comprehensive print and digital Louisiana Golf Guide.

This high-impact program will feature aggressive distribution through targeted marketing campaigns and prominent representation at consumer golf shows. The Louisiana Golf Guide will showcase every golf course across the state, along with highlighted lodging and package options from participating partners.

Don't miss this chance to connect with avid golfers and elevate your destination's profile as a top golf getaway!



ADVERTISING RATES

	LTA MEMBERS	*NON-MEMBERS*
Full Page	\$1695	\$2035
1/2 Page	\$995	\$1195
1/4 Page	\$695	\$835

ADDED VALUE

- Receive leads from national golf shows

AD SPECS

Full page ad non-bleed - 4.875" w x 7.875" h

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

1/4 page ad - 2.375" w x 3.875" h

• CMYK ad saved as a press quality PDF or PDF/X-1a

• Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

GUIDE

January 2025

January 2026

MARKET/CIRCULATION

- Distributed by LTA and LOT as fulfillment for golf advertising, at consumer and trade shows
- Downloadable PDF and digital guide located on the golf page of ExploreLouisiana.com and ExploreLouisianaGolf.com
- Digital marketing campaign to promote Golf in Louisiana

SPACE & MATERIALS DEADLINES

January 2025 - October 1, 2024

January 2026 - October 1, 2025

Ad Representatives

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



LOUISIANA
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ASSOCIATION

American Bus Association

Conference Profile



Maximize your visibility and forge valuable connections at the American Bus Association (ABA) Conference by securing space in LTAs ABA Conference Profile! The ABA Conference is a key platform where North America's leading motorcoach and tour companies converge with travel and supplier industry professionals. With ABA representing approximately 1,000 motorcoach and tour companies, along with an additional 2,800 member organizations across the travel, tourism, and bus supply sectors, this is the ideal venue to showcase your offerings.

The Louisiana Travel Association will attend the conference on your behalf, engaging directly with tour operators and suppliers to promote your destination or services. By featuring your business in our brochure, you'll ensure your brand stands out to key decision-makers and influencers within the motorcoach and tour industry!

ADDED VALUE

- Profile mailed to entire American Bus Association operator list
- Profile mailed as a follow up piece to all delegates that met with LTA representative
- Profile digital link added to LTA's Group Tour Newsletter in March issue
- Profile digital link uploaded to ABA's website with URL link of participants.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos (300dpi full color saved as TIF, JPG, or EPS)
10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo (300dpi full color saved as TIF, JPG, or EPS)
6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025: Jan 31 - Feb. 4 - Philadelphia, PA
2026: Jan 10 - 13, 2026 - Reno, NV

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800
1/2 page \$450

SPACE & MATERIALS DEADLINES

2025 - December 6, 2024
2026 - December 6, 2025

Ad Representatives
Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
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A place unlike any other. Its southern and coastal, but infused with funk, blues and growing live oaks. It's musical, with the spirit of zydeco accordeons blending with New Orleans brass and jazz. It's centuries of history living within an ever-evolving culture. It's gumbo, crawfish, boudin, cracklins, and the best seafood in the world. Whatever brings you to Louisiana, it will surely feed your soul. And it's going to keep you coming back time and again.

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

LOUISIANA TRAVEL ASSOCIATION
LouisianaFeedYourSoul.org

Charlie Waltman • 225-935-4190 • charlie@louisianatravelassociation.org
Laine Garner • 225-505-5782 • laine@louisianatravelassociation.org

Tap into one of the fastest-growing segments in travel by featuring your destination or services in the Going On Faith (GOF) Conference profile! As the nation's leading organization for church and religious travel planners, GOF brings together over 3,000 influential decision-makers who are shaping the future of religious travel. This conference represents a golden opportunity for travel companies, destinations, and suppliers eager to penetrate this booming market.

Religious travel is currently valued at a staggering \$18 billion and attracts over 300 million travelers annually, making it a lucrative sector for growth and new business. By securing space in the GOF Conference brochure, you'll position your brand directly in front of key players who are actively seeking new group travel opportunities and partnerships!

ADDED VALUE

- Profile and digital flip book mailed/mailed to entire GOF membership
- Digital flip book link added to LTA's Group Travel Newsletter January 2025/2026

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos (300dpi full color saved as TIF, JGP, or EPS)
10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo (300dpi full color saved as TIF, JGP, or EPS)
6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025 - August Kentucky
2026 - TBD

MARKET/CIRCULATION

350 faith travel planners

LTA MEMBER RATE

Full page \$800
1/2 page \$450

SPACE & MATERIALS DEADLINES

2025 - July 1, 2025
2026 - July 1, 2026

Ad Representatives

Charlie Waltman • charlie@louisianatravelassociation.org



LOUISIANA
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Seize the opportunity to shine at the Group Travel Con conference by featuring your destination or services in our conference profile! This premier conference connects travel planners with industry delegates for invaluable one-on-one discussions and appointment-driven business opportunities. Scheduled for the Fall, Group Travel Con is the perfect platform to engage with tour operators, motorcoach operators, bank travel directors, alumni groups, African American planners, and more, just before the new year.

The Louisiana Travel Association will create a conference profile to showcase participating members in a specially designed pamphlet. This guide will highlight where to stay, where to eat, and what to do in Louisiana, ensuring that your destination or service stands out to key decision-makers!

ADDED VALUE

- Pamphlet mailed to entire Group Travel Con Membership 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 Group Travel Con website with URL link of participants.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos (300dpi full color saved as TIF, JPG, or EPS)

10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo

(300dpi full color saved as TIF, JPG, or EPS)

6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025 - October TBD

2026 - October TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2025 - September 1, 2025

2026 - September 1, 2026

Ad Representatives

Laine Garner • charlie@louisianatravelassociation.org



LOUISIANA
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Capitalize on a prime opportunity to showcase your destination or services at the National Tour Association (NTA) Conference by securing a spot in our exclusive event brochure! NTA is a leading trade organization that unites a vast network of tourism professionals, including tour operators, buyers, tour suppliers, and destination marketing organizations, all focused on advancing the packaged travel industry.

This conference is your gateway to building meaningful connections and exploring new business prospects in a collaborative environment. Featuring your brand in our brochure will place you directly in front of influential players who are driving growth in travel.



The Louisiana Travel Association will be on-site, representing your interests and engaging with key stakeholders. Seize this chance to elevate your profile and attract valuable partnerships!

ADDED VALUE

- Pamphlet mailed to entire membership.
- Pamphlet digital link added to LTA's Group Tour Newsletter in March or June issue
- Pamphlet digital link uploaded to Group Travel Family 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)

10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JGP, or EPS)

6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025 - November 9-12

Ottawa, Canada

2026 - November TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2025 - September 12, 2025

2026 - September 12, 2026



Small Market Meeting Conference

Conference Profile



Showcase your destination's unique offerings at the Small Market Meetings Conference by featuring your brand in our dedicated event brochure! This key conference brings together a diverse mix of destinations, hotels, conference centers, and meeting planners focused on small to medium-sized events.

The Louisiana Travel Association will be actively engaging with meeting planners and travel industry professionals, participating in one-on-one discussions to explore potential business opportunities. We will craft a compelling conference piece that highlights the exceptional experiences and services you offer, ensuring you stand out to influential decision-makers.



ADDED VALUE

- Pamphlet mailed to entire membership.
- Pamphlet digital link added to LTA's Group Tour Newsletter in March or June issue
- Pamphlet digital link uploaded to Group Travel Family 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)

10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo
(300dpi full color saved as TIF, JGP, or EPS)

6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025 - September

Buffalo Niagara, NY

2025 - September TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2025 - August 1, 2025

2026 - August 1, 2026

Ad Representatives

Laine Garner • charlie@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Student Youth Travel Association

Conference Profile



Unlock a cost-effective opportunity to reach the vibrant student youth travel market by featuring your destination or services in the LTA SYTA Conference Profile! This piece is designed for attractions, hotels, restaurants, and DMOs looking to connect with student travel tour operators across the US and Canada.

Our specially crafted profile will be prominently utilized during the conference, showcasing your offerings directly to key decision-makers in student travel. By participating, you'll have the chance to engage with tour operators, gain valuable exposure, and receive high-quality leads from interested parties!

ADDED VALUE

- Profile mailed to entire SYTA membership directory
- Profile digital link added to LTA's Group Tour Newsletter in October issue
- Profile digital link uploaded to SYTA website for Louisiana destinations.

AD SPECS

Full page formatted ad – 200 words of copy, and 3 photos (300dpi full color saved as TIF, JPG, or EPS)

10 attraction listings in your area with name, number and website

1/2 page formatted ad - 100 words of copy, and 1 photo

(300dpi full color saved as TIF, JPG, or EPS)

6 attraction listings in your area with name, number and website

MEDIA/DELIVERY

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

SHOWS

2025 - August 22-26, Savannah, GA
2026 - TBD

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

2025 - July 1, 2025

2026 - July 1, 2026

Ad Representatives

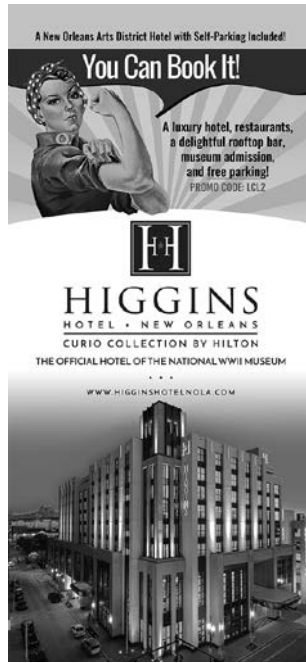
Laine Garner · laine@louisianatravelassociation.org



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Brochure & Rack Cards

Printing Program



ONE STOP SHOP! Let LTA design, print and distribute your brochure. Save money by using LTA and receive ten hours of graphic design!

LTA MEMBER RATE

RACK CARD (4"x9")

100# GLOSS WHITE COVER

10,000 - \$1,300

15,000 - \$1,600

25,000 - \$2,060

50,000 - \$2,975

BROCHURE

2 Panel (8"x9")

80# GLOSS WHITE TEXT

10,000 - \$1,350

15,000 - \$1,650

25,000 - \$2,110

50,000 - \$3,320

3 Panel (8.5"x11")

70# GLOSS WHITE TEXT

10,000 - \$1,550

15,000 - \$1,905

25,000 - \$2,500

50,000 - \$3,720

4 Panel (8.5" x 14")

70# GLOSS WHITE TEXT

10,000 - \$2,060

15,000 - \$2,500

25,000 - \$3,180

50,000 - \$5,030

- Prices do not include taxes
- These prices include shipping to ONE location.
- Any hours of design exceeding 10 will be billed at \$50 an hour.

PREPARATION OF MATERIALS

Choose your format

First you must determine the size of your brochure. This will be dictated either by your budget or by what you need to include in your brochure. It is wise to consult an experienced graphic designer to finalize exactly what you need. LTA's graphic designer can assist you in these matters.

Create an effective brochure

The following are points to consider in the design of your brochure. Keep in mind that additional costs may be incurred in this phase of the project.

- Copy writing: Participants are responsible for writing their own copy.
- Photographs: Photos are also a participant's responsibility. If you wish for the LTA graphic designer to design your brochure, we ask that you furnish high resolution digital photos.
- Maps: Original map drawings can be a major expense, so whenever possible use existing public maps with minor changes to indicate your location. It is important to provide accurate positioning of your company. The association staff can work with you in this area.
- Original Artwork: Original artwork should never be folded, stapled, taped or written on.
- Proofing: In order for you to see how your final product will appear, a proof will be made by the printer before the brochure goes to press. This allows a final chance to check for any mistakes and to be sure color is correct. This proofing should be done in a timely manner so as not to delay the production process. At this point changes are costly, so proof all prior laser copies carefully.

Email for more information

Natalie Hutchinson • natalie@louisianatravelassociation.org



LOUISIANA
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Visitor Center Distribution Program (VCD)

What Is the Visitor Center Distribution Program?

The Louisiana Travel Association provides members with a low cost means of distribution in both print and digital through the state and regional visitor information centers. These 52 visitor centers are operated by the state of Louisiana, by city and parish governments, chambers of commerce and tourist bureaus throughout the state. We also market these digitally to AAA/CAA offices in North America and Canada. This program assists members in getting their brochures in front of visitors traveling to Louisiana.

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. 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 priced based on brochure size. The brochure is assigned a code number and a copy of the brochure is sent to each center. Each center orders brochures according to the need of the center using the code assigned. 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 additional 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 3,000 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 nine state information centers. 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: LTA

4100 S. Sherwood Forest Blvd., Ste. 202
Baton Rouge, LA 70816

****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.

ADDED VALUE:

- Participants of LTA's Visitor Center Distribution program will also be featured on LTA's Digital Visitor Center Website, www.louisianatravelassociation.org/digital-visitor-center.

Digital Marketing:

- AAA/CAA markets- digital visitor center link to all these markets
- Digital campaigns to visitors – Targeting those booking trips to Louisiana. Reporting available at end of program.
- Link to LTA Quarterly Group and AAA e-newsletters.

SPECS for Digital Visitor Center:

35 words of copy, contact info, website link, link to flipbook, link to newsletter sign-up. Downloadable pdf of brochure (no more than 10mb).

Deadline

Brochures must be at LTA and approved before the 20th of the month that distribution begins.

ANNUAL PRICING INCLUDES DISTRIBUTION AND DIGITAL

One panel rack card (no larger than 4" x 9")	\$600/yr
2-3 panel brochure (no larger than 4" x 9")	\$650/yr
Multiple page brochure (no larger than 4" x 9")	\$750/yr
Digest size / Full Size	\$900/yr
One-time distribution 1-3 panel brochure (4" x 9")	\$400

Call or email

Trudie Burchfield, 225-346-1857,
Trudie@LouisianaTravelAssociation.org
for more information about VCD.

Ad Representatives

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



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PRINTER AND SHIPPING REQUIREMENTS

1. Each box of brochures must be **clearly labeled** with the quantity of brochures contained for inventory and distribution report accuracy.
2. Brochures **must be banded or shrink-wrapped** in multiples of 25, 50 or 100. There will be a 20% up-charge for any brochures received unbound.
3. We have limited warehouse space; therefore, boxes must be within the parameters of **12" x 9" x 9"**.
4. Brochures may be shipped directly to the LTA office or dropped off during office hours.
5. **All shipments must be coordinated with the office manager prior to being sent**, and all palletized shipments must be shipped via freight carrier with a lift gate.
6. When shipping brochures, an **"inside delivery"** notation must be included in the shipping details. If inside delivery is not included, the cost of offloading will be billed back to the printer or VCD participant.

ADDITIONAL INFORMATION & GUIDELINES

- 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 30 days prior to 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.

SERVING LOUISIANA'S TOURISM INDUSTRY



CERTIFIED
FOLDER DISPLAY
SERVICE, INC.



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

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

American Road Magazine's Trip Talk Radio Show

Individual Buy



In 2024, Feedspot.com announced AMERICAN ROAD Trip Talk was voted by their panelists into the Top 10 Best Travel Talk Shows. AMERICAN ROAD Trip Talk introduces listeners to the people behind the places featured in AMERICAN ROAD magazine. Each week, Executive Editor Thomas Repp and host Gary Mantz drive you down the backroads that make this nation so unique. Listeners receive trip planning information needed to confidently explore the road less traveled.

BROADCAST

- 50,000 weekly listener
- 3000+ additional monthly downloads via American Road website
- Syndicated on Megaphone/Spotify, iTunes, and a dozen more podcast sites

PROGRAMS

Option 1

All 4 sponsor spots in an episode OR 4 Sponsor Spots per month

:30 sponsor spots

Opener, Middle (2x), Closer

Options 2 - Dedicated show about YOUR Destination

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

BROADCAST

Airs every Friday from 1 p.m. – 1:30 p.m. PST on KKNW.

LTA MEMBER RATE

Option 1 Sponsor Spots
\$650

Option 2 Dedicated show about YOUR Destination
\$2,875

SPACE & MATERIALS DEADLINES

2 months prior to launch.

Ad Representative

Becky Repp

becky@americanroadmagazine.com



Spotify by LocaliQ

Individual Buy



Audio stays with people all day long, reaching them in screenless moments where visual media can't (like running, driving, cooking and cleaning). Spotify alone reaches 406 million people monthly, including **236 million** ad-supported monthly active users, that stream 2 or more hours daily. Listeners on the free, ad-supported platform hear 15- or 30- second audio ads at naturally occurring breaks between songs/podcasts during their listening sessions.

TARGETING OPTIONS

Reach demographic based and interest-based audience segments, crafted by analyzing users' streaming habits and music tastes. Campaigns using Spotify's enhanced first- and third-party audience segment targeting compared to basic demo targeting drive 2.7x higher awareness and 5.3x higher intent.

- Geography (County, State, City, DMA, Zip/Postal Code)
- Age (13-65+)
- Gender
- Genre (Reach people based on the genre of the song they heard immediately before hearing your ad.)
- Interests (Reach relevant audiences based on their podcast, playlist, and platform preferences.)
- Real-Time Contexts (Reach listeners as they soundtrack specific moments throughout their day.)

REPORTING CAPABILITIES

Reporting reviewed monthly by phone or email – whichever works for your schedule! Your sales and support experts work together to review your performance and communicate progress to you.

Reporting will include metrics like the number of times the ad was served, reach and frequency, clicks and click through rate as well as demographic information such as age and gender.

SPECS

*Audio File

- Length: 30 seconds or less
- File types: WAV, MP3, OGG
- Audio: WAV - 16-bit 44.1 kHz MP3, at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

Companion Image

- Dimensions: 640 x 640 pixels
- File type: JPEG or PNG

CAMPAIGN

Starts at any time.

3 month campaign

LTA MEMBER RATE

Option 1 \$2,300
45,000 Est. Impressions

Option 2 \$4,600
90,000 Est. Impressions

SPACE & MATERIALS DEADLINES

Two weeks before start date.

Ad Representative

Jordan Humphreys • jhumphreys@localiq.com



Gray Media OTT Streaming Video Targeting

Individual Buy



More and more people each year are watching their favorite TV shows, movies, sports and live TV using an internet-enabled streaming device. The term is OTT, or Over The Top, which is ultimately the ability to stream content without a cable or satellite subscription. It's a convenient way to watch premium programming when, where and how the viewer wants. It's your TV commercial with pinpointed targeting. From favorite networks like HGTV, Discovery or Food to Sports channels or Movies, we'll air your brand message on Smart TVs and Mobile devices to qualified travel intenders.

REPORTING + WEBSITE ATTRIBUTION

Custom dashboard that allows you to see your campaign as it progresses. Results show how many people viewed as well as other engagement metrics like networks, dayparts and demographics. The website attribution shows how many people saw your commercial and went to your website.

TARGETING

- Geography based on goals and investment option
- Options of demographics and contextual targeting

AD SPECS

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

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time - Can run 30 to 90 days.
Participant can pick air dates and cities.

LTA MEMBER RATE

Gold \$19,000 (90-day run)
500,000 total impressions

Silver \$10,000 (90-day run)
250,000 total impressions

Bronze \$4,000 (30-day run)
100,000 total impressions

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Jennifer Casey • Jennifer.Casey@gray.tv



DESTINATION
MARKETING

Gray Media TV & Digital Video Promotion

Individual Buy



Television is a powerful way to invite visitors to your next FESTIVAL, EVENT or to promote your AREA. When you include a video strategy in local markets, you will spend less money trying to convert a traveler with digital marketing tactics. Gray Media has dominant, locally trusted, and 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.

PROGRAMS

You can mix and add markets within your drive-in and fly-markets for a complete multi-market plan. Each program includes 100,000 impressions of digital video on station websites in local news, weather, and sports programming.

REPORTING

At the end of the campaign, participants will get a list of exactly where the commercials ran. Date, time, and program

TARGETING

- Geography based on chosen Gray TV Stations
- Local newscasts, entertainment, lifestyle, sports, and other popular TV programs

AD SPECS

- :30 second commercial or
- :15 second commercial

Gray will help produce a commercial from existing footage provided by the participant. Extra fee of \$300 - \$400

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time - 4-week campaign. Participants can pick air dates and cities. *Excludes Political Window 10/2-11/5 2024.

LTA MEMBER RATE

Option 1 \$16,000

Large Market

975,000 total impressions

Market options: Atlanta GA, Charlotte NC, Birmingham AL, New Orleans LA

Option 2 \$11,000

Medium Market

742,857 total impressions

Market options: Waco TX, Tyler TX, Baton Rouge LA, Jackson MS, Mobile-Pensacola AL/FL, Shreveport LA

Option 3 \$7,000

Small Market

516,667 total impressions

Market options: Lake Charles LA, Monroe LA, Alexandria LA, Jonesboro AR

SPACE & MATERIALS DEADLINES

2-weeks before start date

Ad Representative
Jennifer Casey
Jennifer.Casey@gray.tv



DESTINATION
MARKETING

225 Magazine Multi-Media Bundle

Individual Buy



[225] is the city magazine, website, and social channel for the Greater Baton Rouge area. We cover exclusive stories on food, culture, entertainment and people in East Baton Rouge, Ascension, Livingston, and West Baton Rouge.

STATS

- 250,000+ pageviews per month on 225batonrouge.com & 225 app
- 22,000 FREE copies distributed monthly to the Greater Baton Rouge Area
- 8,000+ online e-edition reads per month
- 31,000+ 225 Daily opt-in email subscribers
- 150,000+ 225 social media followers on Facebook, Instagram

PROGRAMS

Option 1

- Travel Blog Article & Photo Gallery on 225batonrouge.com/travel
- Organic Social Post on 225
- 970 x 250 & 300 x 250 banner campaign live for 30 days, guaranteed 50K impressions
- Monthly analytics provided

Option 2

- ½ page ad in 225 Magazine issue of your choice
- Organic Social Post on 225
- Monthly analytics provided

REPORTING

Reporting delivered at the end of the campaign.

TARGETING

Leisure and travel enthusiasts in the Capital City Region

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time. 30-day campaign

LTA MEMBER RATE

Option 1 \$2250

Option 2 \$2700

SPACE & MATERIALS DEADLINES

2 weeks before start date (digital)

6 weeks before issue date (print)

Ad Representative
Andre Savoie
andre@225batonrouge.com



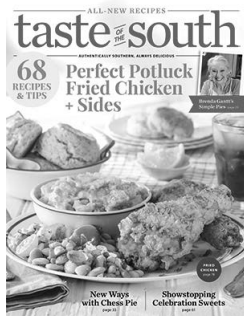
Hoffman Media Southern Bundle

Louisiana Cookin', Southern Lady, Taste of the South

Individual Buy



Own the South through the powerful audiences of *Louisiana Cookin'*, *Southern Lady* and *Taste of the South*! All three brands have national circulation with editorial exclusively focused on the South – highlighting southern culinary delights and must-experience gems that await travelers as they plan their next getaway to Louisiana. If you're a destination, attraction, hotel or restaurant, this high-impact media campaign is for you!



PROGRAM

Starts with issue and ad size of your choice in all Southern Bundle magazines. Price reflects 3 total ads – one in each title – *Louisiana Cookin'*, *Southern Lady* and *Taste of the South*

ADDED VALUE

- One social post across all three brands on Facebook.
- Total Social Posts = 3

AD SPECS (for all three magazines)

1/2 page ad - 6.875" w x 4.625" h

1/3 page - 1/3 Page (V) 2.1875" w x 9.375" h

1/4 page ad - 3.375" w x 4.625" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

CAMPAIGN

Choose your issue:

January/ February 2025 & 2026
March/April 2025 & 2026
May/June 2025 & 2026
July/August 2025
September/October 2025
November/December 2025

MARKET/CIRCULATION

Louisiana Cookin' - 50,000
Taste of the South - 100,000
Southern Lady - 180,000

LTA MEMBER RATE

1/2 page \$5,520

1/3 page \$4,485

1/4 page \$3,795

SPACE & MATERIALS DEADLINES

Jan/ Feb 2025 - September 20, 2024
Mar/Apr 2025 - November 4, 2024
May/Jun 2025 - January 14, 2025
Jul/Aug 2025 - March 7, 2025
Sep/Oct 2025 - June 10, 2025
Nov/Dec 2025 - July 21, 2025
Jan/ Feb 2026 - September 16, 2025

Ad Representative
Christy Lohmann • CLohmann@HoffmanMedia.com



Houston Chronicle Multi-Media Bundle

Individual Buy

HOUSTON CHRONICLE

The *Houston Chronicle* brings community and commerce together by offering diverse media advertising opportunities tailored to businesses of all sizes. From digital platforms

to experiential marketing, direct mail and commercial printing, the *Houston Chronicle* is a comprehensive media partner for today's marketing strategies.

CAMPAIGN COMPONENTS

Print ad in the Houston Chronicle: Sunday, Main News section. Average Sunday circulation 182,000

Targeted Display Campaign: Capture the attention of visitors on Chron.com with ROS banner ads. Targeting and Audience determined by participant.

Travel Newsletters: Targeted newsletter topics deployed weekly on Fridays, to an audience of 200,000 Houstonians. Content features popular destinations with call-to-actions from our advertisers

Chron Sponsored Facebook Posts: Have your voice heard among our massive, trusted 533K following. Through our channel, your message is promoted to our followers, plus a specific audience based on your needs for up to 30 days. Your post lives on our Facebook page indefinitely and will keep serving organic impressions to our followers over time. Promotional content boost - Ad is published organically, then served across the Chron.com page.

StoryStudio – Native/Branded Content Article

- Custom Article with Brand Promotion
- Hosted on Chron.com for Native Integration or city-relevant site
- 4 Week Promotional Flight
- Content Syndication – 1.5 Million Impressions
- Chron.com Social Syndication
- 5,000 Guaranteed Engagements

REPORTING

Delivered at the end of the campaign.

AD SPECS

Targeted Display - 300X250, 728X90, 300x600 and 320x50

Half Page Print ad - 9.875" x 9.75"

Chron Sponsored Facebook Post - 1080x1080 image or video, URL, and 1 paragraph of text. No text heavy images, no text all caps, no "buttons" on images

Travel newsletter - 728x90 AND 300x250 – static images only

StoryStudio - A representative will reach out to schedule a kick-off call

MEDIA/DELIVERY

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

REACH

The *Houston Chronicle's* array of digital products, along with associated Hearst titles, enjoys an audience of more than 3 million in Houston, 13 million across Texas and 154 million nationwide!

LTA MEMBER RATE

Program 1 \$2,300

Targeted Display Campaign
(333,334 impressions)

Program 2 \$4,025

Chron Sponsored Facebook Post
Travel Newsletter

Program 3 \$5,175

1/2 page print ad in *Houston Chronicle*
Targeted Display Campaign
(333,334 impressions)

Program 4 \$8,625

Story Studio

Program 5 \$9,000

1/2 page print ad in *Houston Chronicle*
Targeted Display Campaign
(333,334 impressions)
Chron Sponsored Facebook Post
Travel Newsletter

SPACE & MATERIALS DEADLINES

One month before campaign starts

Ad Representative

Brittany Brinson • brittany.brinson@hearst.com

HOUSTON  CHRONICLE

The Local Palate

Individual Ad

CULINARY



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes, and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events, and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. The Local Palate is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

PACKAGE DETAILS

Package 1 - One 1/2 page print ad
One Instagram post

Package 2 - One 1/4 page print ad
One Facebook Post

ADDED VALUE

Matching advertorial in (1) special Louisiana Co-Op Section

MARKET/CIRCULATION

Distributed to paying subscribers, hotels, bookstores, airports, supermarkets, drugstores and retailers and via controlled public place distribution to: doctor's offices, spa's and salon's, hospitals, attorney's, and luxury car dealerships.

Readership: 300,000+ (approximately 75k print and digital issues)

Digital edition also available to all paying subscribers, digital-only subscribers, third-parties across App stores, Apple and Google, Amazon, Magzter, Flipster, and more

AD SPECS

1/2 page ad - 7.25" w x 4.553" h

1/4 page ad - 3.875" w x 4.5" h

• CMYK ad saved as a press quality PDF or PDF/X-1a

• Fonts embedded or converted to outlines

Media/Delivery

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

ISSUE

- Spring Travel South Road Trip Issue 2025
- The Ultimate Southern Dining Guide/Restaurants 2025 *Louisiana Co-Op Section*
- Summer Get Outdoors & Entertaining Issue 2025
- Small Town Getaway/ Southern Road Trips 2025
- Fall Food Issue 2025 *Louisiana Co-Op Section*
- Holiday Entertaining/Spring Travel Escapes 2025
- Culinary Towns 2025 *Louisiana Co-Op Section*
- Spring Travel South Road-Trips 2026
- The Ultimate Southern Dining Guide/Restaurants 2026 *Louisiana Co-Op Section*
- Summer Get Outdoors & Entertaining 2026
- Small Town Getaway/ Southern Road Trips 2026 *Louisiana Co-Op Section*
- Fall Food Issue 2026

LTA MEMBER RATE

Package 1 \$5,665

Package 2 \$4,175

SPACE & MATERIALS DEADLINES

- Spring Travel South Road Trip Issue 2025 - 12/16/2025
- The Ultimate Southern Dining Guide/Restaurants 2025 *Louisiana Co-Op Section* - 2/1/2025
- Summer Get Outdoors & Entertaining Issue 2025 - 3/15/2025
- Small Town Getaway/ Southern Road Trips 2025 - 4/1/2025
- Fall Food Issue 2025 *Louisiana Co-Op Section* - 6/1/2025
- Holiday Entertaining/Spring Travel Escapes 2025 - 9/1/2025
- Culinary Towns 2025 *Louisiana Co-Op Section* - 10/1/2025
- Spring Travel South Road-Trips 2026 - 12/23/2025
- The Ultimate Southern Dining Guide/Restaurants 2026 *Louisiana Co-Op Section* - 2/1/2026
- Summer Get Outdoors & Entertaining 2026 - 3/1/2026
- Small Town Getaway/ Southern Road Trips 2026 *Louisiana Co-Op Section* - 4/1/2026
- Fall Food Issue 2026 - 6/1/2026

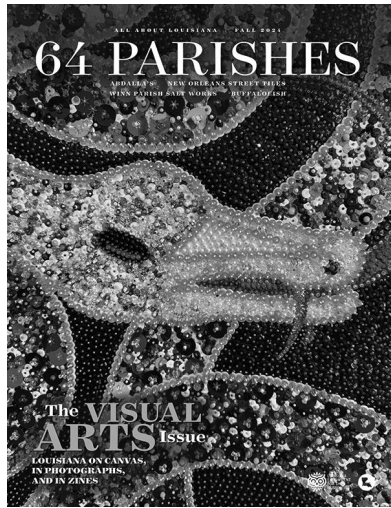
Ad Representative
Joe Spector • jspector@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

64 Parishes

Individual Ad

CULTURE/HISTORY/FOOD/EDUCATIONAL



64 Parishes, published by the Louisiana Endowment for the Humanities, is the premier magazine of Louisiana history and culture. The quarterly glossy publication features award-winning content by writers, artists, photographers, and culture bearers telling Louisiana's most interesting stories. Our readers are highly educated, engaged, and eager to experience the unique cultures and traditions of this great state.

EDITORIAL SPONSORSHIPS

Support the mission of 64 Parishes and its contributors by sponsoring a story. Your sponsorship comes with a brief blurb about your business and logo inclusion.

- **Regular column**, including parish spotlights, literature, foodways, music: (1-3 pg.): **\$267**
- **Feature story** (3-6 pg.): **\$589**

ADDED VALUE

- Full page buy: 750 px W x192 px H banner in three (3) 64 Parishes weekly e-newsletters
- 1/2 page buy: 750px W x192 px H banner in one (1) 64 Parishes weekly e-newsletter

AD SPECS

Full page ad - Bleed 8.5" w x 11.125" h

Trim: 8.25" w x 10.875" h

Non bleed 7" w x 9.625" h

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

1/4 page ad - 3.375" w x 4.75" h

- Press-quality PDF with minimum resolution of 300 dpi
- Fonts embedded or converted to outlines

Media/Delivery

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

Ad Representative
Lauren Noel • Noel@leh.org



ISSUE

Winter - (Dec.- Feb.) 2024/2025

Spring - (March - May) 2025 & 2026

Summer - (June - August) 2025 & 2026

Fall - (September - November) 2025

MARKET/CIRCULATION

Louisiana, Texas, Mississippi

72,000

LTA MEMBER RATE

Full page \$1870

1/2 page \$1195

1/4 page \$835

SPACE & MATERIALS DEADLINES

Winter 2024/2025 - October 1, 2024

Spring 2025 - January 2, 2025

Summer 2025 - April 1, 2025

Fall 2025 - July 1, 2025

Winter 2025/2026 - October 1, 2025

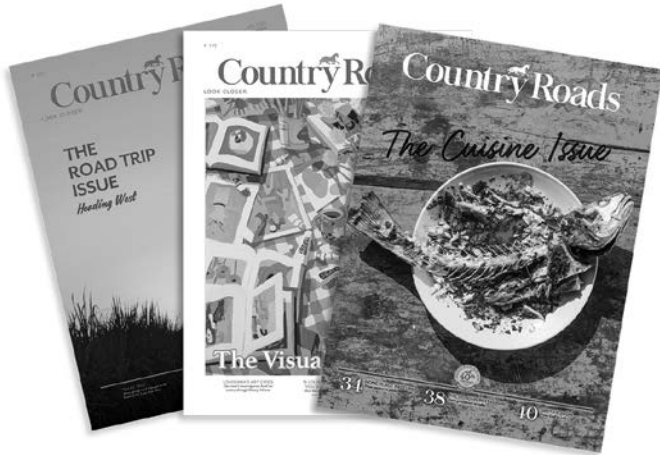
Spring 2026 - January 2, 2026

Summer 2026 - April 1, 2026

Country Roads Magazine

Individual Ad

CULTURE



In its 41st year of publication, *Country Roads* has built robust, deeply engaged audiences across a range of publication channels that includes print, digital, and e-newsletter offerings.

READER PROFILE

75% female

63% between 35 & 64 y/o

AD SPECS

Full page ad - 9.75" w x 13.5" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

Media/Delivery

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

ISSUE

Monthly

January 2025 - June 2026

MARKET/CIRCULATION

Country Roads' print circulation is concentrated in the 9-parish Louisiana Capital Region (i.e. East Baton Rouge parish + 8 surrounding parishes). Additional circulation extends north to Natchez, Mississippi; and south, east, & west along I-10 & I-12 corridors.

LTA MEMBER RATE

Double Page spread \$3,200

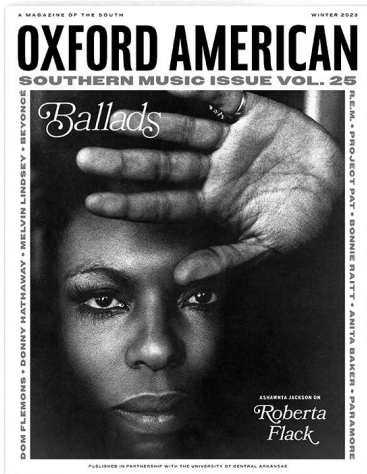
SPACE & MATERIALS DEADLINES

Deadline is the 1st of the preceding month of publication.

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

 **Country Roads**



The *Oxford American* (OA) is a unique quarterly publication that enhances the cultural fabric of the South. It is a highly respected brand that has won multiple National Magazine Awards over its 32-year history.

The OA's mission is to explore the complexity, diversity and vitality of the American South through exceptional writing that covers, music, food, and the visual arts. The OA delivers a highly engaged and dedicated audience that enjoys all the experiences that Louisiana has to offer.

READER PROFILE

- 70% reside in Southeast/South Central regions
- 73% vacation 2+times per year
- 60% have professional degrees
- 82% describe the Oxford American as their favorite magazine
- Frequent consumers of books, music, and spirits

ADDED VALUE

- Provided based on a minimum commitment of one (1) NEP (National Equivalent Page)
- One (1) 585x120 weekly OA editorial e-Newsletter banner ad

AD SPECS

- Covers (w/bleed)** - 8.375" w x 10.75" h ad plus bleed = 8.875" w x 11.25" h
- Spread (w/bleed)** - 16.75" w x 10.75" h ad plus bleed = 17.25" w x 11.25" h
- Full page (w bleed)** - 8.375" w x 10.75" h ad plus bleed = 8.875" w x 11.25" h
- 1/2 page horizontal** - 7.375" w x 4.833" h
- LIVE MATTER: 1/2" from trim on all sides (3/4" from bleed on all sides). 1/2" from the gutter for Spread units.
- OA will lay out for approval
- Digital files are required. PDF/X-1a preferred (all images 300dpi, all fonts embedded, all colors CMYK process or grayscale—no spot colors).

MEDIA/DELIVERY

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

Ad Representatives

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

OXFORD AMERICAN

ISSUE

- Quarterly
- Spring (March-May) 2025 & 2026
- Summer (June-August) 2025 & 2026
- Fall (Sept. -Nov.) 2025
- Annual Music Issue (Dec.- March) 2025

MARKET/CIRCULATION

- Average Audience: 50,000
- Includes targeted distribution at select outlets, cultural, educational & partnered experiences

LTA MEMBER RATE

Premium Placements

- Full page** \$2,990
- Spread** \$5,980
- Inside Back Cover** \$3,780

**Note, Inside Back Cover position is available as part of an integrated Print/Digital package predicated on a minimum total net investment of \$6,000.*

SPECIAL SECTION

"SOMEWHERE IN LOUISIANA":

Good Living, Good Reading, Good Tasting, Good Listening

LTA MEMBER RATES

- Full page** \$2,360
- 1/2 page** \$1,630

SPACE & MATERIALS DEADLINES

- Spring 2025 - January 17, 2025
- Summer 2025 - April 11, 2025
- Fall 2025 - July 7, 2025
- Winter/Music 2025 - Sept. 19, 2025
- Spring 2026 - Jan. 16, 2026
- Summer 2026 - April 3, 2026

AARP The Magazine

Individual Buy

LIFESTYLE



AARP The Magazine reaches the largest and most powerful travel segment in America – the 50+ audience. Distributed bi-monthly to nearly 38 million AARP Members, AARP The Magazine highlights the active and travel-loving lifestyles of 50+ adults. Over **97% of AARP Members will book a trip within the next year**, making our readers the top choice for advertisers to grow tourism revenue and quality leads from a premium travel audience.

Reader Profile:

Female: 57%
 Male: 43%
 Median Age: 52
 Median HHI: \$88,629

ADDED VALUE

Bonus Advertorial

Included in your 1/2, 1/4 or 1/8 co-op ad you will receive a mention in the bonus co-op advertorial. This corresponding advertorial will be created by AARP Media Sales and highlight each participating LTA member.

National Reader Service: With each media insertion, LTA members will receive one reader service listing in AARP The Magazine and online generating opt-in quality leads from 22.5 million 50+ households nationwide for 16 weeks.

AD SPECS

Non-Bleed

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

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

1/8 page - 3.625" w x 2" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

ISSUE

February/March 2025

April/May 2025

October/November 2025

MARKET/CIRCULATION

Texas 50-59 Age Segment

383,400 households

Southeast Region 50-59 Age Segment

853,500 households

TEXAS 2025 LTA MEMBER RATE

1/2 Page \$10,700

1/4 Page \$5,365

1/8 page \$2,685

SOUTHEAST 2025 LTA MEMBER RATE

1/4 Page \$10,250

1/8 page \$5,125

SPACE & MATERIALS DEADLINES

February/March 2025 - November 10, 2024

April/May 2025 - January 18, 2025

October/November 2025 - July 18, 2025

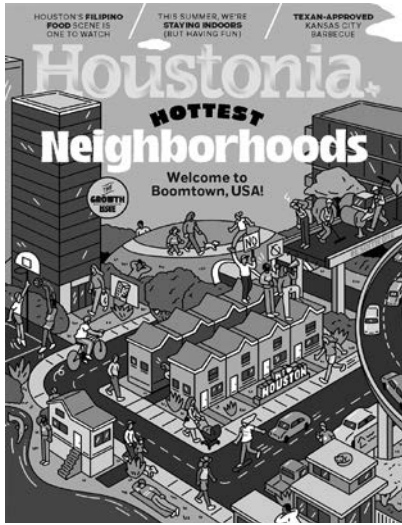
Ad Representative
 Dannan Jameson
dannan@osquaredmedia.com



Houstonia Magazine

Individual Ad

LIFESTYLE/CULTURE/CULINARY



Houstonia, reaching 3.2 million annually, is the city's #1 source of local lifestyle news. Houstonia readers are affluent with average annual HHI of \$211k which means they have the disposable income to spend at your destination on hotels, dining, shopping, entertainment, and activities. 86% of Houstonia readers use us to plan local travel more than any other website or print publication. Optimize messaging surrounding your destination to Houstonia's affluent and engage readership at rates exclusive to LTA members.

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

1/2 page - 7.3125" w 4.875" h

1/3 page - 4.8125" w x 4.8125" h

• PDF-X1a preferred

MEDIA/DELIVERY

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

ISSUE

Winter 2024/25

Spring 2025

Summer 2025

Fall 2025

Winter 2025/26

Spring 2026

MARKET/CIRCULATION

Houston and greater Houston area
65,000. Readership-350,000+
(Subscriber, Newsstands, Mailed Copies)

LTA MEMBER RATE

Full page \$6,650

1/2 page \$3,590

1/3 page \$2,545

SPACE & MATERIALS DEADLINES

Winter 2024/25 - September 15, 2024

Spring 2025 - January 15, 2025

Summer 2025 - April 1, 2025

Fall 2025 - July 1, 2025

Winter 2025/26 - September 15, 2025

Spring 2026 - January 15, 2026

Ad Representative
Carly Mejia • cmejia@sagacitymedia.com

Houstonia+



okra. magazine believes the South is like a good book. It's full of stories and every story has many chapters. Each issue of **okra.** includes continuing "Chapters" on the many things that make the South unique: Stories (our features), Southern Comforts (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 marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Brittany Sanders • brmcdonald45@gmail.com

okra.
REAL SOUTHERN CULTURE

ISSUE

Fall/Winter (Nov-January) 2024/2025

Winter/Spring (February-April) 2025

Spring/Summer (May-July) 2025

Summer/Fall (August- October) 2025

Fall/Winter (Nov-January) 2025/2026

Winter/Spring (February-April) 2026

Spring/Summer (May-July) 2026

MARKET/CIRCULATION

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

54,000

LTA MEMBER RATE

Full page \$4,000

1/2 page \$2600

Inside cover spread \$6,390

Inside back cover \$4,260

Back cover \$4,790

SPACE & MATERIALS DEADLINES

Fall/Winter 2025/2026- October 1, 2024

Winter/Spring 2025 - December 15, 2024

Spring/Summer 2025 - April 1, 2025

Summer/Fall 2025- June 20, 2025

Fall/Winter 2025/2026- October 1, 2025

Winter/Spring 2026- December 15, 2025

Spring/Summer 2026- April 1, 2026

Texas Monthly

Co-op Ad

LIFESTYLE



For over 50 years now, since 1973, *Texas Monthly* has been the indispensable authority on being Texan, reaching millions each month across multiple channels. Audiences in Texas and beyond trust the magazine for coverage and perspectives that only *Texas Monthly* can provide. With an impressive total audience of 36 million people, *Texas Monthly* utilizes cross-platform brand extensions that provide readers with more of what they want: amazing stories, videos, podcasts, live experiences and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.

Texas is the number one feeder market into Louisiana. A large number of out-of-state visitors to Louisiana come from Texas, and *Texas Monthly's* readers tend to spend much time and money on domestic travel and visiting new places.

Audience:

- 2.6 million readers
- 52% male | 48% female

Over 150k *Texas Monthly* readers have visited Louisiana/Mississippi in the past year and are 23% more likely as a *Texas Monthly* reader to have stayed 15+ nights in a hotel while on a vacation in the past year.

AD SPECS

- 1/2 page ad - 7.375" w x 4" h
- 1/4 page ad - 3.625" w x 4" h
- 1/8 page ad - 3.625" w x 2" h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com



ISSUE

- March 2025 - Spring Travel
- May 2025 - Summer Travel
- September 2025 - Louisiana Travel
- November 2025 - Winter Travel
- March 2026 - Spring Travel
- May 2026 - Summer Travel

CIRCULATION

270,853 total circulation

LTA MEMBER RATE

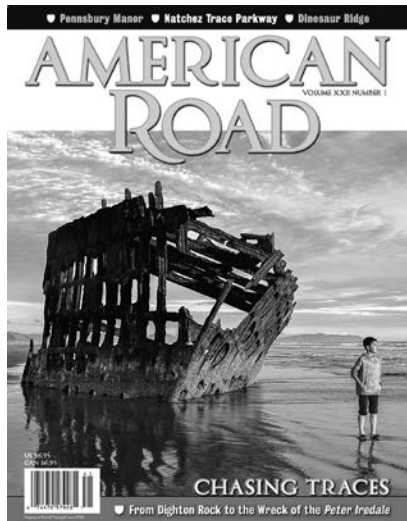
- 1/2 page \$6,100
- 1/4 page \$3,050
- 1/8 page \$1,525

SPACE & MATERIALS DEADLINES

- March 2025 - December 20, 2024
- May 2025 - February 14, 2025
- September 2025 - June 25, 2025
- November 2025 - August 25, 2025
- March 2026 - December 19, 2025
- May 2026 - February 16, 2026

American Road Magazine Co-op Ad

TRAVEL



American Road received critical acclaim in multiple “Best Travel Magazine” lists for 2024, ranking as #1 in *Enjoy Travel Life’s* Best Specialty Magazines for Travelers (2024) category and listed as a Top 25 Travel Magazine (2024) by both Travelers Press and Ranker.

American Road is the ideal place to inspire road trip travelers to experience authentic, intriguing, nostalgic, picturesque, off-the-beaten-path destinations. Listed by *Enjoy Travel Life* as #1 in the Best Specialty Magazines for Travelers in 2024, there is no better place to promote your safe travel opportunities. Our clients continue to see strong results from their campaigns with American Road—and no wonder. More Americans are looking towards road-based travel for their next vacation destination. Proof of this phenomenon: American Road’s online audience doubled in the last year. Subscriptions increased by more than 15%.

Reader Profile

Female: 56% Male: 44% Median Age: 60

Readers take 500,000+ trips a year and book 1.4 million hotel rooms in advance based upon reader surveys.

ADDED VALUE

- *Getaways and Deals*: downloadable PDF promoting special offers and getaways.
- *Visitor Guides*: showcase of destination visitor guides with direct link to request/view page.
- *Opt-in leads*: access to responsive travelers who request info from *American Road*.
- Social Media campaign to *American Road’s* Facebook and Twitter (X) audiences.
- Resource listing in magazine and online
- All download and click activity is tracked & reported via bl.ink.com.
Value: \$4000+
- A 1/2-page ad buy qualifies for an additional high-impact placement on *Americanroadmagazine.com’s Itineraries* page with a downloadable PDF in Louisiana’s region to inspire longer stays.

AD SPECS

1/2 page ad - 7.875”w x 4.25”h

1/4 page ad - 3.875”w x 4.25”h

1/8 page ad - 3.875”w x 2.125”h

- CMYK ad saved as a press quality PDF or PDF/X-1a
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

Ad Representative
Becky Repp
becky@americanroadmagazine.com



ISSUE

- Winter 2024
- Spring 2025
- Summer 2025
- Autumn 2025
- Winter 2025
- Spring 2026
- Summer 2026

MARKET/CIRCULATION

National/30,000
Readership: 120,000+

LTA MEMBER RATE

1/2 page \$2,165
1/4 page \$1,080

SPACE & MATERIALS DEADLINES

- Winter 2024 - November 1, 2024
- Spring 2025 - February 3, 2025
- Summer 2025 - May 1, 2025
- Autumn 2025 - August 1, 2025
- Winter 2025 - November 3, 2025
- Spring 2026 - February 2, 2026
- Summer 2026 - May 1, 2026

ROVA - The Magazine for Epic Road Trips

'Louisiana's Best Road Trips' - Individual Buy

OUTDOOR



ROVA - The Magazine For Epic Road Trips is the travel lifestyle magazine focused on road vacations, outdoor adventure and the RV traveler. ROVA is about traveling the roads of America— real stories with authentic images of people, places and curiosities; and a real look inside what this exciting travel has to offer. ROVA is for the road-trippers, the digital nomads and the life changers. This travel has reached record numbers and the industry is booming with Millennials and Gen Xers. Louisiana is one of the top states with \$375 million* in economic impact from this tourism including travel, camping and all activities these visitors engage in.

ROVA offers a compelling media buy as outdoor travel is the #1 travel trend. ROVA represents the new Travel Leaders!

If: Road Trips, Fishing, Outdoor Adventure, Camping, Birdwatching, Breweries and Parks are important to your destination – Let's ROVA!

MULTIMEDIA ADDED VALUE

• 1/4 page

* Banner ad on rovamag.com for 4 weeks

• 1/2 page

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

* **Blog: 'The 2025 Louisiana Trip Planner' Blog + Links**

200 words plus two photos on rovamag.com for a 24/7 presence

• Full page

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

* **Blog: 'The 2025 Louisiana Trip Planner' Blog + Links**

400 words plus two photos on rovamag.com for a 24/7 presence

AD SPECS

Contact marketing@louisianatravelassociation.org.

MEDIA/DELIVERY

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

*RVIA Economic Impact Study 2022. Banner ads are rotating

Ad Representative

Madelyn A. Roberts · Madelyn.roberts1@gmail.com

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

ISSUE

2025 February/March - *Annual Louisiana Trip Planner Section*

April/May - Fishing + Birdwatching

June/July - *Summer Trips*

August/September - *Annual Brewery Round Up*

October/November

December/January - *Annual State Parks Picks*

2026 February/March

April/May

June/July

MARKET/CIRCULATION

ROVA reaches an estimated 100,000 camping and RV enthusiasts. LTA members receive national circulation of 50,000. This includes the total U.S. and Louisiana target markets: AL, AR, FL, GA, KY, LA, MO, MS, SC, TN, TX, VA, WV.

LTA MEMBER RATE

Full page \$4,500

1/2 page \$2,900

1/4 page \$1,950

SPACE & MATERIALS DEADLINES

February/March 2025: Nov 25, 2024

April/May 2025: January 24, 2025

June/July 2025: March 25, 2025

August/September 2025: May 22, 2025

October/November 2025: July 31, 2025

December/January 2025: Sept 25, 2025

February/March 2026: Nov 20, 2025

April/May 2026: January 24, 2026

June/July 2026: March 26, 2026

Louisiana Newspaper Program

Individual Ad

GENERAL INTEREST



Pick the week and LTA will run your print ad in **70+ LPA newspapers** statewide or in geographic regions for a very low price. This is a great way to advertise the exciting events, festivals, etc. in your area.

AD SPECS

- Provide 3 actual sizes as per below (in both BW and 4C)
- High Res pdf files in both black & white and 4 color

Small - 2x2 ad

- 3.25" w x 2" h
- 3.625" w x 2" h
- 4.25" w x 2" h

Medium - 2x4 ad

- 3.25" w x 4" h
- 3.625" w x 4" h
- 4.25" w x 4" h

Large - 2x6 ad

- 3.25" w x 6" h
- 3.625" w x 6" h
- 4.25" w x 6" h

Extra Large - 3x7 ad

- 4.89" w x 7" h
- 5.5" w x 7" h
- 6.38" w x 7" h

MEDIA/DELIVERY

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



Ad Representative

McHugh David • mchugh@lapress.com

ISSUE

Weekly

CIRCULATION & READERSHIP

Statewide - Over 1 million readers per week. Reaching the most coveted audience of educated, affluent and engaged consumers.

STATEWIDE OR REGIONAL ZONES

The program can be purchased by statewide coverage or by regions. The program offers North, Southwest and Southeast regions.

****LPA can not 100% guarantee that participant's ad will appear in all newspapers. Historically 85% of requested ads run in our network.**

LTA MEMBER RATE

Buy Any One Region:

Small 2x2	\$345
Medium 2x4	\$570
Large 2x6	\$865
Extra Large 3x7	\$1,345

Buy Any Two Regions:

Small 2x2	\$535
Medium 2x4	\$1,105
Large 2x6	\$1,520
Extra Large 3x7	\$2,485

Buy All Three Regions (Statewide):

Small 2x2	\$725
Medium 2x4	\$1,500
Large 2x6	\$2,055
Extra Large 3x7	\$3,355

SPACE & MATERIALS DEADLINES

Monday @ noon three weeks prior to the publication week.

NRPR Media Digital Billboards

Individual Buy

GENERAL INTEREST



NRPR Media is a dynamic advertising company specializing in innovative out-of-home (OOH) advertising solutions. Their digital billboard solutions are designed to reach consumers on the go, providing high-impact visibility in high-traffic areas. NRPR Media combines cutting edge technology with strategic placement to maximize brand exposure and engagement, ensuring that your messages reach a diverse and mobile audience effectively.

PROGRAM 1 - GREATER NEW ORLEANS AREA

- 4x Units
- :08 second spot / 10 ads per loop
- 4,719,500 Impressions

PROGRAM 2 - GREATER LAFAYETTE AREA

- 3x Units
- Various spot lengths / Rotation
- 1,659,600 impressions

PROGRAM 3 - GREATER SHREVEPORT AREA

- 4x Units
- :08 second spot / 8 ads per loop
- 614,500 impressions

AD SPECS

Contact Marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time. 4 week flight.

Specific units, sizing, impressions, and costs depending on flight timing and availability. Subject to slight variations pending flight

LTA MEMBER RATE

Program 1 \$13,950

Greater New Orleans Area

Program 2 \$14,500

Greater Lafayette Area

Program 3 \$14,500

Greater Shreveport Area

SPACE & MATERIALS DEADLINES

Materials will be due 10 days prior to launch.

Ad Representative

Emily Tuck • etuck@nprpmedia.com



Good Sam RV Travel Guide Series

Co-op Ad

TRAVEL



Good Sam Travel Guide is the most comprehensive travel guide available to the RVing and family camping populous. Over 50 years of providing information to the RVing industry in print, website www.goodsam.com and Good Sam mobile app, are all available to the public.

ISSUE

2026

MARKET/CIRCULATION

Over 2 million in membership, as well as the general public, using our Good Sam Travel Guide Series, our www.goodsam.com and our **Mobile App**, who are active RV travelers. These include family campers, Snowbirds and Renters of RV's as well as cabins with a new trend in "glamping". We provide information to thousands of parks and promote activities in their respective areas across the US and Canada. We also have access to 5 million Camping World/Gander Outdoors customers, so we know who your customers are.

LTA MEMBER RATE (Contact

marketing@louisianatravelassociation.org

for your member rate)

1/6 page \$2,900

1/12 page \$1,500

SPACE & MATERIALS DEADLINES

July 1, 2025

ADDED VALUE

- You will be represented in a premium position: The Welcome Section of the Travel Guide
- Free listing on www.goodsam.com as well as the Mobile App
- Free Color!

AD SPECS

LTA formatted ad

1/6 page ad - 300 dpi full color logo saved as an .EPS, .JGP or .TIF file and 50 words of copy

1/12 page ad - 300 dpi full color logo saved as an .EPS, .JGP or .TIF file and 25 words of copy,

MEDIA/DELIVERY

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

Ad Representative

Don & Peggy Holloway • hollowaysgsc@gmail.com



AARP Digital Campaign

Individual Buy

AARP

AARP Digital

Anchored by AARP.org and its **22 million unique visitors**, our suite of digital assets features premium content, tools, and programs that offer adults 50+ unlimited possibilities to customize their experience.

Industry-leading engagement with our growing online audience can be leveraged by marketers on and off site, providing endless opportunities to drive measurable ROI.



**Right Time.
Right Audience.
Right Brand.**

AARP.org - The Digital Gateway to 50+ Travelers

Featuring premium travel content with a 50+ focus, AARP.org attracts online visitors who are more likely to be active travelers with the means and motivation to explore. Reaching an average of **25.6 million unique visitors monthly**, AARP Members are engaged and spend an average of 16 minutes per site visit. With an average CTR double the industry standard **and 95% of audience interested in travel**, AARP.org can deliver Louisiana's best travel prospects.

TARGETING

National, Regional, Statewide or City

REPORTING

Delivered at the end of each campaign

AD SPECS

300x250

300x600

Facebook Sponsored Post – video optional

MEDIA/DELIVERY

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

CAMPAIGN

LTA Partner will choose campaign flight dates, targeting and program type.

LTA MEMBER RATE

Run of Site Programs

Program 1 \$3,800
250,000 impressions

Program 2 \$8,000
500,000 impressions

Program 3 \$11,250
750,000 impressions

Social Media Programs

Program 4 \$5,750
175,000 Facebook
Sponsored Post impressions

Program 5 \$11,000
350,000 Facebook
Sponsored Post impressions

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative
Dannan Jameson
dannan@osquaredmedia.com

AARP[®]
Media Advertising Network[™]
Right Time. Right Audience. Right Brand.

Advance Travel & Tourism AI Content Package

Individual Buy



Elevate your online presence effortlessly with professionally written blogs paired with AI-generated videos, tailor-made to captivate audiences on social media and beyond.

Designed for advertisers with limited resources, this package offers a seamless solution to expand your content library, engage your audience effectively, and enhance your website and social media presence. From insightful articles exploring Louisiana's hidden gems to visually stunning videos bringing those stories to life, our dynamic duo is sure to leave a lasting impression.

Join us in showcasing the vibrancy of Louisiana's culture, cuisine, and attractions with ease and sophistication. Unlock the potential of your online platforms with our content package today!

AUDIENCE AND TARGETING

At Advance Travel & Tourism, we develop audience personas by using a blend of our proprietary first-party data (collected, organized, and segmented) merged with data from over 50 third-party partners. We then refine the personas to align with top attractions and Louisiana experiences. Lastly, as we deploy, we further refine and prioritize the personas based on engagement and conversion metrics.

REPORTING

Reporting provided monthly at the end of each campaign. Includes full campaign delivery metrics plus website traffic analysis and custom requests as needed

ADDED VALUE

All aspects of our campaign include ad conceptualization, design, and development as added value. This means that we will develop all digital display and social media static ad units, in collaboration with each individual partner, at no additional cost.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

LTA MEMBER RATE

Option 1	\$2,300
	1 Blog Post 1 AI-Generated Video
Option 2	\$6,210
	3 Blog Posts 3 AI-Generated Videos
Option 3	\$11,000
	6 Blog Posts 6 AI-Generated Videos

SPACE & MATERIALS DEADLINES

30 days before launch.

Ad Representative
Adrienne Hennis • ahennis@al.com



Advance Travel & Tourism Sponsored Content (It's a Southern Thing)

Individual Buy



It's a Southern Thing attracts people from all over the USA and beyond through original content that includes highly shareable videos, stories, memes and more. It serves up relatable humor, inspirational people, and fascinating stories that break the stereotypes and show the South as the culturally rich, diverse, down-home place it really is.

AUDIENCE

- Over 1.6 billion video views
- 4.7 million social followers
- 36 million social engagements
- 500,000 YouTube subscribers

HOW IT WORKS

Sponsored article topics are chosen by you and written by our talented writers. Articles are posted on southernthing.com and shared on the It's a Southern Thing Facebook page with boosting to your audience.

Your Facebook page will be tagged when we post the article, giving viewers a direct link to like your page and interact further with you.

Utilize this platform to showcase regional or local favorites, popular points of interest in your destination, or even secret hidden gems!

REPORTING

Reporting provided monthly at the end of each monthly campaign.

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

LTA MEMBER RATE

\$3,450

SPACE & MATERIALS DEADLINES

8 weeks before launch.

Ad Representative
Adrienne Hennis • ahennis@al.com



Advance Travel & Tourism Targeted Email Campaign

Individual Buy



Reach new audiences and drive conversions with precision using targeted emails and accompanying display ads.

Whether you're an attraction, business, or destination, this package offers a powerful strategy to engage and convert prospects into loyal customers or guests. Seamlessly tailored to new visitors or prospects, our targeted emails deliver compelling messages that resonate with their interests and preferences, while strategic display ads reinforce your brand's presence across digital channels.

Perfect for businesses seeking to push prospects towards booking or conversion points, this package maximizes ROI by delivering the right message to the right audience at the right time. Join us in unlocking the potential of targeted outreach and propel your business towards success!

AUDIENCE AND TARGETING

At Advance Travel & Tourism, we develop audience personas by using a blend of our proprietary first-party data (collected, organized, and segmented) merged with data from over 50 third-party partners. We then refine the personas to align with top attractions and Louisiana experiences. Lastly, as we deploy, we further refine and prioritize the personas based on engagement and conversion metrics.

REPORTING

Reporting provided monthly at the end of each campaign. Includes full campaign delivery metrics plus website traffic analysis and custom requests as needed.

ADDED VALUE

All aspects of our campaign include ad conceptualization, design, and development as added value. This means that we will develop all digital display and social media static ad units, in collaboration with each individual partner, at no additional cost.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

LTA MEMBER RATE

Option 1 **\$1,500**

15,000 new recipients receive email, re-email, and 2 cross-device display ads

Option 2 **\$2,800**

35,000 new recipients receive email, re-email, and 3 cross-device display ads

Option 3 **\$4,250**

60,000 new recipients receive email, re-email, and 3 cross-device display ads

SPACE & MATERIALS DEADLINES

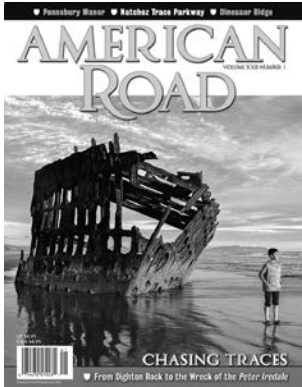
30 days before launch.

Ad Representative
Adrienne Hennis • ahennis@al.com



American Road Magazine Digital Campaigns Individual Buy

TRAVEL



American Road received critical acclaim in multiple “Best Travel Magazine” lists for 2024, ranking as #1 in *Enjoy Travel Life’s* Best Specialty Magazines for Travelers (2024) category and listed as a Top 25 Travel Magazine (2024) by both Travelers Press and Ranker.

American Road is the ideal place to inspire road trip travelers to experience authentic, intriguing, nostalgic, picturesque, off-the-beaten-path destinations. There is no better place to promote your safe travel opportunities. Our clients continue to see strong results from their campaigns with American Road—and no wonder. More Americans are looking toward road-based travel for their next vacation destination. Proof of this phenomenon: *American Road’s* online audience doubled in the last year. Subscriptions increased by more than 15%.

TOTAL AUDIENCE

- 850,000 online readers monthly
- Readers take 500,000+ trips a year and book 1.4 million hotel rooms in advance based upon reader surveys.

American Road receives an outstanding 995/1000 rating in the travel category by KRED, a social media scoring system based on influence and outreach.

BUNDLE & SAVE!

Purchase 3 or more digital opportunities and save an additional 5%

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Option 1 \$475

Featured Itinerary

Option 2 \$805

Social Networking/Influencer Marketing

Option 3 \$900

Featured Event or Road News – included in American roads email marketing (featured event email, email newsletter, etc)

Option 4 \$270

Visitor Guides

Option 5 \$635

Leaderboard Display

Option 6 \$680

Newsletter

Option 7 \$4,315

Photo Contest

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative

Becky Repp • becky@americanroadmagazine.com



Atlanta Magazine Total Digital Package

Individual Buy

Digital marketing your preferred method? We have a package for that! By combining our top digital services into one package, you can reach more travelers quickly and effectively. We've combined our most successful services into one package.

PACKAGE INCLUDES

- One week sponsorship of our daily newsletter, *The Daily Brief*
- One Food & Drink eNewsletter sponsorship
- Two Instagram posts with two accompanying stories each
- Two Facebook posts
- One audience extension custom email blast (via Site improvement)
- One sponsored content article
- 50k ROS impressions on our website
- Listing in the monthly travel newsletter of your choice.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$8,950

SPACE & MATERIALS DEADLINES

One month prior to launch.

Digital Statistics

• Daily Brief newsletter

- Sent to 33,500
- 1.73% click thru rate

• Instagram

- 153k followers
- 68% female, 32% male
- Average impressions per post: 9,700
- Average engagement per post: 260

• Audience Extension Email

- Reach 40,000 people based on the characteristics you chose to target
- Targeting capabilities: geography, demographics, income, interests, occupation, buying activity and more

• Travel Monthly newsletter

- 3,500 average impressions
- 99.95% delivery rate
- 1.3% click thru rate

• Food & Drink Newsletter

- Sent to 16,000
- 1.73% CTR

• Facebook

- 84k Followers
- 67% female, 33% male
- Average impressions per post: 14,000
- Average engagement per post: 200

• Sponsored Content

- 2,730 average page views
- 2,600 average visitors
- 100,000 minimum ad impressions
- Social impressions: 25,000
- Roadblock ad impressions: 6,000
- Webpage social shares: 900

SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta
MAGAZINE

Country Roads Digital Campaign

Individual Buy



For 41 years, *Country Roads* magazine has celebrated the events, destinations and attractions of Louisiana by connecting visitors and residents with the culture that surrounds them. Showcase your brand and message alongside all the great content at www.countryroadsmag.com and in our bi-weekly *Country Roads* e-newsletters received by thousands of opt-in subscribers.

CAMPAIGNS

One-month campaign

- 1 dedicated e-Newsletter- 100% SOV
- 1 website medium rectangle ad
- 4x medium rectangle ad on “COUNTRY ROADS THIS WEEK” (bi-weekly newsletter)
- 2x social media posts

AD SPECS

Medium rectangle: 300px X 250px

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$2,450

SPACE & MATERIALS DEADLINES

Two months prior to send date.

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Garden & Gun Digital Campaign

Individual Buy



G&G offers fantastic digital opportunities for Louisiana Travel Association partners!

Our well-traveled audience crosses all 50 states, sharing an affinity for the modern Southern life and the one brand that exemplifies it: Garden & Gun.

They look to G&G for fresh and inspiring travel coverage in EVERY issue and online!

Travel forms a key editorial pillar in every issue, making up nearly half of our content, and has become a core category for luxury four and five-star hotels, mixed-use spaces, restaurants, and state/ local tourism.

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.

Audience: 1.6MM

CAMPAIGN COMPONENTS

G&G BACK PORCH SESSIONS: Back Porch Sessions are a wonderful way to sponsor intimate, live performances by some of our favorite artists from the South and beyond!

GardenandGun.com/music/back-porch-sessions

Sponsorship includes logo placement within three (3) BPS videos to be visible on social channels + BPS Landing page, "In partnership with" language on all promotional efforts via social channels, GardenandGun.com page(s), and one (1) *Talk of the South* newsletter inclusion!

Est. Impressions: 550,000+

NEW! THE WILD SOUTH PODCAST: Wild South is G&G's bi-weekly podcast, beginning in May 2024, covering the outdoors, hosted by editor in chief David DiBenedetto and G&G contributor T. Edward Nickens providing access to the luminaries of the sporting world. Season one will have eight episodes, distributed on Spotify and other top podcast platforms by G&G. Sponsorship includes a G&G recorded 30-second ad audio clip + description placement inserted into three (3) Season One episodes (min. 33% SOV per episode), with "Presented by" language placement on GardenandGun.com in each podcast channel episode description.

RUN-OF-SITE ADVERTISING: GardenandGun.com offers tremendous value for advertising to G&G's national audience. The *Garden & Gun* website is an incomparable destination for the reader who is seeking the newest destinations, events, and latest news from G&G.

TRAVEL CHANNEL TARGETING: The Travel Channel on GardenandGun.com provides the opportunity to position your message within a qualified and highly targeted environment.

GardenandGun.com/travel

HOMEPAGE TAKEOVER: G&G's home page is the most popular page on the site. Make a lasting impression on browsers right from the start, owning all positions and unlimited impressions for one (1) week.

THE SKILLET E-NEWSLETTER: Dedicated to all things Southern food & drink, and now serving up 87,000+ opt-in subscribers, *The Skillet* covers everything from seasonal ingredients and restaurant openings to dining events and new favorite recipes. *The Skillet* newsletters are a welcome sight in e-mail in-boxes across the country and regularly enjoy amazing click-through rates far above the industry standard at 5.8%! Enhanced Skillet Newsletter sponsors enjoy 100% SOV of one letter via sponsorship of one section of the newsletter, written by G&G using provided talking points, one image, CTA, and URL.

DUE SOUTH TRAVEL E-NEWSLETTER: Inspired by G&G's love for adventure, *Due South* newsletters highlight places to travel in the South. Now boasting 57,000+ opt-in subscribers, each weekly newsletter will have a single theme, featuring editorial travel articles and stories from the magazine. Enhanced edition *Due South* newsletters offer 100% SOV via sponsorship of one section of the newsletter, written by G&G using advertiser supplied talking points, one image, CTA, and URL.

SPECS - Contact marketing@louisianatravelassociation.org

CAMPAIGN

Run-of-Site/Travel Channel campaigns can start anytime and will live online for your preferred timing. Homepage Takeover, Newsletter campaigns, Back Porch Sessions and Wild South Podcast are subject to availability.

LTA MEMBER RATE

Package 1 \$5,750

Back Porch Sessions Sponsorship

Package 2 \$5,750

Wild South Podcast Sponsorship

Package 3 \$5,750

500,000 Run-of-Site Impressions

Package 4 \$9,200

• Choice of 1x Enhanced *The Skillet* newsletter – or – 1x Enhanced *Due South* newsletter

• 350,000 Run of Site impressions

Package 5 \$11,000

• 350,000 Run-of-Site Impressions

• One-Week Homepage Takeover

• 218,000 Travel Channel Impressions

SPACE & MATERIALS DEADLINES

60 days prior to start date.

Ad Representatives

Michael Stafford • Michael@lewisstafford.com

Ellen Lewis • Ellen@lewisstafford.com

GARDEN & GUN

Gray Media's Digital Video & Streaming Audio Promotion

Individual Buy



DESTINATION
MARKETING

Gray Digital Media is dedicated to helping you promote your unique story with industry-proven story-telling platforms for travel destinations. This unique multi-media program drives rich prospect engagement, connecting you with travel intenders and inspiring them to take action and book.

PROGRAMS

Total Campaign Impressions - 107,000

YouTube Targeted Video

Create brand awareness and move potential travelers into the interest and consideration phase. Increase your leads and expand your reach by targeting consumers on YouTube using video. Reporting is on impressions delivered, completed views, and a Pay-Per-View model when they view through to completion or your website.

Streaming Audio

Audio advertising focuses on building awareness through streaming services such as Spotify, Pandora, SiriusXM and iHeart Radio. Messages play across numerous devices including mobile, laptops, and smart speakers.

REPORTING

A custom dashboard that allows you to see your campaign as it progresses. Results show completed views, engagement by device and age. Also provides Google Analytics to see the effect (how many searches occurred due to commercial **(when read/analyze access is provided to Google Analytics)**).

TARGETING

Demographics, geotargeting, and contextual targeting for YouTube ads.

AD SPECS

- :30 or :15 second commercial
- Long-form video for link
- Logo

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.
One month is recommended.

LTA MEMBER RATE

\$4,800

SPACE & MATERIALS DEADLINES

1 month before start date.

Ad Representative
Jennifer Casey • Jennifer.Casey@gray.tv



DESTINATION
MARKETING

Hoffman Media Food Email Campaign

Individual Buy



RECIPES | TRAVEL | SUBSCRIBE | DIGITAL EDITION



With above average open rates in the industry, Hoffman Media knows our e-newsletter subscribers are engaged and have multiple interests—food and travel being two of the top interests. Choose one of three titles below to run an e-mail marketing campaign and put your destination, attraction, restaurant, hotel, etc. in front of the eyes of loyal readers.

PROGRAM

Includes a 300x250 e-newsletter ad in 12 e-newsletters in the title of your choice – *Cooking with Paula Deen*, *Taste of the South* or *Louisiana Cookin'*. Some examples for uses of this email marketing campaign: promotion of an upcoming event, opening of an attraction, seasonal travel, etc. The ad can change each month or stay the same.

**Open to discussion if you need to change the order of e-newsletters – (ex: you want two e-newsletters for the title of your choice for 6 months instead of one for 12 months)*

ENewsletter Stats:

Louisiana Cookin':

26,000 Subscribers/Open Rate: 52%

Taste of the South:

52,000 Subscribers/Open Rate: 49%

Cooking with Paula Deen:

71,000 Subscribers/Open Rate: 40%

AD SPECS

300x250

MEDIA/DELIVERY

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

CAMPAIGN

Starts during month of your choice.

January 2025

February 2025

March 2025

April 2025

May 2025

June 2025

July 2025

August 2025

September 2025

October 2025

November 2025

December 2025

LTA MEMBER RATE

Louisiana Cookin'

\$2,650

Taste of the South

\$3,600

Cooking with Paula Deen

\$6,150

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Christy Lohmann · CLohmann@HoffmanMedia.com



Hoffman Media StoryMaker Campaign

Louisiana Cookin', Taste of the South and Southern Lady



Have a new attraction, restaurant or hotel opening? Want to highlight an upcoming event? Hoffman Media is a content hub and valuable extension of our client's creative team. We will work with you to develop and publish your content to millions of engaged followers through our websites and social media platforms. This program gives you the ease and flexibility to activate this campaign within a month's notice – perfect for events, restaurant openings, rebranding, etc. The best part? You have full rights to all content once completed.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$4,945

SPACE & MATERIALS DEADLINES

One month before start date.

PROGRAM

The Hoffman Media StoryMaker team (custom content division) will write a blog on your destination which will be featured on the home pages of three Hoffman Media titles – *Louisiana Cookin'*, *Taste of the South* and *Southern Lady*

The blog post will be featured as a “don't-miss” compilation on the home page of each title.

This package also includes a total of 3 social media posts:

- Louisiana Cookin'** – 1 Instagram post
- Taste of the South** – 1 Instagram post
- Southern Lady** – 1 Instagram post

ADDED VALUE

Purchase this program and receive one sponsored newsletter teasing all blog posts with your content and images.

Stats: All 3 titles combined

- Total monthly pageviews: **1 million**
- Total Facebook following: **741,000**
- Total Instagram following: **631,500**

AD SPECS

For each of the 3 blog posts, the client will need to send:

- Overall theme
- Content points
- Assets (images, videos, web links, etc.)

MEDIA/DELIVERY

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

Ad Representative

Christy Lohmann • CLohmann@HoffmanMedia.com



Houstonia Digital Packages

Individual Buy

Houstonia.

Houstonia, reaching 3.2 million annually, is the city's #1 source of local lifestyle news. *Houstonia* readers are affluent with average annual HHI of \$211k which means they have the disposable income to spend at your destination on hotels, dining, shopping, entertainment, and activities. 86% of *Houstonia* readers use us to plan local travel more than any other website or print publication. The packages below are designed to optimize messaging surrounding your destination to *Houstonia*'s affluent and engage readership at rates exclusive to LTA members.

PROGRAM 1

- **Rich Media: 15,000** minimum ad impressions on the channel of your choice or ROS on Houstoniamag.com.
- **Newsletter Takeover:** reach 15k opt-in *Houstonia* subscribers by owning all banner ad positions in one (1) enewsletter.
- **Paid Social Ad:** branded from *Houstonia* and running over approximately 4 weeks based on META algorithms targeting *Houstonia* followers and website audience.

PROGRAM 2

- **Rich Media: 20,000** minimum ad impressions on the channel of your choice or ROS on Houstoniamag.com.
- **Targeted EBlast:** One (1) *Houstonia* branded email for your exclusive message delivered to a targeted list of **50,000** email recipients based on your audience parameters.
- **Sponsored Content:** tell your story alongside *Houstonia* editorial; take advantage of opportunity to work with a skilled writer to create original content, to enhance existing content or provide your own content. Inclusive of native promotion of your article as outlined below:
 - **ENewsletter Native Ads:** One (1) native ad promoting your sponsored content article to 15k *Houstonia* opt-in subscribers
 - **Native Display Ads:** promotes your sponsored article with guaranteed 20k impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

4 Week Omni Channel Digital Package.
Starts at any time.

LTA MEMBER RATE

Program 1 \$2,500

Program 2 \$5,000

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Carly Mejia • cmejia@sagacitymedia.com

Houstonia.

Madden Media's A 2nd Date with Louisiana

Individual Buy



Through this program, we use mobile device ID data to target previous visitors to Louisiana, as well as audiences around intent-driven reasons to travel. Rather than focusing just on standard demographics, Madden uses intent-based information to capture a more targeted base.

CAMPAIGNS

Gold

Reach visitor who have previously traveled to Louisiana. Includes standard banner ad set and targeted media placement. Plus 1 intent based audience and site remarketing

980,000 Impressions

Silver

Reach visitor who have previously traveled to Louisiana. Includes standard banner ad set and targeted media placement

496,000 Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time between
January 2025 - June 2026

LTA MEMBER RATE

Gold \$11,500

Silver \$7,500

Add-On \$6,000 per audience

Option to add on intent-based audiences

SPACE & MATERIALS DEADLINES

Six weeks before start date

Ad Representative
Danah Heye • dheyem@maddenmedia.com



Madden Media's Canadian Targeted Digital Campaign

Individual Buy



This program is a great way to reach Canadian visitors already considering a trip to Louisiana. We use a remarketing pool on ExploreLouisiana.com and use retargeting and prospecting tactics.

Then, by placing a remarketing tag on the partner's website and utilizing the ExploreLouisiana.com existing tag, we will send secondary ads to active site visitors from Canada. We'll also build lookalike audiences off of ExploreLouisiana.com's existing remarketing pool to target users in Canada that share the characteristics and behaviors of current visitors. These are valuable prospects considering they've already spent time considering a visit to Louisiana.

Utilizing geotargeting tactics, we identify these Canadian visitors that are already interested in taking a trip to Louisiana. Your ads provide new content for these viewers, inspiring them further and pushing them closer toward the conversion from viewer to traveler.

CAMPAIGNS

Gold

- 3-month campaign
- **1.24 million Impressions**

Silver

- 2-month campaign
- **600,000 Impressions**

Bronze

- 1-month campaign
- **330,000 Impressions**

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time between
January 2025 - June 2026

LTA MEMBER RATE

Gold \$8,100

Silver \$5,200

Bronze \$3,700

SPACE & MATERIALS DEADLINES

Six weeks before start date

Ad Representative
Danah Heye • dheyem@maddenmedia.com



Madden Media's Display Remarketing Campaign

Individual Buy



This program takes advantage of the traffic to ExploreLouisiana.com and uses the power of the Explore Louisiana brand to allow us to reach out to this valuable visitor. Running a display remarketing campaign is a great way to reach travelers already interested in visiting Louisiana. We use a remarketing pool on ExploreLouisiana.com and use retargeting and prospecting tactics.

TARGET AUDIENCE OF CAMPAIGN

These campaigns allow the partner DMO to target travelers who have previously visited the state website, honing in on the key focus markets and ensuring that partner messages reach potential visitors that already have a vested interest in what Louisiana has to offer.

By implementing a remarketing tag on the partner's website and utilizing the ExploreLouisiana.com existing tag, we're able to direct remarketing ads to previous visitors from both sites, encouraging them to further consider your destination. Additionally, we'll target a lookalike audience with similar characteristics and behaviors to those in the tagged remarketing group. These visitors are already interested in taking a trip to Louisiana, making them a valuable audience.

Remarketing to your site audience brings the visitors back to the partner's site to dive deeper and get one step closer to booking a trip to Louisiana.

CAMPAIGNS

Gold

- 3-month campaign
- **1.52 million Impressions**

Silver

- 2-month campaign
- **735,000 Impressions**

Bronze

- 1-month campaign
- **400,000 Impressions**

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time between
January 2025 - June 2026

LTA MEMBER RATE

Gold \$8,500
Silver \$5,000
Bronze \$3,600

SPACE & MATERIALS DEADLINES

6 weeks before start date

Ad Representative
Danah Heye · dheyem@maddenmedia.com



Madden Media's Video Remarketing Campaign

Individual Buy



This program takes advantage of the traffic to ExploreLouisiana.com and uses the power of the Explore Louisiana brand to allow us to reach out to this valuable visitor using video on YouTube. Running a video remarketing campaign is a great way to reach travelers already interested in visiting Louisiana. We use a remarketing pool on ExploreLouisiana.com and use retargeting and prospecting tactics to reach

these visitors. A **Video Remarketing Campaign** offers you the ability to include YouTube in your marketing mix and diversify your reach across platforms. Video marketing establishes brand recognition and builds trust—what better way to boost your brand than showcasing co-branded videos?

TARGET AUDIENCE OF CAMPAIGN

These campaigns allow the partner DMO to target travelers who have previously visited the state website, honing in on the key focus markets and ensuring that partner messages reach potential visitors that already have a vested interest in what Louisiana has to offer.

By implementing a remarketing tag on the partner's website and utilizing the ExploreLouisiana.com existing tag, we're able to direct remarketing ads to previous visitors from both sites, encouraging them to further consider your destination. Additionally, we'll target a lookalike audience with similar characteristics and behaviors to those in the tagged remarketing group. These visitors are already interested in taking a trip to Louisiana, making them a valuable audience.

Remarketing to your site audience brings the visitors back to the partner's site to dive deeper and get one step closer to booking a trip to Louisiana

CAMPAIGNS

Gold

- 3-month campaign
- **33,500 Views**

Silver

- 2-month campaign
- **20,000 Views**

Bronze

- 1-month campaign
- **9,500 Views**

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time between January 2025 - June 2026

LTA MEMBER RATE

Gold \$5,100

Silver \$3,550

Bronze \$2,340

SPACE & MATERIALS DEADLINES

Six weeks before start date – partner must have a 15 or 30 second video

Ad Representative

Danah Heye • dheyem@maddenmedia.com



NOLA.com Content Campaign

Individual Buy



Any media company can reach a large audience. What sets us apart is the quality of the audience that consumes our content. When you advertise with us, you are not just running a traditional ad campaign. You are leveraging the power of a locally owned company that listens to and understands the communities it serves.

The campaign packages below will be targeted to unique consumers who are engaged with our content and have shown active intent to travel and interests in experiences across Louisiana.

Website Stats:

- 10 Million unique monthly website visitors.
- 55 Million monthly page views.
- 2.1 Million unique monthly visitors from the New Orleans DMA
- 952,800 unique monthly visitors from the Baton Rouge DMA
- 269,000 unique monthly visitors from the Lafayette DMA
- 809,407 Total Print Readership

CAMPAIGN

Branded Content Campaign

Custom content written to elevate your brand and increase awareness of what you have to offer. We will publish this story on our premium publisher websites and in our legacy newspapers across Louisiana.

Sites included:

NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com and ShreveportBossierAdvocate.com

Campaign includes:

- 1 custom article
- Home Page place of story on each website
- Printed in all three newspaper markets:
 - The Times-Picayune
 - The Advocate
 - The Acadiana Advocate
- Digital placement in all market sites:
 - NOLA.com
 - TheAdvocate.com
 - TheAcadianaAdvocate.com
 - ShreveportBossierAdvocate.com
- Social Media Handshake
- 300,000 impressions to drive readers to the article

REPORTING

We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more. Our team will work with you and your Google Analytics, Google My Business, and Google Tag Manager to accurately report on attribution.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$7,000

SPACE & MATERIALS DEADLINES

One month before start date.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Jill Dryden • jdryden@theadvocate.com



NOLA.com Digital Campaigns

Individual Buy



Any media company can reach a large audience. What sets us apart is the quality of the audience that consumes our content. When you advertise with us, you are not just running a traditional ad campaign. You are leveraging the power of a locally owned company that listens to and understands the communities it serves.

The campaign packages below will be targeted to unique consumers who are engaged with our content and have shown active intent to travel and interests in experiences across Louisiana.

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- 269,000 unique monthly visitors from the Lafayette DMA
- 809,407 Total Print Readership

CAMPAIGNS

Package 1- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com
- **134,375 impressions**

Package 2- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com
- **403,125 impressions**

Package 3- Geo/Demo Target- Louisiana Travel Intenders

- One Month Digital Campaign on NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com
- **734,375 impressions**

REPORTING

We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more. Our team will work with you and your Google Analytics, Google My Business, and Google Tag Manager to accurately report on attribution.

ADDED VALUE

- 3 Month Commitment – 10,000 Monthly Sliding Billboard Impressions
- 6 Month Commitment – 20,000 Monthly Sliding Billboard Impressions
- 12 Month Commitment – 30,000 Monthly Sliding Billboard Impressions

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$1,150

Package 2 \$3,500

Package 3 \$6,000

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Jill Dryden · jdryden@theadvocate.com



NOLA.Com Mardi Gras for All Y'all Campaign

Individual Buy



Any media company can reach a large audience. What sets us apart is the quality of the audience that consumes our content. When you advertise with us, you are not just running a traditional ad campaign. You are leveraging the power of a locally owned company that listens to and understands the communities it serves. And its advertisers.

The NOLA.com Mardi Gras for All Y'all is back again for Year Five! People love it so we're giving the people more of what they want. Professionally hosted, our highest-ever investment in production tech, cameras and more to showcase the parades the way they deserve to be.

This is a great audience to be in front of because it is viewers who have an affinity for New Orleans and show a desire to be here! The viewer is a likely intender to be visiting in the near future and we want to provide them a reason to visit the whole state!

This opportunity provides print, digital and video reach, all in one package!

- Leverage the power of the Arthur Hardy Mardi Gras Guide
- Showcase every major Uptown New Orleans parade
- Features on Louisiana events the rest of the year
- Plus, Mardi Gras features from across the state and all walks of life
- **Overall, 29 parades covered live!**

What we saw in 2024:

- **1.9 million views**
- **129,000 hours viewed just on YouTube**
- **50 states**
- **70,000 social interactions**

CAMPAIGN

February - March 2025

LTA MEMBER RATE

\$5,750

SPACE & MATERIALS DEADLINES

One month before start date.

MARDI GRAS PARADE MENTION CAMPAIGN

- **1 mention each night during the Official Mardi Gras Parade Cam broadcast**
- **1 sponsored post per week on the NOLA.com Facebook page during carnival (4 total)**
- **1 Half Page ad in the Arthur Hardy Mardi Gras Guide**
- **1 Half Page ad in BOTH Gambit Mardi Gras issues**
- **1 Half Page ad in BOTH Lagniappe Mardi Gras issues**
- **100,000 targeted display impressions on NOLA.com**

REPORTING

We offer full, rich, and detailed reporting on all campaigns. Reports include conversion tracking, event tracking via your website, delivery metrics, and more. Our team will work with you and your Google Analytics, Google My Business, and Google Tag Manager to accurately report on attribution.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Jill Dryden • jdryden@theadvocate.com



Oxford American Digital Campaign

Individual Buy



The *Oxford American's* highly-engaged digital consumer looks for brands and destinations that align with their enthusiasm and fulfill their taste for enjoyable, cultural, and educational experiences.

A brand for the true lovers and supporters of the South, the OA's mission is to explore the complexity, diversity, and vitality of the region while serving as an effective vehicle for delivering Louisiana's creative messaging.

Oxford American Digital Audience:

41K Avg. Monthly Unique Visitors to OxfordAmerican.org

71K Average Monthly Page Views

30K Includes Opt-in Subscribers to weekly and custom content e-Newsletters

86K+ Social Followers (Facebook/Twitter/Instagram)

88% of OA Readers visit OxfordAmerican.org

"SOMEWHERE IN LOUISIANA": Louisiana Eats, Louisiana Arts, Louisiana Listens

• Custom Content e-Newsletters featuring the Best of Louisiana Culture: Food, Arts, Music created for LTA members

PACKAGES

Package 1

- Three (3) months 300x600 Skyscraper Banner Ads
- Three (3) weekly 585x120 eNewsletter Banner Ads
- One (1) "Somewhere in Louisiana" Custom Content eNewsletter

Package 2

- One (1) "Somewhere In Louisiana" Custom Content eNewsletter
- One (1) Social Post (lives across the OA's Facebook, Twitter & Instagram platforms)

Package 3

- One (1) "Somewhere In Louisiana" Custom Content eNewsletter

DIGITAL SPECS

300x600 Banner Ads running on oxfordamerican.org

- Max File Size: 30K
- Accepted File Formats: PNG/JPEG/GIF
- Provide URL or UTM
- Flash: No Flash files
- HTML: No HTML banners
- Third Party Ad Server: No Third Party
- Tags Accepted: No
- Sound Allowed: Opt in

585 x 120 Banner Ads with Oxford American eNewsletter

- GIF or .JPEG file
- RGB color profile
- Provide URL or UT

"SOMEWHERE IN LOUISIANA" Custom Content eNewsletter:

- Header text (between 1-8 words)
- 200-400 words of copy for the body of the email
- 1 hi-res image for the header (300+ dpi)
- 1 video URL (YouTube or Vimeo) to be embedded [optional]
- 1-3 hi-res images for the body of the email (300+ dpi) [optional]
- Logo file for the footer (300+ dpi) [optional]

Social Post - Please contact your account rep for material Spec info

CAMPAIGN

Starts at any time between
January 2025 - June 2026.

LTA MEMBER RATE

Package 1 \$7,420

Package 2 \$2,850

Package 3 \$1,890

SPACE & MATERIALS DEADLINES

3 weeks before start date.

MEDIA/DELIVERY

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

Ad Representatives

Kathleen King • kking@oxfordamerican.org

Kevin Blechman • kblechman@oxfordamerican.org

Ray Wittenberg • rwittenberg@oxfordamerican.org

Kelsey Mangiapane • kmangiapane@oxfordamerican.org

OXFORD AMERICAN

ROVA – The Magazine for Epic Road Trips

eNewsletter Program Individual Buy

OUTDOOR



The ROVAmag.com eNewsletter is a content platform extension for ROVA - The Magazine For Epic Road Trips; the travel lifestyle magazine focused on road vacations, outdoor adventure and the RV traveler. This travel has reached record numbers and continues to boom with Millennials and Gen Xers. Louisiana is one of the top states with \$375.0 million* in economic impact from this tourism including travel, camping and all activities these visitors engage in. The eNewsletter includes additional content and issue previews for this most passionate – ‘Select ROVA audience’. ROVA reaches the new Travel Leaders!

PROGRAM

ROVA Select eNewsletter

- Unit: Leaderboard Banner 600x90
- February and March eNewsletters coincide with the timing for **The 2025 Louisiana Trip Planner** ad section in ROVA Magazine.

ADDED VALUE

- Option 1 - Banner in 1 eNewsletter
728x90 banner ad with URL link on ROVAmag.com for 4 weeks
- Option 2 - Banner in 2 eNewsletters
50 words + one image included in one eNewsletter
728x90 ad banner + URL link on ROVAmag.com for 4 weeks

AD SPECS

- eNewsletter Leaderboard Banner: 600 pixels wide x 90 pixels deep + URL
- ROVAmag.com Banner: 728 pixels wide x 90 pixels deep + URL

MEDIA/DELIVERY

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

*RVIA Economic Impact Study 2022 , Added Value Banner on rovmag.com is rotating.

CAMPAIGN

eNewsletters are deployed 2x per month.

Sent To: 3,800 opt-in ROVA readers.

LTA MEMBER RATE

\$1,950 per eNewsletter Ad Banner

SPACE & MATERIALS DEADLINES

One month prior to the date, the ad is to be placed.

Ad Representative

Madelyn A. Roberts · Madelyn.roberts1@gmail.com

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

Sojern Digital Campaigns

Individual Buy

Sojern works with businesses including destinations, hotels, attractions, restaurants, breweries and more to increase visitor business. We leverage travel intent data through a variety of data partnerships, including OTAs, Meta Search sites, airlines, hotels, travel interest sites and more. These signals are utilized in different ways to influence traveler's booking decisions based on the business type.

For Example, for **destinations**, Sojern can identify travelers that are actively searching their destination as well as competitor destinations. For **hotels**, they can evaluate those that are searching a particular region and those that may have booked a flight, but through our data, haven't necessarily booked a hotel yet. For **attractions, tours, restaurants and breweries**, Sojern can not only identify confirmed travelers, but also know when they are visiting and are able to then serve ads two weeks leading up to their visit and while they're in market and on their trip.

ADDED VALUE

• Sojern is offering LTA members **50% match impressions and FREE creative assistance.**

HOW IT WORKS

Partners may opt-in at one of three levels and select **ONE** channel option at the tier levels outlined below:

CAMPAIGN

3 month campaign

LTA MEMBER RATE

Tier 1 \$3,450

Tier 2 \$5,750

Tier 3 \$11,500

SPACE & MATERIALS DEADLINES

Three weeks prior to launch

CHANNEL	IMPRESSIONS	SOJERN MATCH IMPRESSIONS	TOTAL IMPRESSIONS
TIER 1			
Display	400,000	200,000	600,000
Native	333,333	166,667	500,000
TIER 2			
Display	666,667	333,333	1,000,000
Native	555,556	277,777	833,333
Video	238,095	119,048	357,143
TIER 3			
Display	1,333,333	666,667	2,000,000
Native	1,111,111	555,556	1,666,667
Video	476,191	238,095	714,286

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Brenda Armstrong • Brenda.Armstrong@sojern.com



Texas Monthly Digital Campaign

Individual Buy



For over 50 years now, since 1973, *Texas Monthly* has been the indispensable authority on being Texan, reaching millions each month across multiple channels. Audiences in Texas and beyond trust the magazine for coverage and perspective that only *Texas Monthly* can provide. With an impressive total audience of 36 million people, *Texas Monthly* utilizes cross-platform brand extensions that provides readers with more of what they want: amazing stories, videos, podcasts, live experiences, and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.

Texas is the number one feeder market into Louisiana. A large number of out-of-state visitors to Louisiana come from Texas, and *Texas Monthly's* readers tend to spend much time and money on domestic travel and visiting new places.

CAMPAIGNS

Program 1 - Digital Travel Guide Inclusion

- 100% SOV roadblock ads around individual sponsor content page
- Sponsored article on the Travel Guide collections page
- Up to 750 Words of copy, up to 10 images, and 1 video (optional)
- Article promoted via special section trip planner listing and 150,000 impressions via native tile placement

Program 2 - Travel & Outdoors Vertical Sponsorship

- 25% share-of-voice on the Travel & Outdoors landing page for 30 days
- 150,000 Geo or Content-Targeted ROS banner ads targeting travel enthusiasts
- One (1) boosted Facebook ad targeted to our travel audience

Program 3 - Exclusive Travel Newsletter

- 100% SOV of one (1) Exclusive Travel Newsletter
- 1200x800 (6:4) photo, logo, click thru URL
- 31,000+ recipients

Program 4 - Digital Campaign

- Traveling Texan: 31,000 recipients
- Geo or Content-Targeted ROS banner ads: 50,000 impressions
- **Total Impressions: 82,000**

Program 5 - Digital Campaign

- Traveling Texan: 31,000 recipients
- Geo or Content-Targeted ROS banner ads: 100,000 impressions
- **Total Impressions: 132,000**

Program 6 - Digital Campaign

- Traveling Texan: 31,000 recipients
- Geo or Content-Targeted ROS banner ads: 150,000 impressions
- **Total Impressions: 182,000**

Program 7 - Sponsored Facebook Ad

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$2,890

Program 2 \$5,100

Program 3 \$5,100

Program 4 \$1,800

Program 5 \$2,590

Program 6 \$3,360

Program 7 \$3,100

SPACE & MATERIALS DEADLINES

Three weeks before start date.

AD SPECS

Contact

marketing@louisianatravelassociation.org

MEDIA/DELIVERY

Email ad materials to

marketing@louisianatravelassociation.org,

emails must specify program and

company name in the subject line.

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

The Local Palate Digital & Social Campaigns

Individual Buy



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. *The Local Palate* is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

Demographics

- 62% Female/ 38% Male
- Age: 52% between 25-49; 33% between 50-64
- Median household income: \$188k
- Top affinities: Shoppers; Cooking Enthusiasts; Book Lovers; Travel Buffs; Art & Theatre Aficionados; Foodies; Aspiring Chefs; Health & Fitness Buffs; Family-Focused; Outdoor Enthusiasts; Green Living Enthusiasts.
- Readers travel on average 4x per year
- Top 15 session states: North Carolina, Texas, Florida, California, Georgia, South Carolina, Illinois, Virginia, New York, Tennessee, Louisiana, Alabama, Arkansas, New Jersey, and Mississippi.
- Top 15 session cities: Chicago, Atlanta, Charlotte, New York, Washington DC, Nashville, Dallas, Charleston, Houston, Raleigh, Austin, New Orleans, Los Angeles, San Antonio & Little Rock.

Digital + Social Reach

- Average monthly web page views: 210k+
- Average monthly new web users: 55k+
- Instagram followers: 55k+
- Facebook followers : 40k+

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$8,550

Package 2 \$7,690

SPACE & MATERIALS DEADLINES

Dates are available on a first come first serve basis and subject to change. Materials are due 30 days prior to launch.

CAMPAIGNS

Package 1 - A Customized Trip to your Destination

- (1) Partnered Post that outlines a curated 48-hour Itinerary featuring your destination and its attractions, etc.
- (1) Instagram Story
- (1) Facebook Post
- (1) Event listing for 30-days on our travel page.
- (1) Pinterest Post

Package 2 - Eat, Drink & Play

- (1) Partnered Post that outlines a curated Culinary & Spirits Itinerary featuring your restaurants & bars.
- (1) Partnered Post that outlines "What to see and do" in your destination.
- (2) Partnered sections in our Festival Focus newsletter. One each in two separate newsletters of your choice.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Joe Spector • jjspector@gmail.com



The Local Palate ENewsletter Campaign

Individual Buy



The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes and chefs, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand. *The Local Palate* is a natural destination for both readers in Louisiana and those that are looking to travel and discover Louisiana's beauty and diverse experiences throughout the year.

Circulation: Total newsletter subscribers: 370K+

Newsletters: Savor the South: 150K+ Subscribers
Snapshot Atlanta: 65K+ Subscribers
Snapshot Austin: 60K+ Subscribers
Snapshot Nashville: 55K+ Subscribers
Festival Focus: 40k+

CAMPAIGNS

Package 1 - A Taste of Louisiana

- (3) Savor the South Partnered Sections. A block within three of the Savor the South newsletters focusing on your destination.
- (1) Partnered Section of the SnapShot Austin, Nashville or Atlanta newsletter
- (3) Savor the South Banners – 728x90 static banner supplied by destination.

Package 2 - Crafted, A Culinary & Spirits Celebration

- Dedicated Savor the South newsletter - 150k+ subscribers
- (2) Savor the South Banners - 728x90 static banner supplied by the destination
- Partnered Section of the SnapShot Austin, Nashville or Atlanta newsletter

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$8,700

Package 2 \$7,695

SPACE & MATERIALS DEADLINES

Dates are available on a first come first serve basis and subject to change. Materials are due 30 days prior to launch.

Ad Representative
Joe Spector • jjspector@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

USA Today Digital Campaigns by LocaliQ

Individual Buy



USA Today Network reaches 52% of households that have gone on a domestic vacation in the last 12 months. With unmatched reach, relevance and trust, the USA TODAY NETWORK connects your business with highly engaged consumers across 550+ digital brands in 45 states.

HOW IT WORKS

Target a curated audience on USA TODAY Network and LocaliQ's Premium Programmatic Network. USA TODAY Network utilizes technology to access quality inventory to target desired consumers and expand your influence across thousands of additional trusted websites.

Package 1

- USA Today Network Geo/Audience Targeted Impressions: 30,000 per month
- Momentum High Impact Impressions: 30,000 per month

Package 2

- USA Today Network Geo/Audience Targeted Impressions: 60,000 per month
- Momentum High Impact Impressions: 40,000 per month

Package 3

- USA Today Network Geo/Audience Targeted Impressions: 100,000 per month
- Momentum High Impact Impressions: 45,000 per month

*Momentum High Impact ad

Custom-built ad that will adapt to the size of the webpage*

TARGETING

Custom targeting based on desired audience

ADDED VALUE

LocaliQ will build your ads for you with participants final approval.

REPORTING

Comprehensive reporting delivered at conclusion of the campaign.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

30-day flight. Can start anytime.

LTA MEMBER RATE

Package 1 \$1,130

Package 2 \$1,600

Package 3 \$2,190

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative

Jordan Humphreys • jhumphreys@localiq.com



The Travel Guide Group 'Louisiana Virtual Travel Show'



The Travel Guide Group (TTGG) is the leading performance-based platform and marketing partner to tourism boards, CVB's, DMO's and attractions. Since 2006, The Travel Guide websites such as TravelGuidesFree.com are the central resource for leisure travelers to find and request the best digital and print travel guides from over a 100 destinations at any given time. TTGG has delivered over 10 million guide requests and qualified leads for our partners. 74% of our travelers (leads) visited or planned to visit the guide destination within 90 days after guide request. We work exclusively with the travel industry.

AD SPECS

- Travel Guide Cover
- URL for download
- 4 additional photos for gallery
- 240 words on the Destination
- A template will be provided for Microsite

CAMPAIGN

Start 1st month of any quarter for 3, 6, 9, or 12 months
 2025: January - March
 April - June
 July - September
 October - December
 2026: January - March
 April - June

LTA MEMBER RATE

- Option 1 \$930
- Option 2 \$1,860
- Option 3 \$3,725

SPACE & MATERIALS DEADLINES

1 week prior to launch.

PROGRAM

Option 1 - 600 leads over 3 months

- Added Value: Destination Microsite pages + click out button to destination's website for 3 months.

Option 2 - 1,200 Leads over 6 months

- Added Value: Destination Microsite pages and click out to destination's website for 6 months and included as Featured Guide in 2 Travel Guide eNewsletters sent to 135,000 active travelers.

Option 3 - 2,400 leads over 12 months

- Added Value: Destination Microsite pages, click out button to your website for 12 months and included as Featured Guide in 2 Travel Guide eNewsletters sent to 135,000 active travelers.

Participant receives:

- Inclusion in 'Louisiana Virtual Consumer Travel Show' Page on TravelGuidesFree.com
- Dedicated Travel Guide page on TravelGuidesFree.com including guide cover image, 4 additional images, 240 words of copy, map, and call to action for active travelers to order your guide.
- Validated active traveler leads, lead reports, and opt-in requests to build email lists

ADDED VALUE

- Destination Microsite on TravelGuidesFree.com with dedicated content pages for your destination. Pages are organized by State, County, and City/town.
- Drive Traffic: each Microsite will have a click out link to your destination's website

REPORTING

Weekly lead report including date and time stamp of request, full name, validated email and mailing address, guide format (digital and/or print) requested, optional demographic information including activities of interest, and opt-in to build your email list.

Lead programs can be customized. Additional Travel Guides for each participant can be added for a flat fee of \$150 per month per Guide for unlimited leads.

Ad Representative

Madelyn Roberts
 Madelyn.roberts1@gmail.com



- TravelGuidesFree.com
- FreeTravelGuides.com
- TravelInformation.com
- TravelGuides.com

Country Roads Lead Generation Spotlight Bundle



For 41 years, Country Roads magazine has celebrated the events, destinations and attractions of Louisiana by connecting visitors and residents with the culture that surrounds them. Country Roads has built robust, deeply engaged audiences across a range of publication channels that includes print, digital, and e-newsletter offerings. Showcase your brand and message alongside all the great content at countryroadsmag.com and in our bi-weekly Country Roads e-newsletters received by thousands of opt-in subscribers.

HOW IT WORKS

Build your database with leads from Country Roads loyal audience. The client provides a giveaway and Country Roads will promote the giveaway through multiple channels to prompt readers to sign up at an online landing page. Names and email addresses will be provided at the end of the one month campaign.

For the duration of the month, Country Roads will use all its channels to drive signs up for your giveaway to a digital landing page. At the end of the campaign, entrants' names and email addresses will be delivered to you. Promotion for the Spotlight Package includes a full-page, premium position print ad, eNewsletter ads and website ads, plus social media mentions.

PROGRAM

- Premium position full page ad on page 10 of Country Roads magazine
- e-newsletter promotional ads to our most qualified audience
- Social media posts on Country Roads Facebook and Instagram channels
- An online landing page showcasing the giveaway, your photos and branding with click through
- Lead generation emails
- 1 custom article (300-500 words) – consultation, research, writing, editing
- Article promoted on online landing page
- At conclusion of campaign article lives on countryroadsmag.com website forever (within parent category)
- Rights to reproduce content for ongoing marketing purposes

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts anytime. One month campaign

LTA MEMBER RATE

\$3600

SPACE & MATERIALS DEADLINES

Two months before start date.

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

SportsEvents

Co-op Ad

SPORTS EVENTS/ MEETINGS (TRADE)



SportsEvents Media Group, producers of *SportsEvents* magazine, sportseventsmagazine.com and S.P.O.R.T.S. – The Relationship Conference is the leading resource for sports event planners, national governing bodies (NGBs), rights holders and event owners. Media outlets are designed to help them be more effective, informed and successful with their events and competitions. *SportsEvents* Magazine has the largest, verified, audited and guaranteed distribution of sports events planners and event organizers in the sports tourism market.

ADDED VALUE

- Hyperlinked Ad in Digital E-Pub Online for 12 Months
- 24/7 Access to Online Bid Sheet, Tools, Directories, Digital Magazine and More
- Issue Sponsor Index Listing: Company Name, Phone, Website and Page Number
- Enhanced Print Directory Listing in December 2025 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

Full page bleed ad - 8.5" w x 11" h (trim size 8.38" w x 10.88" h)

Full page non-bleed ad - 7" w x 10" h

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

1/4 page ad - 3.75" 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 marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representative

Allison Green • AGreen@kenilworth.com

MEDIA GROUP
SportsEvents

ISSUE

March 2025: Small Markets Big on Sports with matching sponsored content added value

June 2025: State Spotlight on Louisiana
December 2025: Annual Planners Guide to Sports Commissions & CVBs—Free Matching Sponsored Content with 1/2-page ad or larger

March 2026: Small Markets Big on Sports with matching sponsored content added value

June 2026: State Spotlight on Louisiana

MARKET/CIRCULATION

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

LTA MEMBER RATE

Full page \$3,350

1/2 page \$2,185

1/4 page \$1,150

SPACE & MATERIALS DEADLINES

March 2025 - February 3, 2025

June 2025 - May 1, 2025

December 2025 - November 3, 2025

March 2026 - February 1, 2026

June 2026 - May 4, 2026

SportsEvents Digital Bundle Campaign

Individual Buy



**MORE COURTS. MORE FIELDS.
MORE WAYS TO PLAY.**

SportsEvents Media Group, producers of *SportsEvents* magazine, sportseventsmagazine.com and S.P.O.R.T.S. – The Relationship Conference is the leading resource for sports event planners, national governing bodies (NGBs), rights holders and event owners. Media outlets are designed to help them be more effective, informed, and successful with their events and competitions. *SportsEvents* Magazine has the largest, verified, audited and guaranteed distribution of sports events planners and event organizers in the sports tourism market.

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the planners responsible for choosing your destination for their next event!

CAMPAIGN

Bundle includes:

- Leaderboard Banner Ad Campaign
- Big Box Ad Campaign
- Custom e-Broadcast

TARGETING

Sports events planners, national governing bodies (NGBs), events rights holders, tournament directors and more.

37,223 Average Monthly Display Impressions

317 Average Monthly Display Clicks

5,000 E-broadcast recipients

AD SPECS

Display Ad Specs

- 728x90; 300x250 Pixels
- GIF or JPG, 72 dip, save for web, RGB
- 50kb
- 1 Link Per Ad

Dedicated e-blast ad specs

- HTML*, including embedded hyperlink(s) and image(s), subject line, list seeds.
- PDF/PSD of e-broadcast material, with URLs provided separately, also acceptable.
- Maximum layout width of 750 pixels, no height restriction.
- Maximum image width of 600 pixels recommended to avoid spam filters

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time. 30 day display campaign. E-broadcasts are based on availability, and we will work with your team to schedule.

LTA MEMBER RATE

\$4,515

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Allison Green • Agreen@kenilworth.com

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MEDIA GROUP
SportsEvents

Sports Travel Digital Campaign

Individual Buy



Optimize the reach of your brand message by leveraging our 1st party database for maximum impact, with a 30-day run-of-site display campaign over SportsTravel, the go-to resource for high-level decision makers in the sports-event industry.

SportsTravel audience includes (but is not limited to): sports governing bodies, sanctioning organizations, entertainment and sports event booking agents, corporate sponsors of sports, college athletic departments, sports related alumni groups, professional teams and leagues, sports marketing firms, corporate incentive travel planners, sports-specific travel agencies and more.

PACKAGES

Program 1

- **Partner Spotlight (One month custom showcase)**
- Fixed homepage placement in Partner Spotlight featured box for a month, with direct link to your custom landing page. Plus, two (2) bonus display ads on landing page.
- Promotional email blasts, designed by Northstar, to 25,000-30,000 sports targets
- **Two (2x) Targeted Emails** to 16K Sports Event Organizers

Total - 80,000 Impressions

Program 2

- **Two (2x) Targeted Emails** to 16K Sports Event Organizers
- **One (1) Run of Site banner:** ads on SportsTravelMagazine.com (One month)

Total - 46,000 Impressions

Stats:

Avg. Audience Delivered: 16,000

Avg. Open Rate: 19.32%

CTR: 0.58%

AD SPECS: Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time, based on availability.

LTA MEMBER RATE

Program 1 \$9,000

Program 2 \$5,750

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Peter Ciriello • pciriello@ntmlc.com



ConventionSouth Digital Campaigns

MEETING & EVENT
PLANNERS



ConventionSouth has been the #1 national meetings & events publication focused exclusively on Southern destinations and venues for over 40 years!

Our twice-monthly e-newsletter, *Due South*, and our website, ConventionSouth.com, provide planners with unique news and information for everything they need to know about Southern meetings sites, new planning tools, new technologies, market trends and much more! Our new, interactive, searchable online directory makes planners' jobs easier, ensuring you are front-and-center when they are looking for destinations and venues!

Our digital options allow you to reach planners across the nation directly in their inbox and engage them online as they are planning their next event.

Increase the effectiveness of your marketing with a custom integrated program designed specifically for your plan and budget. We will work with you to ensure you achieve your marketing objectives!

PROGRAM

Option 1 - Custom e-Broadcast

- E-broadcasts offer instant access to a targeted audience and are one of the most effective ways to increase brand awareness, provide lead generation, and drive traffic directly to your website.

Option 2 - Due South eNewsletter Native ad

- *Due South* e-newsletters feature breaking industry news, trends information, and exclusive how-to insight and advice for planners.

Option 3: Half Page Digital Display ad

- Advertising on **ConventionSouth.com** can significantly increase your exposure to planners who refer to our site when deciding where to hold their next event! Display ads run for 30 Days.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

MARKET/CIRCULATION

AL, AR, DC, FL, GA, KY, LA, MD, MO, MS, NC, OK, SC, TN, TX, VA, and WV
17,000+ Subscribers

Due South newsletter

The newsletter is sent twice monthly on the 1st & 3rd Wednesdays.

Custom e-blasts

Available throughout the month

LTA MEMBER RATE

Option 1 \$2,250

Option 2 \$1,100

Option 3 \$1,725

SPACE & MATERIALS DEADLINES

One month prior to campaign launch.

Ad Representative

Tiffany Burtnett

tburnett@conventionsouth.com

ConventionSouth
Media Group

Meetings Today Digital Campaigns

Individual Buy



Meetings Today offers the largest single brand audience in the marketplace: more than 117,000 planners turn to Meetings Today products each month, **including the largest magazine audience of 64,659.**

Meetings Today has designed multiple products to help you reach your individual goals: print, newsletters, eblasts, native and sponsored content, E-handbooks, webinars, social targeting, website advertising, listings & sponsorships, video programs, open and custom created live events, exclusive Lead Generating programs and “custom content” marketing programs. We create what our clients need!

Meetings Today delivers planners that book...72.6% of subscribers took an action based on the advertising in Meetings Today, with 20% selecting a site or booking a meeting!

Meetings Today delivers planners in print, online, face to face events, and with our highly effective Lead Generating program that creates actionable ROI opportunities. We look forward to creating a custom program for you that address your needs and creates business opportunities through those programs

PROGRAMS

Package 1

- **Custom YouTube Video Retargeting**
25,000 impressions across 3 targeted months
- **(1) One Targeted Regional email**
Meetings Today will deliver your message to 5,000 targeted south planners focusing on your region of influence.
- **Geotargeting Display**
Meetings Today will remarket to 1st party data planners from your geo area and serve ads to them through our network partners after visiting our site.
50,000 impressions

Package 2

- **Custom YouTube Video Retargeting**
60,000 impressions across 3 targeted months
- **(2) Two Targeted Regional emails**
Meetings Today will deliver your message to 6,000 targeted south planners focusing on your region of influence.
- **Geotargeting Display**
Meetings Today will remarket to 1st party data planners from your geo area and serve ads to them through our network partners after visiting our site.
100,000 impressions
- **Bonus Spotlight**
This native content feature appears in our **Newsire newsletter**
Sent to 50,000 planners

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$5,175

Package 2 \$9,200

SPACE & MATERIALS DEADLINES

Materials due 30 days prior to launch.

Ad Representative

Kirk Lewis • Kirk.Lewis@meetingstoday.com



Small Market Meetings Digital Packages

Individual Buy



Small Market Meetings was created to fill a niche in the billion-dollar meetings and conventions industry — the need for an industry publication and website that focuses exclusively on second and third tiered meeting destinations.

We offer digital advertising opportunities in our twice monthly e-newsletter, Meetings at a Glance and on our website, smallmarketmeetings.com.

Stats:

- Meetings at a Glance is sent to over 7,000 meeting planners with an average open rate of 18%.
- Average unique monthly visitors to smallmarketmeetings.com is 3,800

PROGRAMS

Package 1

- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Two eNewsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 7,000 meeting planners.
- **One Sponsored Article** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

Package 2

- **Dedicated eBlast** sent to over 5,000 meeting planners in the month of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Two eNewsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 7,000 meeting planners.
- **Two Sponsored Articles** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

Package 3

- **Two Dedicated eBlasts** sent to over 5,000 meeting planners in the months of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.smallmarketmeetings.com
- **Three eNewsletter Banner ads** (300 x 250 pixels) in Meetings at a Glance that is sent to over 7,000 meeting planners.
- **Two Sponsored Articles** to run in our E-newsletter, Meetings at a Glance and on our website on the 'Meet Me Here' articles page. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.

REPORTING: Delivered at end of campaign.

AD SPECS: Contact

marketing@louisianatravelassociation.org

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$2,500

Package 2 \$4,000

Package 3 \$5,500

SPACE & MATERIALS DEADLINES

Space and materials by the 1st of the month prior.

Ad Representative

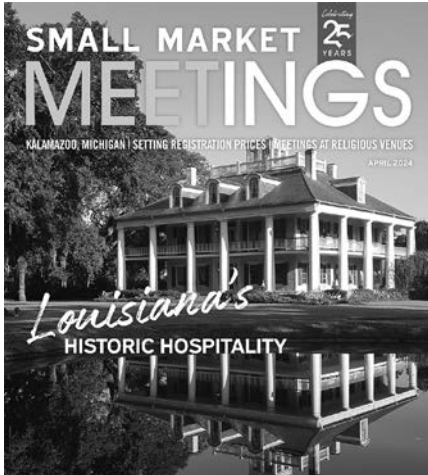
Kyle Anderson • Kyle@groupravelleader.com

**SMALL MARKET
MEETINGS**

Small Market Meetings

Individual Ad

MEETING PLANNING



Small Market Meetings was created to fill a niche in the billion-dollar meetings and conventions industry — the need for an industry publication that focuses exclusively on second and third tiered meeting destinations.

The specific editorial focus of *Small Market Meetings* is conference centers, resorts, casinos, spas and convention centers in secondary markets and less traditional meeting destinations such as museums, inns, wineries, ranches, etc. Each issue features articles about trends and issues in the meetings industry, in-depth features on destinations and individual meeting facilities, news items from around the country and advice from guest columnists.

MARKET/CIRCULATION:

Small Market Meetings is the official publication of the Small Market Meetings Conference and mails 10x per year to more than 9,100 qualified meeting planners nationwide. Our readership is made up of the following types of meeting planners:

- Corporate - 55%
- Association - 43%
- Educational - 34%
- Sales - 19%
- Technology - 7%
- Other - 35%

ADDED VALUE

- Photo slideshow on our website for one year.
- Advertisers Page in our SiteVisit link on our website for one year.
- Your video on our website for one year.

AD SPECS

Full page ad - 9.25" w x 11.125 "h

2/3 page ad - 5" w x 9.25" h

1/2 page ad horizontal - 8" w x 4.5" h

1/2 page ad vertical - 3.9" w x 9.25" h

1/3 page ad box - 5" w x 4.5" h

1/3 page as vertical - 2.5" w x 9.25" h

1/6 page ad - 2.5" w x 4.5" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

ISSUE

February 2025: The South Meeting Guide (in partnership with STS)

March 2025: Building CVB Relations

April 2025: Louisiana Meeting Guide

June 2025: Convention Centers feature

September 2025: Conference Preview

October 2025: Lafayette, LA Feature

February 2026: The South Meeting Guide (in partnership with STS)

April 2026: Louisiana Meeting Guide

June 2026: Convention Centers feature

LTA MEMBER RATE

Full Page \$2,425

2/3 Page \$2,070

1/2 Page \$1,725

1/3 Page \$1,265

1/6 Page \$805

SPACE & MATERIALS DEADLINES

February 2025 - December 20, 2024

March 2025 - January 20, 2025

April 2025 - February 20, 2025

June 2025 - April 18, 2025

September 2025 - July 18, 2025

October 2025 - August 19, 2025

February 2026 - December 19, 2025

April 2026 - February 20, 2026

June 2026 - April 20, 2026

Ad Representative

Kyle Anderson • Kyle@grouptravelleader.com

**SMALL MARKET
MEETINGS**

Southeast Meetings + Events Bundle

Individual Buy

MEETING PLANNERS



We're the best resource for reaching your region's meetings and events community. Why? Our award-winning editorial focuses exclusively on the Southeast market for meetings and event business two times a year. Through the industry's largest circulation (18,000) in the region your message is reaching key decision-makers. Reach decision-makers with budgets to spend searching for vendors and venues. Target members of key industry associations and professional groups. Influence hard-to-find personnel who make planning decisions for small and mid-sized companies. Here's how you can get your message in front of them.

Circulation / Demographics

- 20,000+ local meeting planners.
- Nationwide circulation of 132,000
- Each issue is sent digitally to our highly sought-after targeted demographic in your state/region.
- Reach 37,000+ industry experts and planners via our newsletters and 20,200+ average monthly users of our websites.
- Includes: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee

PROGRAMS

Option 1 - CVB Showcase

The Fall/Winter Issue of *Southeast Meeting + Events* will feature our annual Convention & Visitors Bureau Showcase! Don't miss this incredible opportunity to double your exposure in front of the industry's leading meetings and events professionals.

When you buy a display ad in this highly anticipated resource section, you receive an equal-sized Branded Editorial Profile to further showcase the unique hotels, attractions, and destinations in your area.

Option 1A: Full page ad + Full Page branded editorial

Option 1B: 1/2 page ad + 1/2 page of branded editorial

Option 2 – Full page ad in one issue + ROS for a year

Option 3 – 1/2 pg ad in one issue + ROS for a year

Option 4 – 1/3 pg ad in one issue + ROS for 6 months

CVB SHOWCASE SPECS

Full page ad - Full-Page Bleed: 8.625" w x 11.125" h, TrimSize: 8.375" w x 10.875" h

Name of advertiser, contact info, 300 words, 1-3 images (.jpg or .tiff; 300 DPI)

1/2 page ad - 7" w x 4.875" h

Name of Advertiser, contact info, 100-150 words, 1-2 images (.jpg or .tiff; 300 DPI)

PRINT AD SPECS

Full page ad - TrimSize: 8.375" w x 10.875" h

Full-Page Bleed: 8.625" w x 11.125" h

1/2 page ad - 7" w x 4.875" h

1/3 page ad - 4.625" w x 4.875" h

DIGITAL SPECS

728 x 90, 300 x 50, 300 x 250, 300 x 600, 970 x 250 & Click-through URL

DATES

Spring/Summer 2025 & 2026

Fall/Winter 2025

LTA MEMBER RATE

Option 1A \$5,750

Option 1B \$3,450

Option 2 \$8,500

Option 3 \$6,000

Option 4 \$4,500

SPACE & MATERIALS DEADLINES

Spring/Summer 2025 - Apr 15, 2025

Fall/Winter 2025 - September 10, 2025

Spring/Summer 2026 - Apr 15, 2026

Ad Representative

Ryan Miller • rmill@greenspring.com

southeast
meetings + events

Texas Meetings + Events Bundle

Individual Buy

MEETING PLANNERS



We're the best resource for reaching your region's meetings and events community. Why? Our award-winning editorial focuses exclusively on the Texas market for meetings and event business four times a year. Through the industry's largest circulation (10,000) in the state, your message is reaching key decision-makers. We fill the need for immediate news through our website and newsletters that provide exclusive content and current event updates, all sent directly to subscribers. Simply put, we're a premier resource for meeting and event planners in Texas. Here's how you can get your message in front of them.

Circulation / Demographics

- 10,000 local meeting planners.
- Nationwide circulation of 132,000
- Each issue is sent digitally to our highly sought-after targeted demographic in your state/region.
- Reach 37,000+ industry experts and planners via our newsletters and 20,200+ average monthly users of our websites.
- MI, MN, IL, CA, CO, NE, SW, SE, and TX

PROGRAMS

Option 1 - Full page ad in one issue + ROS for a year

Option 2 - 1/2 page ad in one issue + ROS for a year

Option 3 - 1/3 pg ad in one issue + ROS for 6 Months

PRINT AD SPECS

- Full page ad** - TrimSize: 8.375" w x 10.875" h
Full-Page Bleed: 8.625" w x 11.125" h
- 1/2 page ad** - 7" w x 4.875" h
- 1/3 page ad** - 4.625" w x 4.875" h

DIGITAL SPECS

- 728 x 90
300 x 50
300 x 250
300 x 600
970 x 250
Click-through URL

MEDIA/DELIVERY

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

DATES

- Winter 2024 - Guide to Casinos and Gaming
Spring 2025
Summer 2025 - Beyond the Border: Lake Charles/ SWLA editorial
Fall 2025
Winter 2025 - Guide to Sporting Events
Spring 2026

LTA MEMBER RATE

- Option 1** \$8,500
Option 2 \$6,000
Option 3 \$4,000

SPACE & MATERIALS DEADLINES

- Winter 2024 - November 10, 2024
Spring 2025 - February 7, 2025
Summer 2025 - May 14, 2025
Fall 2025 - August 13, 2025
Winter 2025 - November 12, 2025
Spring 2026 - February 7, 2026

Ad Representative
Ryan Miller • rmiller@greenspring.com

texas
meetings + events

LTA AAA eNewsletter

Individual Ad

MEETINGS (TRADE)



LOUISIANA
TRAVEL
ASSOCIATION



LTA will target the AAA offices (US and Canada) with a specially designed e-newsletter featuring travel ideas, DMO's, hoteliers, attractions and restaurants. This e-newsletter will also link to the participant's websites.

ADDED VALUE

- Advertorial sections will get an additional photo with a URL link to website
- Side banners will also include 75 words of copy and URL link to website
- Social media blast to tour operator group page on Facebook
- All issues will be used as a follow up piece to ABA, NTA, SYTA and GOF travel trade shows

AD SPECS

Side Banner Ad: 300 x 300 pixels

Advertorial section: 1 image, 400x400, 150 words of copy

MEDIA/DELIVERY

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

ISSUE

January 2025 & 2026

June 2025 & 2026

October 2025

MARKET/CIRCULATION

700 AAA Offices

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$350

Advertorial sections:

Max 4 per issue \$450

SPACE & MATERIALS DEADLINES

January 2025 - December 15, 2024

June 2025 - May 15, 2025

October 2025 - September 15, 2025

January 2026 - December 15, 2025

June 2026 - May 15, 2026

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

LTA Group Travel E-Newsletter

Individual Ad

MEETINGS (TRADE)



LTA Group Travel E-Newsletter will target national and international operators that are actively planning trips to Louisiana. Each newsletter will contain group friendly destinations, attractions and events from all five regions of the state.

ADDED VALUE

- Advertorial sections will get an additional photo with a URL link to website
- Side banners will also include 75 words of copy and URL link to website
- Social media blast to tour operator group page on Facebook
- All issues will be used as a follow up piece to ABA, NTA, SYTA and GOF travel trade shows

AD SPECS

Side Banner Ad: 300 x 300 pixels

Advertorial section: 1 image, 300 dpi, 150 words of copy

MEDIA/DELIVERY

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

ISSUE

January 2025 & 2026

March 2025 & 2026

Special Show Edition

June 2025 & 2026

October 2025

MARKET/CIRCULATION

700 tour operators

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$300

Advertorial sections:

Max 4 per issue \$575

SPACE & MATERIALS DEADLINES

January 2025 - December 15, 2024

March 2025 - February 15, 2025

June 2025 - May 15, 2025

October 2025 - September 15, 2025

January 2026 - December 15, 2025

March 2026 - February 15, 2026

June 2026 - May 15, 2026

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Destinations Magazine

Co-op Ad

GROUP TOUR/BUS TOUR OWNERS,
OPERATORS AND PLANNERS



Highly visible exposure in ABA's premier travel publication, *Destinations*. Printed and distributed 6x per year, *Destinations* includes state and region-specific coverage and special industry guides in every issue. Circulation of over 5,300+ members and non-members.

Destinations Digital edition is online for 2 full months. In addition, e-mailed to 5,000+ members and non-members, the digital edition is posted and archived on buses.org, The Insider, and Facebook.

ADDED VALUE

Digital Banner ad on buses.org x 2 months for 1/2-page buys.
Specs 300x250

PRINT AD SPECS

1/2 page ad - 7.875" w x 4.325" h

1/4 page ad - 3.875" w x 4.5" 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 marketing@louisianatravelassociation.org, emails must specify program and company name in the subject line.

ISSUE

January/February 2025 & 2026

Marketplace Issue*Bonus Distribution

March/April 2025 & 2026

Louisiana Travel Resource

November/December 2025

Best of the Best Issue

MARKET/CIRCULATION

Tour Operators, Motor Coach Operators, Travel Industry Reps, Paid Subscribers and Tour Planners/Travel Agents/Receptive Operators/ readership of over 22,500

LTA MEMBER RATE

1/2 page \$1,960

*1/4 page \$980

* 1/4 pg ads can only be placed in
Best of the Best Issue
(NOV/DEC Issue)

SPACE & MATERIALS DEADLINES

Jan/Feb 2025 - November 13, 2024

Mar/Apr 2025 - January 29, 2025

Nov/Dec 2025 - September 29, 2025

Jan/Feb 2026 - November 14, 2025

Mar/Apr 2026 - January 15, 2026



Ad Representative

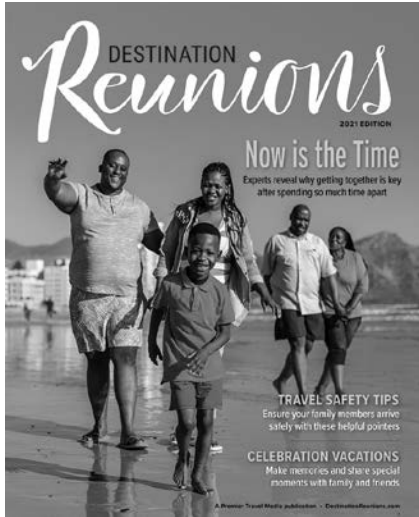
Marshall Boomer • marshall.boomer@theygsgroup.com

AMERICAN BUS ASSOCIATION

Destination Reunions

Individual Ad

REUNIONS



Connect directly with the family group travel market with expertly crafted content marketing, digital advertising and the industry's annual planning guide. A top source for reunion groups with a desire to reconnect with family, friends, and colleagues and create new travel memories. *Destination Reunion's* content offers reunion-specific destination reviews, planning tools and activity ideas that will invigorate the reunion planning experience. Whether a reunion is a collaborative or professionally planned trip, *Destination Reunions* is an essential inspiration source.

ADDED VALUE

- Full Page Ad + 2 Page Destination Content buy receives an online Site InSpection content marketing feature + 3 month e-newsletter banner.
- 1/2 Page Ad + 1.5 Page Destination Content buy receives an online Site InSpection content marketing feature + 3 month website banner.
- Full Page Destination Content buy receives an online Site InSpection feature.

AD SPECS

Full page ad for bleed - 8.75" w x 10.75 "h (Page Trim: 8.5" w x 10.5" h)

Full page ad non-bleed - 7.325" w x 9.325" h

1/2 page ad horizontal - 7.5" w x 4.75" h

1/2 page ad island 4.75" w x 7" h

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

ISSUE

Annual Planning Guide: March 2025 & 2026

MARKET/CIRCULATION

National/20,000

61,000 Reunion planners for family, friend, military and class reunions.

5,500 Newsletter subscribers

LTA MEMBER RATE

Option 1 \$4300

Full page ad +

2 page Destination content

Option 2 \$3300

1/2 Page Ad +

1.5 page Destination content

Option 3 \$1670

Full page Destination content

SPACE & MATERIALS DEADLINES

March 2025 - January 15, 2025

March 2026 - January 15, 2026

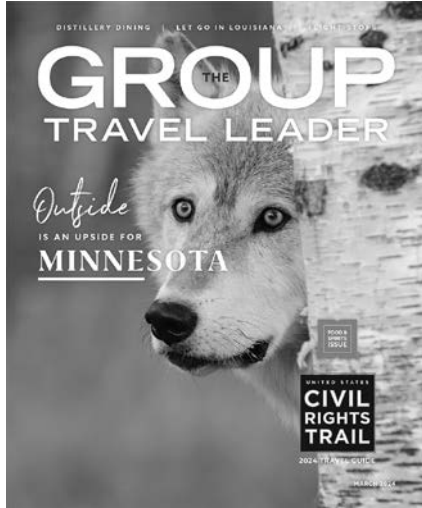
Ad Representative
Cheryl Rash • cheryl@ptmgroups.com

DESTINATION
Reunions

Group Travel Leader

Individual Ad

GROUP TRAVEL (TRADE)



Long regarded as the most trusted voice in the group travel industry, *The Group Travel Leader* is published 10 times per year and is read by 16,000 travel buyers and industry professionals in print, and another 12,000 in its digital edition format via our monthly eNewsletter, Group Travel Minute. These travel buyers are professional tour operators who are members of ABA, NTA, SYTA, USTOA, or TAP or group leaders who attend BIG, AATC, FaceTime or other industry tradeshows or events that qualify them each year. Our travel planners are looking for history and heritage sites, museums, shopping, culinary and one-of-a-kind experiences as well new attractions and destinations to visit.

ADDED VALUE

- Your own Advertisers Page in our Tourism Navigator feature on our website, grouptravellleader.com for one year.
- A Partners Link on our website for one year.
- Inclusion of up to 10 photos in our Photo Gallery on our website for one year.
- An itinerary on the Itinerary Page of our website for one year.
- Your ad included in our digital edition of the magazine that links to your website that we send to over 16,000 online readers.
- When you advertise in the September issue, you will also receive a free directory listing that includes your contact information, a 50-word statement and either a color logo or photo.

AD SPECS

Full page - 9.25" w x 11.125" h

2/3 page - 5" w x 9.25" h

1/2 page horizontal - 8" w x 4.5" h

1/2 page vertical - 3.9" w x 9.25" h

1/3 page box - 5" w x 4.5" h

1/3 page vertical - 2.5" w x 9.25" h

1/6 page - 2.5" w x 4.5" h

- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

Ad Representative
Kyle Anderson
Kyle@grouptravellleader.com

GROUP
THE
TRAVEL LEADER
INC.

ISSUE

January 2025 - Go South Tour Planner
(produced in partnership with STS)
March 2025 - Louisiana Feature
May 2025 - History & Heritage Feature
September 2025 - Annual Buyers Guide
Directory issue (most popular of year)/
Natchitoches Feature
November/December 2025 - African
American Heritage Guide
January 2026 - Go South Tour Planner
(produced in partnership with STS)
March 2026 - Louisiana Feature

MARKET/CIRCULATION

National/30,000

Travel buyers are professional tour operators who are members of ABA, NTA, SYTA, and USTOA or group leaders that attend Group Travel Family conferences, state motorcoach shows or other industry tradeshows that qualify them each year.

LTA MEMBER RATE

Full page \$3,565

2/3 page \$2,990

1/2 page \$2,415

1/3 page \$1,495

1/6 page \$1,125

SPACE & MATERIALS DEADLINES

January 2025 - November 20, 2024
March 2025 - January 20, 2025
May 2025 - March 20, 2025
September 2025 - July 18, 2025
Nov/Dec 2025 - September 19, 2025
January 2026 - November 20, 2025
March 2026 - January 20, 2026

Group Travel Leader Digital Campaigns

Individual Buy



For more than 30 years, *The Group Travel Leader* magazine has provided tour operators and travel planners with compelling stories about group friendly destinations throughout the United States. Several issues each year include a focus on Louisiana destinations and attractions.

We offer digital advertising opportunities in our twice monthly e-newsletter, Group Travel Minute and on our website, grouptraveller.com. We also have digital outlets for our other publications, Select Traveler and Going on Faith.

Stats:

- Group Travel Minute is sent to over 10,000 leisure group travel planners with an average open rate of 18%.
- Average unique monthly visitors to grouptraveller.com is 5,400.

Package 1:

- **Three-month web banner ad** (250 x 250 pixels) on www.grouptraveller.com
- **Two eNewsletter Banner ads** (300 x 250 pixels) in Group Travel Minute that is sent to over 10,000 online readers twice a month.
- **One Sponsored Article** to run in our E-newsletter, Group Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.
- **Two Twitter posts** with content and photos to be provided by you.
- **Two Instagram posts** – you will need to provide the photo, content and photo credit.

Package 2:

- **Dedicated e-Blast** sent to over 6,000 online readers in the month of choice.
- **Three-month web banner ad** (250 x 250 pixels) on www.grouptraveller.com
- **Three-month web banner ad** (250 x 250 pixels) on www.selecttraveler.com
- **Three-month web banner ad** (250 x 250 pixels) on www.goingonfaith.com
- **Two eNewsletter Banner ads** (300 x 250 pixels) in Group Travel Minute that is sent to over 10,000 online readers twice a month.
- **One Sponsored Article** to run in our E-newsletter, Group Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **One Sponsored Article** to run in our E-newsletter, Faith Travel Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **One Sponsored Article** to run in our E-newsletter, Select Traveler Minute and on our website as a Travel Stories feature. Includes 500 words of copy and four photos.
- **Two Facebook posts** with content and photos to be provided by you.
- **Two Twitter posts** with content and photos to be provided by you.
- **Two Instagram posts** – you will need to provide the photo, content and photo credit.

REPORTING

Delivered at end of campaign.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$2,400

Package 2 \$4,200

SPACE & MATERIALS DEADLINES

Space and materials by the 1st of the month prior.

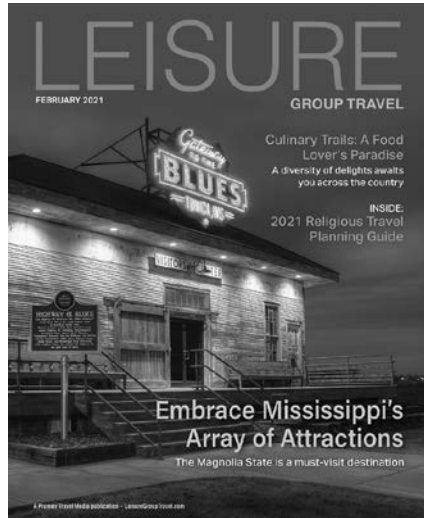
Ad Representative

Kyle Anderson • Kyle@grouptraveller.com

GROUP
THE
TRAVEL LEADER
INC.

Leisure Group Travel

Individual Ad



America's leading group travel publication and website! Each edition of *Leisure Group Travel* is new and inviting – opening up a world of travel possibilities for subscribers. Alongside award-winning destinations articles, readers discover insightful columns on industry best practices. Leisure Group Travel's iTrack is the only comprehensive ROI tracking program in the group travel industry. 30,000+ leads delivered annually!

ADDED VALUE

1/2 page and Full Page placements receive matching content as added value.

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

- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

MEDIA/DELIVERY

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

ISSUE

December 2024 - Group Travel

Destinations Guide

April 2025 - Southeast Itinerary Guide/
Travel South Edition

December 2025 - Group Travel

Destinations Guide

April 2026 - Southeast Itinerary Guide/
Travel South Edition

MARKET/CIRCULATION

Group travel planners including tour operators, bus companies, banks, churches, niche affinity groups + bonus distribution at 30 trade shows.

12,000 print readers

10,000 newsletter recipients

200,000 website visitors

LTA MEMBER RATE

Full page \$4,595

1/2 page \$2,825

1/3 page \$2,200

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

SPACE & MATERIALS DEADLINES

December 2024 - October 10, 2024

April 2025 - February 10, 2025

December 2025 - October 10, 2025

April 2026 - February 10, 2026

Ad Representative • Cheryl Rash
cheryl@ptmggroups.com

LEISURE
GROUP TRAVEL

CONTRACT & RESERVATION FORM I

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer Southern Magazine

___ Winter 2025 ___ Spring 2025 ___ Summer 2025
___ Fall 2025 ___ Winter 2026 ___ Spring 2026
___ Full page \$6,046 ___ 2/3 page \$4,237 ___ 1/2 page \$3,482
___ 1/3 page \$2,404 ___ 1/6 page \$1,227

\$ _____

AAA Explorer Texas Magazine

___ Winter 2025 ___ Spring 2025 ___ Summer 2025
___ Fall 2025 ___ Winter 2026 ___ Spring 2026
___ Full page \$16,764 ___ 2/3 page \$12,576 ___ 1/2 page \$10,494
___ 1/3 page \$6,282 ___ 1/6 page \$3,705

\$ _____

AJR Media's AAA Explorer eNewsletter

AAA Explorer Texas

___ Sponsored Content \$12,474
___ Banner Ad \$7,277
___ Property/Business Showcase \$4,158

\$ _____

AAA Explorer Southern

___ Sponsored Content \$6,757
___ Banner Ad \$4,158
___ Property/Business Showcase \$2,599

\$ _____

AJR Media's Datafy Visitor Intelligence Dashboard [Circle your selection(s)]

Destination Population Size	DATAFY	DATAFY PLUS
More than 500,001	\$35,500	\$44,500
Between 200,001 and 500,000	\$32,500	\$41,500
Between 130,001 and 200,000	\$28,500	\$37,500
Between 90,001 and 130,000	\$24,500	\$33,500
Between 50,001 and 90,000	\$21,500	\$30,500
Between 30,001 and 50,000	\$17,500	\$22,500
Less than 30,000	\$12,500	\$14,500

\$ _____

Datafy Visitor Data Intelligence Dashboard: Attribution Marketing Add-On

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

\$ _____

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

___ Single Ad/Carousel Ad \$2,500
___ Social Video \$2,500

\$ _____

AJR's Media's The Globe & Mail Sponsored Content Co-Op

___ January 25th, 2025 edition ___ February 1st, 2025 edition
___ 1/4 page \$5,630 ___ 1/2 page \$10,979

\$ _____

AJR Media's TourLouisiana.com Audience Targeting: Targeted Display Campaign

___ \$3,500

\$ _____

AJR Media's TourLouisiana.com Sponsored Content Bundle

___ \$5,750

\$ _____

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

Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 2

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Compass Media Destination Storytelling & Targeted Display Campaign \$ _____
 ___\$2,125 ___\$2,400 ___\$3,425

Compass Media Digital Display Campaign \$ _____
 ___1300 Clicks \$1,725 ___2100 Clicks \$2,800
 ___4500 Clicks \$5,600 ___9000 Clicks \$10,875

Compass Media Digital Outdoor Travel Campaign \$ _____
 ___1300 Clicks \$1,725 ___2100 Clicks \$2,800
 ___4500 Clicks \$5,575 ___9,000 Clicks \$10,850

Compass Media Display & Social Media Remarketing Campaign \$ _____
 ___1920 Clicks \$2,875 ___4000 Clicks \$5,525 ___8,400 Clicks \$10,875

Compass Media Fall Travel Co-Op Email and Digital Display Program \$ _____
 September 2025
 ___1,300 clicks \$2,700 ___2,100 clicks \$3,750

Compass Media Festival/Event Promotion \$ _____
 ___2100 Clicks \$2,875 ___2950 Clicks \$4,100 ___4250 Clicks \$5,750

Compass Media Foodie-Focused Digital Campaign \$ _____
 ___\$3,450 ___\$5,750 ___\$8,625

Compass Media Spring Travel Planner \$ _____
 ___April 2025
 ___1/2 page \$20,500 ___1/4 page \$10,250 ___1/8 page \$5,125

Compass Media Staycation/Weekend Getaway Campaign \$ _____
 ___2100 Clicks \$2,875 ___2950 Clicks \$4,100 ___4250 Clicks \$5,750

Compass Media Targeted Email Solutions \$ _____
 ___\$1,725

Compass Media YouTube, Facebook, & Instagram Video Campaign \$ _____
 ___5,900+ \$2,350 ___15,400+ \$5,750 ___33,000+ \$11,400

LTA CAMPAIGNS

Louisiana Attractions Program \$ _____
 ___Summer 2025 ___Summer 2026
 ___Full page \$1,795 ___1/2 page \$1,095 ___1/4 page \$625
 ___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
 ___Breweries \$350

Louisiana Christmas Campaign \$ _____
 ___October 2025 ___October 2026
 ___Full page \$1,495 ___1/2 page \$950 ___1/4 page \$575
 ___Photo Listing \$400 ___Basic Listing \$250 ___Calendar Listing \$150

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

Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 3

Louisiana Culinary Trails 2025

___ Emerald 25,000 ___ Platinum \$14,500 ___ Gold \$6,000
___ Silver \$3,000 ___ Listing \$500

Louisiana Fishing & Outdoor Adventures Program

___ Spring 2025 ___ Spring 2026
___ Platinum \$5,960 ___ Gold \$3,450 ___ Silver \$1,950
___ Full Page \$1,795 ___ 1/2 page \$1,095 ___ 1/4 page \$695
___ Photo Listing \$450 ___ Basic Listing \$295 ___ Charter rate \$350

Louisiana Golf Program

___ January 2025 ___ January 2026
___ Full Page \$1,695 ___ 1/2 page \$995 ___ 1/4 page \$695
Non-LTA member rate
___ Full Page \$2,035 ___ 1/2 page \$1,195 ___ 1/4 page \$835

TRADE AND TRAVEL SHOWS

American Bus Association

___ 2025 ___ 2026
___ Full page \$800 ___ 1/2 page \$450

Going on Faith Travel

___ 2025 ___ 2026
___ Full page \$800 ___ 1/2 page \$450

Group Travel Con

___ 2025 ___ 2026
___ Full page \$800 ___ 1/2 page \$450

National Tour Association

___ 2025 ___ 2026
___ Full page \$800 ___ 1/2 page \$450

Small Market Meetings Conference

___ 2025 ___ 2026
___ Full page \$800 ___ 1/2 page \$450

Student Youth Travel Association

___ Aug 2025 ___ Aug 2026
___ Full page \$800 ___ 1/2 page \$450

Brochure & Rack Card Printing

Rack Card (4"x9") 2 Panel (8"x9")
___ 10,000 - \$1,300 ___ 10,000 - \$1,350
___ 15,000 - \$1,600 ___ 15,000 - \$1,650
___ 25,000 - \$2,060 ___ 25,000 - \$2,110
___ 50,000 - \$2,975 ___ 50,000 - \$3,320

3 Panel (8.5"x11") 4 Panel (8.5"x14")
___ 10,000 - \$1,550 ___ 10,000 - \$2,060
___ 15,000 - \$1,950 ___ 15,000 - \$2,500
___ 25,000 - \$2,500 ___ 25,000 - \$3,180
___ 50,000 - \$3,720 ___ 50,000 - \$5,030

Louisiana Distribution Program

___ One panel rack card (no larger than a 4" x 9") \$600
___ 2-3 panel brochure (no larger than a 4" x 9") \$650
___ Multiple page brochure (no larger than a 4" x 9") \$750
___ Digest/Full size \$900
___ One-time distribution \$400

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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\$ _____

\$ _____

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State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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Billing E-mail _____

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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

RADIO

American Road Magazine's Trip Talk Podcast

___ Option 1 \$650 ___ Option 2 \$2,875

Spotify by LocaliQ

___ Option 1 \$2,300 ___ Option 2 \$4,600

TV

Gray Media OTT Streaming Video Targeting

___ Bronze \$4,000 ___ Silver \$10,000 ___ Gold \$19,000

Gray Media TV Promotion

___ Option 1 \$16,000 ___ Option 2 \$11,000 ___ Option 3 \$7,000

MEDIA BUNDLES

225 Magazine Multi-Media Bundle

___ Option 1 \$2250 ___ Option 2 \$2700

Hoffman Media Southern Bundle

___ Jan/Feb 2025 ___ Mar/Apr 2025 ___ May/June 2025
___ July/Aug 2025 ___ Sept/Oct 2025 ___ Nov/Dec 2025
___ Jan/Feb 2026 ___ Mar/Apr 2026 ___ May/June 2026
___ 1/2 page \$5,520 ___ 1/3 page \$4,485 ___ 1/4 page \$3,795

Houston Chronicle Multi-Media Bundle

___ Option 1 \$2,300 ___ Option 2 \$4,025 ___ Option 3 \$5,175
___ Option 4 \$8,625 ___ Option 5 \$9,000

MAGAZINES - CULINARY

The Local Palate

Spring Travel South Road Trip Issue ___ 2025 ___ 2026
The Ultimate Southern Dining Guide/Restaurants ___ 2025 ___ 2026
Summer Get Outdoors & Entertaining Issue ___ 2025 ___ 2026
Small Town Getaway/Southern Road Trips ___ 2025 ___ 2026
Fall Food Issue ___ 2025 ___ 2026
Culinary Towns ___ 2025
Holiday Entertaining/Spring Travel Escapes ___ 2025
___ Package 1 \$5,665 ___ Package 2 \$4,175

CULTURE

64 Parishes

___ Winter 2024/2025 ___ Spring 2025
___ Summer 2025 ___ Fall 2025
___ Winter 2025/2026 ___ Spring 2026
___ Summer 2026 ___ Fall 2026
___ 1/4 page \$835 ___ 1/2 page \$1,195 ___ Full page \$1,870
___ Regular column \$267 ___ Feature story \$589

\$ _____

\$ _____

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\$ _____

\$ _____

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CONTRACT & RESERVATION FORM 5

Country Roads Magazine

___Jan 2025	___Feb 2025	___Mar 2025	\$ _____
___Apr 2025	___May 2025	___June 2025	
___July 2025	___Aug 2025	___Sept 2025	
___Oct 2025	___Nov 2025	___Dec 2025	
___Jan 2026	___Feb 2026	___Mar 2026	
___Apr 2026	___May 2026	___June 2026	
___Double page spread \$3,200			

Oxford American

___Spring 2025	___Summer 2025	___Fall 2025	\$ _____
___Music 2025	___Spring 2026	___Summer 2026	
Premium Placements			
___Full page \$2,990	___Spread \$5,980	___Inside Back Cover \$3,780	
Special Sections			
___Full page \$2,360	___1/2 page \$1,630		

LIFESTYLE

AARP The Magazine

Texas			\$ _____
___Feb/Mar 2025	___Apr/May 2025	___Oct/Nov 2025	
___1/2 page \$10,700	___1/4 page \$5,365	___1/8 page \$2,685	
Southeast			
___Feb/Mar 2025	___Apr/May 2025	___Oct/Nov 2025	
___1/4 page \$10,250	___1/8 page \$5,125		

Houstonia Magazine

___Winter 2024/2025	___Spring 2025	___Summer 2025	\$ _____
___Fall 2025	___Winter 2025/2026	___Spring 2026	
___Full page \$6,650	___1/2 page \$3,590	___1/3 page \$2,545	

okra Magazine

___Fall/Winter 2024/2025	___Winter/Spring 2025	___Spring/Summer 2025	\$ _____
___Summer/Fall 2025	___Fall/Winter 2025/2026	___Winter/Spring 2026	
___Spring/Summer 2026			
___Full page \$4,000	___1/2 page \$2,600	___Inside Cover Spread \$6,390	
___Inside Back Cover \$4,260	___Back Cover \$4,790		

Texas Monthly

___March 2025	___May 2025	___September 2025	\$ _____
___November 2025	___March 2026	___May 2026	
___1/2 page \$6,100	___1/4 page \$3,050	___1/8 page \$1,525	

TRAVEL

American Road Magazine

___Winter 2024	___Spring 2025	___Summer 2025	\$ _____
___Autumn 2025	___Winter 2025	___Spring 2026	
___Summer 2026			
___1/2 page \$2,165	___1/4 page \$1,080		

ROVA-The Magazine for Epic Road Trips

___Feb/Mar 2025	___Apr/May 2025	___June/July 2025	\$ _____
___Aug/Sept 2025	___Oct/Nov 2025	___Dec/Jan 2025/2026	
___Feb/Mar 2026	___Apr/May 2026	___June/July 2026	
___Full page \$4,500	___1/2 page \$2,900	___1/4 page \$1,950	

NEWSPAPER

Louisiana Newspaper Program

Ad week runs Sunday-Saturday, any week Jan 2025-June 2026			\$ _____
___2x2 One Region \$345	___2x2 Two Region \$535	___2x2 Statewide \$725	
___2x4 One Region \$570	___2x4 Two Region \$1,105	___2x4 Statewide \$1,500	
___2x6 One Region \$865	___2x6 Two Region \$1,520	___2x6 Statewide \$2,055	
___3x7 One Region \$1,345	___3x7 Two Region \$2,485	___3x7 Statewide \$3,355	

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CONTRACT & RESERVATION FORM 6

OUT OF HOME

NRPR Digital Billboards

___ Greater New Orleans \$13,950 ___ Greater Lafayette \$14,500
___ Greater Shreveport Area \$14,500

DIRECTORIES & GUIDES

Good Sam RV Travel Guide Series 2026

___ 1/6 page ad \$2,900 ___ 1/12 page ad \$1,500

DIGITAL

AARP Digital Campaign

___ Program 1 \$3,800 ___ Program 2 \$8,000 ___ Program 3 \$11,250
___ Program 4 \$5,750 ___ Program 5 \$11,000

Advance Travel & Tourism AI Content Package

___ Option 1 \$2,300 ___ Option 2 \$6,210 ___ Option 3 \$11,000

Advance Travel & Tourism Sponsored Content (It's a Southern Thing)

___ \$3,450

Advance Travel & Tourism Targeted Email Campaign

___ Option 1 \$1,500 ___ Option 2 \$2,800 ___ Option 3 \$4,250

American Road Magazine Digital Campaigns

___ Option 1 \$475 ___ Option 2 \$805 ___ Option 3 \$900
___ Option 4 \$270 ___ Option 5 \$635 ___ Option 6 \$680
___ Option 7 \$4,315

Atlanta Magazine Total Digital Campaign

___ \$8,950

Country Roads Digital Campaign

___ \$2,450

Garden & Gun Digital Campaign

___ Option 1 \$5,750 ___ Option 2 \$5,750 ___ Option 3 \$5,750
___ Option 4 \$9,200 ___ Option 5 \$11,000

Gray Media's Digital Video & Streaming Audio Promotion

___ \$4,800

Hoffman Media Food Email Campaign

___ Louisiana Cookin' \$2,650 ___ Taste of the South \$3,600
___ Cooking with Paula Deen \$6,150

Hoffman Media StoryMaker Campaign

___ \$4,945

Houstonia Digital Campaigns

___ Program 1 \$2,500 ___ Program 2 \$5,000

Madden Media's A 2nd Date with Louisiana

___ Gold \$11,500 ___ Silver \$7,500 ___ Add-On \$6,000

Madden Media's Canadian Targeted Campaign

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

Madden Media's Display Remarketing Campaign

___ Bronze \$3,600 ___ Silver \$5,000 ___ Gold \$8,500

Madden Media's Video Remarketing Campaign

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

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CONTRACT & RESERVATION FORM 7

NOLA.com | Content Campaigns

___ \$7,000

NOLA.com | Digital Campaigns

___Package 1 \$1,150 ___Package 2 \$3,500 ___Package 3 \$6,000

NOLA.com | Mardi Gras for All Y'all Campaign

___\$5,750

Oxford American Digital Campaign

___Package 1 \$7,420 ___Package 2 \$2,850 ___Package 3 \$1,890

ROVA - The Magazine eNewsletter Program

___\$1,950

Sojern Digital Campaigns

___Display ___Native ___Video
___Option 1 \$3,450 ___Option 2 \$5,750 ___Option 3 \$11,500

Texas Monthly Digital Campaign

___Program 1 \$2,890 ___Program 2 \$5,100 ___Program 3 \$5,100
___Program 4 \$1,800 ___Program 5 \$2,590 ___Program 6 \$3,360
___Program 7 \$3,100

The Local Palate Digital & Social Campaigns

___Program 1 \$8,550 ___Program 2 \$7,690

The Local Palate ENewsletter Campaign

___Program 1 \$8,700 ___Program 2 \$7,695

USA Today Digital Campaigns by LocaliQ

___Package 1 \$1,130 ___Package 2 \$1,600 ___Package 4 \$2,190

LEAD GENERATION

The Travel Guide Group 'Louisiana Virtual Travel Show'

___January-March 2025 ___April-June 2025 ___July-September 2025
___October-December 2025 ___January-March 2026 ___April-June 2026
___Option 1 \$930 ___Option 2 \$1,860 ___Option 3 \$3,725

Country Roads Lead Generation Spotlight Bundle

___\$3,600

SPORTS MARKETING

SportsEvents Magazine

___March 2025 ___June 2025 ___December 2025
___March 2026 ___June 2026
___Full Page \$3,350 ___1/2 Page \$2,185 ___1/4 Page \$1,150

SportsEvents Digital Campaign

___Program 1 \$4,515

Sports Travel Digital Campaign

___Program 1 \$9,000 ___Program 2 \$5,750

MEETING PLANNING

Convention South Digital Campaigns

___Option 1 \$2,250 ___Option 2 \$1,100 ___Option 3 \$1,725

Meetings Today Digital Campaigns

___Package 1 \$5,175 ___Package 2 \$9,200

\$ _____

\$ _____

\$ _____

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CONTRACT & RESERVATION FORM 8

Small Market Meetings Digital Packages

___Package 1 \$2,500 ___Package 2 \$4,000 ___Package 3 \$5,500

Small Market Meetings Magazine

___February 2025 ___March 2025 ___April 2025
___June 2025 ___September 2025 ___October 2025
___February 2026 ___April 2026 ___June 2026
___Full Page \$2,425 ___2/3 Page \$2,070 ___1/2 Page \$1,725
___1/3 Page \$1,265 ___1/6 Page \$805

Southeast Meetings + Events Bundles

___Spring/Summer 2025 ___Fall/Winter 2025 ___Spring/Summer 2026
___Option 1A \$5,750 ___Option 1B \$3,450 ___Option 2 \$8,500
___Option 3 \$6,000 ___Option 4 \$4,500

Texas Meetings + Events Bundles

___Winter 2024 ___Spring 2025 ___Summer 2025
___Fall 2025 ___Winter 2025 ___Spring 2026
___Option 1 \$8,500 ___Option 2 \$6,000 ___Option 3 \$4,000

GROUP TRAVEL

LTA AAA E-Newsletter

___January 2025 ___June 2025 ___October 2025
___January 2026 ___June 2026
___Side Banner Ad(s) \$350 ___Advertorial Section(s) \$450

LTA Group Travel E-Newsletter

___June 2025 ___June 2026
___Side Banner \$350 ___Advertorial Section \$450

Destinations Magazine

___Jan/Feb 2025 ___March/April 2025 ___Nov/Dec 2025
___Jan/Feb 2026 ___March/April 2026
___1/4 page \$980 ___1/2 page \$1,960

Destinations Reunions

___March 2025 ___March 2026
___Full page + 2-page Destination Content \$4,300
___1/2 page + 1.5-page Destination Content \$3,300
___Full page Destination Content \$1,670

Group Travel Leader Magazine

___January 2025 ___March 2025 ___May 2025
___September 2025 ___Nov/Dec 2025 ___January 2026
___March 2026
___Full Page \$3,565 ___2/3 Page \$2,990 ___1/2 Page \$2,415
___1/3 Page \$1,495 ___1/6 Page \$1,125

Group Travel Leader Digital Packages

___Package 1 \$2,400 ___Package 2 \$4,200

Leisure Group Travel

___December 2024 ___April 2025
___December 2025 ___April 2026
___Full Page \$4,595 ___1/2 Page \$2,825 ___1/3 Page \$2,200
___Itinerary \$2,500

\$ _____

\$ _____

\$ _____

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CHARLIE WALTMAN, Membership & Sales Manager

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LOUISIANA
TRAVEL
ASSOCIATION

louisianatravelassociation.org



LTA STAFF

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