



LOUISIANA TRAVEL ASSOCIATION

MARKETING 2026-2027 PLAN

HOW TO NAVIGATE THROUGH THE LTA MARKETING PLAN

To make the Marketing Plan easier to navigate, we have organized opportunities into clear categories. Magazines are grouped by niche markets: Culinary, Culture, Lifestyle, Outdoors, and Travel. The digital section has also been subdivided into Display & Awareness Campaigns, Email Marketing, Sponsored & Branded Content, and Themed & Seasonal opportunities. And don't forget that LTA's marketing staff is available for a personal consultation tailored specifically to your business!

MARKETING PLAN STAFF

JOSIE EVANS, Chief Marketing Officer

josie@louisianatravelassociation.org | marketing@louisianatravelassociation.org

LAINÉ GARNER, Chief Sales Officer

laine@louisianatravelassociation.org

CHARLIE WALTMAN, Membership & Sales Manager

charlie@louisianatravelassociation.org

Copyright Clause:

By participating in Louisiana Travel Associations cooperative marketing programs, The Advertiser represents that it is fully authorized and licensed to use all materials within or related to advertising placed with Louisiana Travel Association's partners. The Advertiser and/or Agency agrees to indemnify and hold harmless Louisiana Travel Association and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement.



LOUISIANA
TRAVEL
ASSOCIATION

HIGHLIGHTED SPONSORS

AJR Media Group

- AAA Explorer eNewsletter...4
- AAA Explorer Southern Magazine...5
- AAA Explorer Texas Magazine...6
- AJR Media's Festival & Event Amplifier...7
- AJR Media's TourLouisiana.com Audience Targeting Campaign...8
- AJR Media's TourLouisiana.com Sponsored Content Bundle...9
- All-in-One Visitor Insight Dashboard & Advertising Bundles by AJR Media Group & Datafy...10

Compass Media

- Compass Media's Destination Storytelling & Targeted Display Campaign...11
- Compass Media's Digital Display Campaign...12
- Compass Media's Digital Outdoor Travel Campaign...13
- Compass Media's Display & Social Media Remarketing Campaign...14
- Compass Media's Fall Travel Co-Op Email & Digital Display Program...15
- Compass Media's Festival & Events Promotion...16
- Compass Media's Foodie-Focused Digital Campaign...17
- Compass Media's Spring Travel Planner...18
- Compass Media's Staycation/Weekend Getaway Campaign...19
- Compass Media's Targeted Email Solutions...20
- Compass Media's YouTube, Facebook, & Instagram Video Campaign...21

LTA IN-HOUSE PROGRAMS

- Louisiana Attractions Program...22
- Louisiana Bed & Breakfast Digital Program...23
- Louisiana Christmas Campaign...24
- Louisiana Outdoor Adventures Program + eNewsletter...25
- Louisiana Golf Program...26
- Taste Louisiana...27

Trade and Travel Shows

- American Bus Association Marketplace...28
- Going on Faith...29
- Group Travel Con...30
- NTA 2026...31
- Small Market Meetings Conference...32
- SYTA...33

Design & Distribution

- Brochure Design & Print...34
- Visitor Center Distribution Program...35-36

BROADCAST MEDIA

Radio

- Advance Travel & Tourism's Spotify Campaign...37
- American Road Magazine's Trip Talk Radio Show...38

TV & Streaming

- Gray Media's OTT Streaming Video Targeting...39
- Gray Media's Gulf Coast Sports Network...40

MEDIA BUNDLES

- 225 Magazine's Multi-Media Bundle...41
- Advanced Advertising Solutions by Perion...42
- Atlanta Magazine's Quarterly Travel Bundle...43
- Country Roads Multi-Platform Content Package...44
- Hoffman Media's Southern Bundle...45
- Houston Chronicle's Multi-Media Bundle...46

PRINT PUBLICATIONS

Culinary & Culture

- The Local Palate...47
- 64 Parishes...48
- Country Roads Magazine...49
- Oxford American...50

Lifestyle

- AARP, The Magazine...51
- Houstonia Magazine...52
- okra. Magazine...53
- Texas Monthly...54

Outdoor & Travel

- American Road Magazine...55
- ROVA – The Magazine for Epic Road Trips...56

Newspaper

- Louisiana Newspaper Program...57

Directories & Guides

- Good Sam RV Travel Guide Series...58

DIGITAL CAMPAIGNS

Display & Awareness Campaigns

- AARP Digital Campaign...59
- American Road Magazine Digital Packages...60
- Atlanta Magazine Digital Packages...61
- Garden & Gun Digital Campaign...62
- GDM360 by Gray Media...63
- Houstonia Magazine's Digital Campaign...64
- NOLA.com Digital Campaign...65
- Oxford American Digital Campaign...66
- Sojern Match Back Digital Campaign...67
- Texas Monthly Digital Campaign...68
- USA Today Digital Campaigns by LocalIQ...69

Email Marketing

- Advance Travel & Tourism's Targeted Email Campaign...70
- Country Roads Dedicated eNewsletter...71
- Hoffman Media's Food Email Campaign...72
- ROVA – The Magazine for Epic Road Trips eNewsletter Program...73
- The Local Palate eNewsletter Campaign...74

Sponsored & Branded Content

- Advance Travel & Tourism's Sponsored Content (It's a Southern Thing)...75
- Hoffman Media's StoryMaker Campaign...76
- NOLA.com Content Campaign...77
- StyleBlueprint's Targeted Social Media Campaign...78
- The Local Palate Digital & Social Campaign...79

Themed & Seasonal Campaigns

- Madden Media's A 2nd Date with LA Campaign...80
- NOLA.com Mardi Gras for All Y'all Campaign...81

LEAD GENERATION

- The Travel Guide Group 'Louisiana Virtual Travel Show' | Economic Development...82

CONTENT PRODUCTION

- Advance Originals | Long Form Video Production by Advance Travel & Tourism...83
- Short Form Content Production by Odyssey Studios and Miles Partnership...84

SPORTS MARKETING

- Sports Travel Digital Campaign...85
- SportsEvents Magazine...86
- SportsEvents Digital Campaign...87

MEETING & CONVENTION MARKETING

- ConventionSouth...88
- ConventionSouth Digital Campaign...89
- Meetings Today Digital Campaign...90
- Small Market Meetings Digital Campaign...91
- Small Market Meetings Magazine...92
- Southeast Meetings + Events...93
- Texas Meetings + Events...94

GROUP TRAVEL MARKETING

- LTA AAA eNewsletter...95
- LTA Group Travel eNewsletter...96
- Destinations Magazine...97
- Destination Reunions...98
- Group Travel Leader Magazine...99
- Group Travel Leader Digital Campaign...100
- Leisure Group Travel...101

CONTRACT & RESERVATION FORMS...103-110

AAA Explorer eNewsletter

Explorer Texas and Explorer Southern Individual Buy



Reach 1+ million travel-ready AAA members—every month.

WHY IT WORKS:

- Huge Reach
 - o Texas: 680,000+ opt-in subscribers
 - o Southern Region (LA, MS, AR): 403,000+ opt-in subscribers
- High-Intent Audience
Subscribers are actively looking for travel ideas, events, and destinations.
- Exceptional ROI
At an average of \$29 per lead, replicating this reach via paid media would cost over \$12 million.

Delivered monthly, the AAA Explorer eNewsletter is a trusted source for trip inspiration—directly targeting engaged travelers.

WHAT'S INCLUDED:

SPONSORED CONTENT INCLUDES:

- Featured spot in the eNewsletter
- Dedicated content page on AAA.com

Specs: Image (.jpg/.png)

Headline: 30 characters

Description: 12-15 words

Landing Page: Up to 1,000 words, 5-6 photos, external links

BANNER AD SPECS

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

PROPERTY/BUSINESS SHOWCASE INCLUDES:

- Hotel/Business Name, image (72 ppi or higher), Short 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.

2026 ISSUE DATES

Sent during the first week of each month:
January - December 2026

AAA EXPLORER TEXAS ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page	\$12,474
Banner Ad	\$8,316
Property/Business Showcase	\$4,678

AAA EXPLORER SOUTHERN ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page	\$7,277
Banner Ad	\$4,678
Property/Business Showcase	\$3,119

SPACE & MATERIALS DEADLINES

January 2026 - October 16, 2025

February 2026 - November 15, 2025

March 2026 - December 20, 2025

April 2026 - January 27, 2026

May 2026 - February 25, 2026

June 2026 - March 24, 2026

July 2026 - April 25, 2026

August 2026 - May 26, 2026

September 2026 - June 27, 2026

October 2026 - July 25, 2026

November 2026 - August 27, 2026

December 2026 - September 25, 2026

Ad Representative
Nicole Juel Sánchez
nicole@ajrmediagroup.com



AAA Explorer Southern Magazine

Individual Ad

TRAVEL



Build brand visibility and regional credibility across Louisiana, Mississippi, and Arkansas through one of AAA's most trusted lifestyle travel publications.

WHY IT WORKS:

- Targeted Reach: Delivered to 328,000 AAA households in LA, MS, and AR
- Engaged Readers: 74% say they're inspired to travel to destinations featured in the magazine
- Local Relevance: Every issue includes Louisiana-specific editorial

2026 - 2027 QUARTERLY ISSUES

Winter 2026 - January - March

Spring 2026 - April - June

Summer 2026 - July - September

Fall 2026 - October - December

Winter 2027 - January - March

Spring 2027 - April - June

LTA MEMBER RATE

Full page \$6,349

2/3 page \$4,449

1/2 page \$3,656

1/3 page \$2,524

1/6 page \$1,288

SPACE & MATERIALS DEADLINES

Winter 2026 - October 17, 2025

Spring 2026 - January 19, 2026

Summer 2026 - April 17, 2026

Fall 2026 - July 18, 2026

Winter 2027 - October 17, 2026

Spring 2027 - January 19, 2027

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

1/3 page horizontal 4.5" w x 4.625" 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

AAA
Explorer

AAA Explorer Texas Magazine

Individual Ad

TRAVEL



Reach Louisiana's top drive market through one of the most widely read travel publications in Texas. AAA members are affluent, loyal, and eager to explore.

WHY IT WORKS:

- **Massive Reach:** Delivered to **1.25 million AAA Texas households** (with over **2.5 million readers**)
- **Trusted Brand Power:** AAA is one of the most recognized and respected names in travel
- **Proven Travel Influence:** **76%** of readers take action after seeing an ad in *AAA Explorer Texas*

2026 - 2027 QUARTERLY ISSUES

Winter 2026 - January - March

Spring 2026 - April - June

Summer 2026 - July - September

Fall 2026 - October - December

Winter 2027 - January - March

Spring 2027 - April - June

LTA MEMBER RATE

Full page \$17,602

2/3 page \$13,205

1/2 page \$11,019

1/3 page \$6,596

1/6 page \$3,890

SPACE & MATERIALS DEADLINES

Winter 2026 - October 17, 2025

Spring 2026 - January 19, 2026

Summer 2026 - April 17, 2026

Fall 2026 - July 18, 2026

Winter 2027 - October 17, 2026

Spring 2027 - January 19, 2027

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

1/3 page horizontal 4.5" w x 4.625" 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

AAA
Explorer

AJR Media's Festival & Event Amplifier

SOCIAL + CONTENT BUNDLE

Individual Buy



Showcase your event with a ready-to-launch digital campaign built to reach Louisiana-bound travelers through compelling content, precision targeting, and high-impact media placements. Spark interest and drive lead generation with a featured event plan on TourLouisiana.com—one of the most trusted platforms for travelers planning a trip to Louisiana.

Ideal For:

- Music, food, and cultural festivals
- Events looking to boost attendance and awareness
- Destinations targeting weekend or overnight travelers

Start Anytime

Campaigns are flexible and tailored to your event calendar.

The custom event plan is for a full year.

LTA MEMBER RATE

Full Campaign Bundle \$5,200

SPACE & MATERIALS DEADLINES

One month from campaign start date

WHAT'S INCLUDED:

CUSTOM EVENT CONTENT PLAN ON TOURLOUISIANA.COM

- Dedicated content hub with **unlimited event listings** (e.g., performers, vendors, activities)
- Referral links to your **website, ticketing page, and social channels**
- Lead capture tools (e.g., **email signups**, brochure downloads, postal requests)
- SEO-optimized content for **maximum visibility**

NEWSLETTER FEATURES

- **2 placements** in *Hot & Happening Events* eNewsletter
- Reaches **25,000+ opt-in subscribers**
- Scheduled to align with your event's promotion and travel planning cycle
- eNewsletter placements – subject to availability

SOCIAL MEDIA CAMPAIGN

- **1-month** campaign across Facebook & Instagram
- Targets in-market travelers, TourLouisiana followers, and lookalike audiences
- Geo + interest-based targeting to drive visitation and **overnight travel consideration**
- Estimated **14,500+ clicks**

CREATIVE DEVELOPMENT + CAMPAIGN REPORTING

- All creative built by AJR using **industry best practices**
- You provide event details and images—AJR handles the rest
- Post-campaign report with **key performance metrics** to share with your team & stakeholders

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

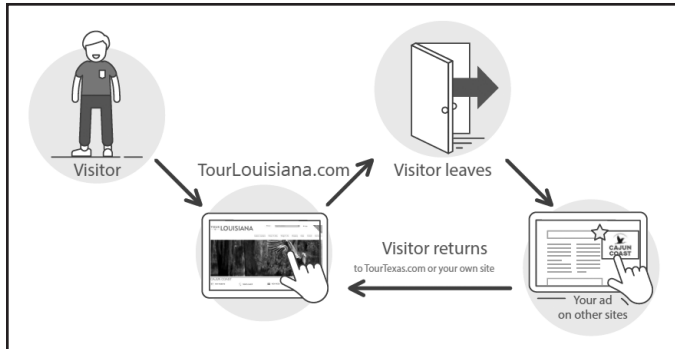
AJR MEDIA
GROUP
Integrated Media Solutions

TOUR
LOUISIANA

AJR Media's TourLouisiana.com Audience Targeting Campaign

WEB + SOCIAL ADS

Individual Buy



Reach Louisiana-bound travelers through high-intent digital targeting on web and social platforms—powered by exclusive first-party data from TourLouisiana.com. This audience is not available through any other vendor or public ad exchange.

WHY IT WORKS

- **Exclusive Access** - TourLouisiana.com's audience is proprietary and unmatched
- **Traveler Relevance** - Target users actively researching Louisiana trips
- **Efficient Spend** - Ads are served only to those most likely to convert
- **Transparent Results** - You'll receive a detailed post-campaign performance report

WHAT'S INCLUDED

Display Ads

- Ads served to users who've recently visited TourLouisiana.com and shown interest in Louisiana travel
- Retarget users as they continue browsing across the web

Social Media Ads (Facebook & Instagram)

- Targeted ads using TourLouisiana's exclusive data
- Includes lookalike audiences to expand reach
- Options for single image or video creatives

Performance Reporting

- Final campaign report includes impressions, clicks, and engagement metrics

DELIVERABLES

Display Ads - 430,000 impressions, static or animated banners

Social Ads - 8,500 clicks, single image or video

Reporting - final performance report

MEDIA/DELIVERY

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

TIMEFRAME

Can start anytime

LTA MEMBER RATE

Display + Social Ads (Full Bundle) \$6,000

Display Ads Only \$3,500

Facebook/Instagram Ads Only \$2,500

SPACE & MATERIAL DEADLINES

One month before campaign start

TOUR
LOUISIANA

AJR MEDIA
GROUP

Integrated Media Solutions

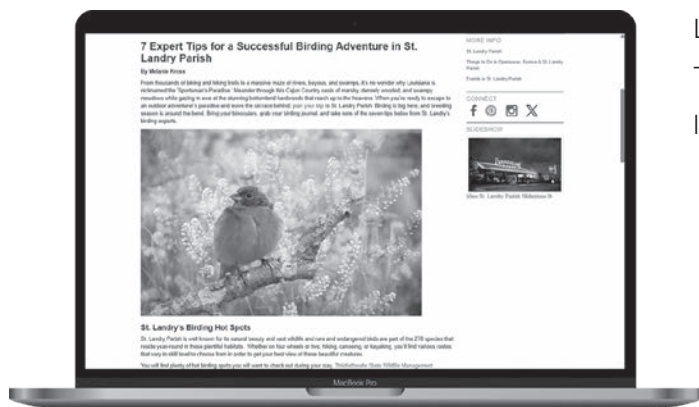
Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

AJR Media's TourLouisiana.com Sponsored Content Bundle

Individual Buy



Let us tell your story to the right audience—and keep it visible all year long. This bundle combines SEO-rich storytelling, strategic promotion, and long-term exposure on TourLouisiana.com.

WHAT'S INCLUDED

Custom SEO-Optimized Article

- Crafted by AJR Media content specialists
- Tailored to your destination or event
- Optimized for search and hosted on **TourLouisiana.com**
- Includes links back to your website

Sponsored Promotion Campaign

- Promoted across premium websites and social media channels
- Designed to drive qualified traffic
- **Minimum of 4,500 guaranteed article views**

Web Banner Ads

- Displayed across TourLouisiana.com
- **3 banner placements** with a combined **75,000+ impressions**
- Featured on desktop and mobile

Ongoing Visibility

- Your article page **automatically renews each year** at no extra cost
- Requires an active **TourLouisiana.com Content Plan**

DELIVERABLES

SEO Article - 1 custom, searchable article

Guaranteed Article Views - 4,500

Web Banner Ads - 3 banners (75,000+ total impressions)

Annual Renewal - Included with active content plan

SPECS

Final ad specs provided by AJR Media Group upon booking

TIMEFRAME

Start Anytime - Allow at least 8 weeks for content creation, collaboration, and approvals

LTA MEMBER RATE

Sponsored Content Bundle
\$5,850

SPACE & MATERIAL DEADLINES

8 weeks before campaign starts

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



Integrated Media Solutions

All-in-One Visitor Insight Dashboard & Advertising Bundles by AJR Media Group & Datafy

Individual Buy



Today's destination marketing requires more than impressions—it requires **accountability**. These exclusive Smart Destination Packages combine **real-time visitor intelligence** with **targeted advertising**, delivering clear attribution and actionable insights for LTA members.

WHY IT WORKS

- **Real-World Results:** Connect your marketing to actual visitation and spending
- **Data-Driven:** Track length of stay, repeat visitation, origin markets, and more
- **Built for DMOs:** From rural to urban, these packages help destinations justify tourism investments with measurable ROI
- **Strategic Support:** Ongoing consultation from tourism data and media experts

WHAT'S INCLUDED

Visitor Intelligence Dashboard

- Real-time geolocation dashboard with **unlimited Points of Interest (POIs)**
- Metrics include:
 - Length of stay
 - Repeat visitation
 - Top origin markets
 - Visitor trip estimates
 - Points of interest visited
 - Estimated spending
 - And more
- Historical data: **7 years**
- Customizable on-demand reporting
- Airport & website attribution tracking
- International and third-party data tools (available in large market tier)

Targeted Advertising Campaigns

- Display and/or video ad campaigns tailored to tourism-ready audiences
- Campaigns structured in **6-week flights** with transparent reporting
- Guaranteed impressions and video completions based on market size
- Fully executed and supported by AJR Media Group

Package Comparison Table

Package Features	Small Markets (Under 100K population) Essential Analytics + Advertising	Mid-Sized Markets (101K–200K population) Essential Analytics + Advertising	Large Markets (200K+ population) Advanced Analytics + Advertising
Analytics Dashboard			
Geolocation Dashboard with Unlimited POIs	✓	✓	✓
Spending Dashboard	Basic	Basic	Advanced
Airport Dashboard	✓	✓	✓
7 Years Historical Data	✓	✓	✓
On-Demand Reporting (via Dashboard)	User-Customizable	User-Customizable	Custom Reports by Datafy User-Customizable
Website Attribution	✓	✓	✓
Bring Your Own Data Tool	–	–	✓
International Data	–	–	✓
Recurring Strategic Calls (AJR)	Quarterly	Monthly	Monthly
Ongoing Support (as needed)	✓	✓	✓
Advertising			
Channels	Display	Display + Video	Display + Video
Estimated Impressions	409,836	494,011	650,632
Estimated Video Completions	–	63,131	88,384
Flight Structure	One 6-week flight	Up to two 6-week flights	Up to three 6-week flights
Campaign Wrap-Up Report	✓	✓	✓
LTA MEMBER ANNUAL RATE	\$22,000	\$34,500 <small>Upgrade to Advance Spending for and additional +\$10,000</small>	\$58,950

Includes setup fee. Annual data storage fee of \$2,500 applies after Year 1.

TIMING & DEADLINES

- **Start Anytime:** Annual subscription begins on your preferred schedule
- **Ad Creative Due:** 20 business days before campaign launch
- **Ad Specs:** Provided by AJR Media Group

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

Compass Media's 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.

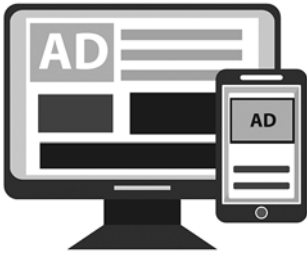
Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media's 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's 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 possible 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 campaign and will provide a comprehensive report at the conclusion.

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's Display & Social Media Remarketing Campaign

Individual Buy



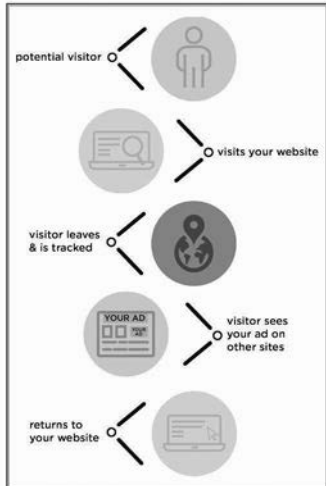
With Compass Media's Website Remarketing, you can reach potential customers who have already demonstrated an interest in traveling to your area by having first visited your website and/or social channels. It's an influential way to match the right people, with the right message, at just the right moment.

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

If the website visitor remarketing list is too small, Compass may add additional audience targeting.

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's 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 2026

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, 2026

MEDIA/DELIVERY

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

Ad Representative

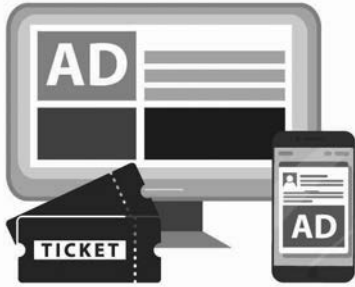
Elise Ankerson

eankerson@compassmedia.com



Compass Media's 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 Ankersen · eankerson@compassmedia.com



Compass Media's 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's 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: 3,000

1/4 page: 2,500

1/8 page: 2,000

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 2026

MARKET/CIRCULATION

500,000+ April 2026 (estimated readership 1.2 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 \$21,000

1/4 page \$10,500

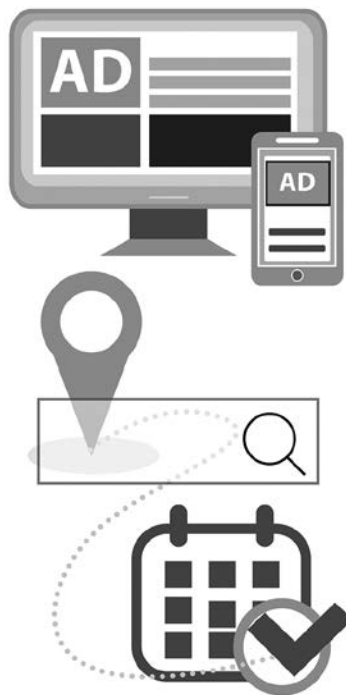
1/8 page \$5,250

SPACE & MATERIAL DEADLINES

January 7, 2026

Compass Media's 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's 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's 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

Facebook/Instagram 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



LTA IN-HOUSE CAMPAIGNS

Louisiana Attractions Program



The **Louisiana Attractions Program** highlights Louisiana's top experiences—including attractions, restaurants, fairs, festivals, and local food. The brochure is printed and distributed statewide, with placements in welcome centers, visitor hubs, and other high-traffic areas, plus additional exposure through a digital marketing campaign. This ensures your business connects with travelers both on the road and online.

ADDED VALUE

- Full-page advertisers receive **two coupons**; half-page advertisers receive **one coupon**.
- Digital brochure available for download at **ExploreLouisiana.com**.
- Brochure link also featured on **Group Tour** websites (SYTA, ABA, Group Travel Con, GOF).
- Downloadable brochure promoted through **LTA Group & AAA newsletters**.

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

Summer 2026 & 2027

MARKET/CIRCULATION

- **65,000 copies printed**
 - Half distributed to **Louisiana Welcome Centers**
 - Half distributed through **Certified Folder Display**
- **Digital flipbook** with clickable links to your attraction and destination webpages.
- Backed by a **digital campaign** promoting the Attractions Directory, driving traffic back to the flipbook.

LTA MEMBER RATE ADVERTISING

- Full page** \$1,895
1/2 page \$1,195
1/4 page \$675

LISTINGS

- Photo Listing** \$450
Basic Listing \$275
Coupons \$400

***Special Photo Listing Rate \$395**

**Breweries, Distilleries, Wineries, Bed and Breakfasts, and Restaurants*

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

• Members of LBBA

SPACE & MATERIALS DEADLINES

2026 - April 17, 2026

2027 - April 16, 2027

Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

Louisiana Bed & Breakfast Digital Program



The **Louisiana Bed & Breakfast Digital Program**, produced by the Louisiana Travel Association (LTA), highlights the unique charm and hospitality of bed and breakfasts across the state. This program provides strong marketing support for members by increasing visibility, driving targeted promotion, and connecting with travelers seeking Louisiana's most welcoming and distinctive lodging experiences.

ADDED VALUE

- **Full-page ad:** Banner ad on **LouisianaBandB.com** with live URL links.
- **Half-page ad:** Logo featured on sponsor/partner page.
- **Rack card:** Produced in January 2026, with QR code linking to the digital guide, distributed to state and regional welcome centers.
- **Digital brochure:** Downloadable on **ExploreLouisiana.com**, generating leads from shows attended by LTA.

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

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

ISSUE

December 2025/December 2026

MARKET/CIRCULATION

- Distributed through **AAA/CAA offices**.
- Available digitally on **ExploreLouisiana.com** and **LouisianaBandB.com**.
- Shared with **domestic and international tour operators**.
- Includes a **digital flipbook** with clickable links to participant webpages.
- Supported by a **digital campaign** promoting the guide and driving traffic to participants.

LTA MEMBER RATE

ADVERTISING

*LBBA members receive a complimentary photo listing

Full page \$1,095**

1/2 page \$695*

1/4 page \$450

Photo Listing \$350

***Special placement of advertisement inside front or inside back or back cover \$250 additional*

SPACE & MATERIALS DEADLINES

December 2025 - October 24, 2025

December 2026 - October 19, 2026

Louisiana Outdoor Adventures Program + E-Newsletter



The **Louisiana Outdoor Adventures Program** highlights Louisiana's Sportsman's Paradise — from birding and golf to hiking, cycling, fishing, hunting, water sports, and nature-based attractions like parks, gardens, and scenic byways. With 35,000 brochures printed and distributed statewide, plus a targeted e-newsletter campaign, this program gives your destination or business high-impact exposure to travelers and outdoor enthusiasts.

SPONSORSHIPS LEVELS

PLATINUM - \$5,950

- LTA representation at shows
- 10 photo listings in guide
- Full-page ad in guide
- 5 digital stories for outdoor writers (OWAA)
- Opportunity to share promotional video at show
- Opportunity to provide door prize for OWAA writers

GOLD - \$3,450

- LTA representation at shows
- 6 photo listings in guide
- Half-page ad in guide
- 4 digital stories for outdoor writers (OWAA)
- Opportunity to provide door prize for OWAA writers

SILVER - \$1,950

- LTA representation at shows
- 3 photo listings in guide
- Quarter-page ad in guide
- 2 digital stories for outdoor writers (OWAA)
- Opportunity to provide door prize for OWAA writers

ADDED VALUE

- **35,000 copies printed** and distributed statewide
- Downloadable digital brochure on **ExploreLouisiana.com**
- Leads generated from LTA representation at shows

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.

LOUISIANA OUTDOOR ADVENTURES E-NEWSLETTER

Target: Outdoor writers/media, influencers, bloggers, editors, broadcasters, filmmakers, photographers, educators (U.S. & Canada)

Content: DMOs, outfitters, hoteliers, attractions, outdoor experiences, restaurants, culinary

Issue Dates

- Mar 2026 - due Feb 2, 2026
- Sep 2026 - due Aug 3, 2026
- Mar 2027 - due Feb 1, 2027
- Sep 2027 - due Aug 2, 2027

Added Value: Social media promotion + follow-up piece for outdoor trade shows

RATES

- **Side Banner - \$400** (75 words + link)
- **Advertorial - \$575** (photo + link)

PRINTED

Spring of 2026 & 2027

MARKET/CIRCULATION

- Distributed through Louisiana **Welcome Centers, Outdoor Shows, Certified Folder Display**, OWAA, and Golf Shows (TBD)
- **35,000 printed copies**
- **Digital flipbook** with live links and targeted campaign

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

2026 - January 30, 2026

2027 - February 19, 2027

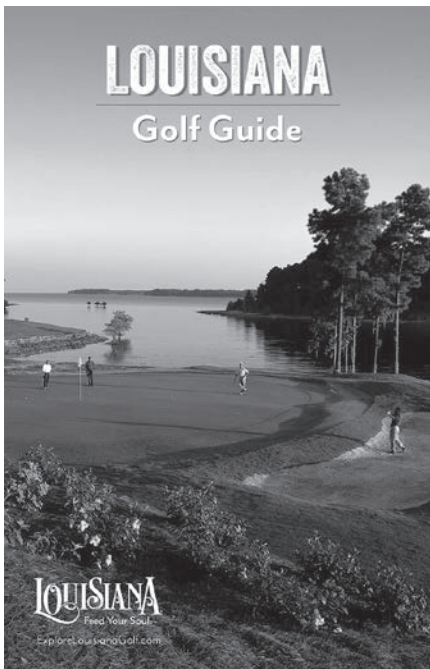
Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

Louisiana Golf Program



Get in the game of promoting golf travel to Louisiana! **The Louisiana Golf Program**, produced by LTA in partnership with the Louisiana Office of Tourism, is the state's official golf directory and the only comprehensive resource showcasing every course in Louisiana.

With **10,000 printed copies**, a digital flipbook, and strong representation at consumer golf shows, this program highlights both courses and lodging/package options. Don't miss this opportunity to capture a larger share of the golf travel market by promoting your golf package or destination.



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**.
- Digital guide available on **ExploreLouisiana.com** and **ExploreLouisianaGolf.com**.
- Exposure through **LTA and LOT marketing campaigns**.

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.

Ad Representatives

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



LOUISIANA
TRAVEL
ASSOCIATION

GUIDE

Winter 2026

Winter 2027

MARKET/CIRCULATION

- **10,000 printed copies** distributed through:
 - **Welcome Centers across Louisiana**
 - **Consumer Golf Shows**
 - **Certified Folder Display**
- **Digital flipbook** with clickable links to participants' websites.
- **Digital campaign** promoting the Golf in Louisiana Program, linking back to the flipbook.
- Distributed by **LTA and LOT** at consumer and trade shows.
- Downloadable PDF and digital guide available on **ExploreLouisiana.com** and **ExploreLouisianaGolf.com**.

SPACE & MATERIALS DEADLINES

Winter 2026 - October 1, 2026

Winter 2027 - October 1, 2027

Taste Louisiana



A PREMIER CULINARY MARKETING OPPORTUNITY

Formerly known as Louisiana Culinary Trails, **Taste Louisiana** is a bold, reimagined culinary initiative designed to position Louisiana as a must-visit destination for food lovers. This high-impact campaign invites sponsors to share their region's flavors with engaged audiences across the country.

Through immersive culinary events, compelling media outreach, digital storytelling, and the Taste Louisiana Recipe Guide, this program offers year-round exposure and unmatched visibility.

PROGRAM HIGHLIGHTS:

- Chef-driven culinary events in top U.S. markets
- Production and distribution of the Taste Louisiana Recipe Guide (print & digital)
- Ongoing digital promotion and targeted social media campaigns
- Strategic media outreach and story pitching

SPONSORSHIP LEVELS

Choose the investment level that best aligns with your goals:

Emerald Sponsor – \$25,000

Maximum exposure with two featured chefs, priority media visibility, and top-tier digital promotion

Platinum Sponsor – \$14,500

Feature a local chef and product, with premium ad and recipe placement

Gold Sponsor – \$6,000

Participate in the culinary event and enjoy strong presence in the guide and digital content

Silver Sponsor – \$3,000

Recipe feature, media storytelling, and digital engagement

Listing – \$500

A simple, cost-effective way to be included in the Taste Louisiana Recipe Guide

Taste Louisiana offers an exceptional platform to elevate your destination through the universal language of food. Be part of a statewide culinary movement that connects Louisiana's flavors with food lovers, media, and travelers nationwide.



ExploreLouisiana.com/Culinary

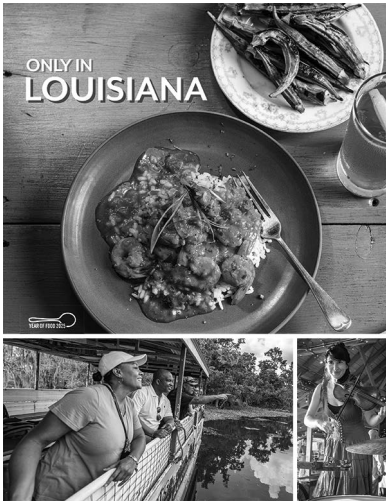


LOUISIANA
TRAVEL
ASSOCIATION

For sponsorship details, contact
Madeline Brown • madeline@louisianatravelassociation.org

American Bus Association Marketplace

Conference Profile



The American Bus Association facilitates relationships between North America motor coach and tour companies and all related segments of the travel and supplier industries and promotes travel by motor coach to consumers. ABA represents approximately 1,000 motor coach and tour companies in the United States and Canada. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motor coach industry. LTA tour and travel manager will attend this conference on your behalf and meet with the tour operators, tour supplies and DMOs.

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, 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

2026: Jan 10 - 13, 2026 - Reno, NV

2027: Feb. 6 -9, 2027 Calgary, AB

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2026 - December 2, 2025

2027 - December 1, 2026

Ad Representatives
Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION



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

2026 - TBD

2027 - TBD

MARKET/CIRCULATION

350 faith travel planners

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2026 - July 1, 2026

2027 - July 1, 2027





The Group Travel Con Conference brings travel planners and travel industry delegates together to meet for one-on-one discussions for potential business opportunities and appointment generated marketplace. This conference is scheduled during the fall to bring tour operators, motor coach operators, bank travel directors, alumni groups, African American planners, and more together to meet once last time before the new year. LTA will create conference pamphlet to showcase members that participate in the pamphlet about where to stay, where to eat, and what to do in Louisiana.

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, 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

2026 - October TBD

2027 - October TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2026 - September 1, 2026

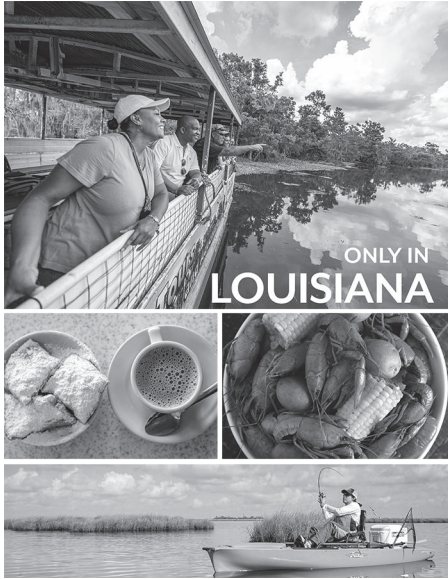
2027 - September 1, 2027

Ad Representatives

Laine Garner • charlie@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION



The National Tour Association is a trade organization of thousands of tourism professionals (tour operators and buyers), tour suppliers (sellers), DMOs (sellers) involved in the growth and development of the packaged travel industry. We are committed to providing business opportunities and professional education in an environment where our members can foster relationships with one another. LTA tour and travel manager will attend this conference on your behalf and meet with the tour operators, tour supplies and DMOs.

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

2026: NTA- Nov. 15-18 Tulsa, OK

2027: NTA- Nov. 14-17-12 Madison, WI

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2026 - Sept 11, 2026

2027 - Sept 10, 2027

Ad Representatives
Laine Garner • charlie@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Small Market Meetings Conference

Conference Profile



The Small Market Meetings is a gathering of destinations, hotels, conference centers and meeting planners looking for small to medium size conferences and everything in between. LTA will meet with Meeting Planners and Travel Industry delegates and participate in one-on-one discussions for potential business opportunities. LTA will create a conference piece showcasing the amazing opportunities that you the member can provide to the planners and industry delegates.



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

2026 - Sept 2026

2027 - Sept 2027

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2026 - Aug 3, 2026

2027 - Aug 3, 2027

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

2026: Aug 21-24- Pittsburgh, PA

2027: August 13--16, Ottawa, ON

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

Brochure Listing \$100

SPACE & MATERIALS DEADLINES

2026 - July 1, 2026

2027 - July 1, 2027

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

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
TRAVEL
ASSOCIATION

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 53 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. 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.

How Can I Participate?

A member must sign a yearly contract price based on brochure size. The brochure is assigned a code number and a bundle 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. 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")	\$425
New festival or event? Enjoy an introductory first-time distribution discount	
	One Time Distribution \$375
	Annual Distribution \$575

PRINTER AND SHIPPING REQUIREMENTS

- Each box of brochures must be **clearly labeled** with the quantity of brochures contained for inventory and distribution report accuracy.
- 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.
- Brochures may be shipped directly to the LTA office or dropped off during office hours, Mon - Thurs 7am - 3:30pm
- **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.
- 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.

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



LOUISIANA
TRAVEL
ASSOCIATION



Advance Travel & Tourism's Spotify Campaign

Individual Buy



As a Spotify Premier Partner, Advance Travel & Tourism offers high-impact audio solutions that seamlessly integrate with users' listening experiences. These ads target a captivated, engaged audience, allowing you to reach travelers based on demographics, interests, and music preferences—ensuring your message connects with the right people at the right time.



By pairing Spotify audio ads with digital display ads, your campaign gains added visibility, reinforcing brand awareness even after the audio message plays. This multi-touch approach can drive higher recall and engagement.

Whether you're reaching festival-goers through genre-based targeting or inspiring road-trippers with immersive storytelling, Spotify's unique blend of sound and sight makes it a powerful platform to influence travelers. With precise targeting, creative flexibility, and measurable performance, Spotify advertising is an essential component of any modern tourism marketing strategy.

TARGETING

- Geo (state + DMA)
- Behavioral
- Contextual

REPORTING

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

AD SPECS

15s or 30s audio ad (or script and we can create ad), 600x600 static display ad, logo file (square); optional video option, please reach out to your ad rep for details.

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 \$2,530

- Spotify Audio Ads
- Google Display Ads
- Est. Impressions: 335,714

Option 2 \$4,025

- Spotify Audio Ads
- Google Display Ads
- Est. Impressions: 528,571

SPACE & MATERIALS DEADLINES

30 days before launch

Ad Representative
Adrienne Hennis • ahennis@al.com
Anna Kaitlyn Berry • aberry@al.com



American Road Magazine's Trip Talk Radio Show

Individual Buy



American Road continues to receive critical acclaim. RANKER lists AMERICAN ROAD in the BEST TRAVEL MAGAZINES for 2025! AMERICAN ROAD was voted #1 in Enjoy Travel Life's Best Specialty Magazines for Travelers category and listed as a Top 25 Travel Magazine by both Travelers Press and Ranker.

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.

American Road is the ideal place to inspire road trip travelers to experience authentic, intriguing, nostalgic, picturesque, off-the-beaten-path destinations. 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%.

Globetrender notes that nostalgia travel is expected to rise in popularity for 2025, as millennials enter middle age and seek to relive the cherished holidays of their youth—this time with a modern twist. What better way to fuel those road trip dreams than with AMERICAN ROAD magazine? Packed with inspiration, classic routes, and hidden gems, AMERICAN ROAD brings the magic of the open road to life, helping travelers rediscover the joy of the journey.

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



Gray Media's OTT Video Targeting

Individual Buy



Reach travelers through targeted streaming video ads placed on top-tier platforms like Hulu, ESPN, Discovery, Peacock, FOX Sports, and more. This package delivers impressions on premium, brand-safe publishers where audiences consume long-format content.

PLATFORMS INCLUDE

Disney+, Hulu, ESPN, FOX Sports, Discovery, Peacock, NBC, HGTV, A&E, Sling, History, CBS Sports, DirecTV, and more

KEY FEATURES

- Brand Safe
- Tag Certified
- Geo & Demo Targeted
- Direct Publisher Relationships
- No Open Exchanges

AD SPECS

- :15 or :30
- File type: MP4, H.264, resolution 720p
- 1920x1080 HD, 720x480 SD

MEDIA/DELIVERY

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

CAMPAIGN

- Starts any time
- No limit on months purchased within the fiscal year
- 3-month minimum campaign recommended

LTA MEMBER RATE

Tier 1	\$3,600	75,000 total impressions
Tier 2	\$2,450	50,000 total impressions
Tier 3	\$1,250	25,000 total impressions

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

John Bennett • John.Bennett@GrayMedia.com
Jen Casey • Jennifer.Casey@GrayMedia.com



DESTINATION
MARKETING

Gray Media's Gulf Coast Sports Network

Individual Buy

GULF COAST SPORTS & ENTERTAINMENT NETWORK



Reach 14 Gulf Coast markets (4.3 million TV households) with strategic placement in sports programming, including New Orleans Saints and Pelicans games, classic matchups, and locally produced shows. This is a high-visibility TV buy tailored to regional sports fans.

CAMPAIGN DETAILS

- The campaign includes a **mix of Saints and Pelicans games** along with **studio shows** (like pre-game, post-game, and weekly recaps).
- The **exact campaign details will vary** based on the **game schedule and seasonality**.
- **Options #2 and #3 do not include in-game placements on the Saints Network.**

SPECS

- :30 second commercial or
- :15 second commercial (Would air 2x)

MEDIA/DELIVERY

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

CAMPAIGN

- Available **year-round**
- Ideal for aligning with **peak sports seasons and events**

LTA MEMBER RATE

Option 1 \$17,250

Includes in-game Saints Network placements

Option 2 \$11,500

Studio shows only (no in-game Saints)

Option 3 \$5,750

Studio shows only (no in-game Saints)

SPACE & MATERIALS DEADLINES

2-weeks before start date

Ad Representative

John Bennett • John.Bennett@GrayMedia.com
Jen Casey • Jennifer.Casey@GrayMedia.com



DESTINATION
MARKETING

225 Magazine Multi-Media Bundle

Individual Buy

225

[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

- Travel Blog: 1 photo & 100-150 words
- Social Post: photo or video & copy for the caption
- Half pg ad: 8" x 4.5"
- Banners: 970x250 , 300x250

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 \$2,250

Option 2 \$2,700

SPACE & MATERIALS DEADLINES

2 weeks before start date (digital)

6 weeks before issue date (print)

Ad Representative
Andre Savoie
andre@225batonrouge.com

225

Advanced Advertising Solutions by Perion

Individual Buy

PERION

Perion is a marketing and technology partner helping brands, agencies, and retailers navigate modern advertising.

HOW THE CAMPAIGN WORKS

Our campaigns are tailored to meet your audience on their purchasing journey, delivering strong performance, fast turnarounds, and comprehensive reporting—all with guaranteed premium ad placements, reaching over 90% of U.S. consumers across desktop, mobile, tablet, and CTV.

PRODUCT OPTIONS

DISPLAY ADVERTISING

- PGM (Page Grabber Mobile): Full-screen mobile interstitial in portrait and landscape
- ESP (Enhanced Standard Package):
 - Cross-screen banners with subtle animation
 - 300x600 interactive unit
 - 970x250 interactive unit
- BA (Bottom Adhesion): Cross-screen banner anchored at bottom of browser

CONNECTED TV (CTV)

- Stay Live CTV Plus: Picture-in-picture ads during live sports/eSports with branding integrations
- Branded CTV: Full-screen CTV ads with light animation or carousel features

CREATIVE ADDED VALUE

Creative services are bundled with the media buy at no extra cost. Perion's in-house PIXL Studios team will develop custom creative using your raw assets.

CTV PACKAGES

Bronze

- 30 Days
- Stay Live CTV or Branded CTV
- 250K estimated impressions

Silver

- 60 Days
- Stay Live CTV or Branded CTV
- 320K estimated impressions

Gold

- 60 Days
- Includes both Stay Live CTV **AND** Branded CTV
 - Stay Live: 330K–660K estimated impressions
 - Branded: 330K–660K estimated impressions

MIXED PACKAGES

Bronze

- 30 Days
- Includes Enhanced Standard Package **AND** Branded CTV
 - ESP: 660K–1.3M estimated impressions
 - Branded CTV: 187K–375K estimated impressions

Silver

- 60 Days
- Includes Enhanced Standard Package **AND** Branded CTV
 - ESP: 1.2M–2.4M estimated impressions
 - Branded CTV: 320K–640K estimated impressions

Gold

- 60 Days
- Includes Enhanced Standard Package **AND** Branded CTV
 - ESP: 1.8M–3.7M estimated impressions
 - Branded CTV: 500K–1M estimated impressions

DISPLAY PACKAGES

Bronze

- 30 Days
- Choose 1 product
 - PGM: 290K estimate impressions
 - ESP: 550K estimate impressions
 - BA: 340K estimate impressions

Silver

- 60 Days
- Choose 1 product
 - PGM: 300K–615K estimated impressions
 - ESP: 600K–1.21M estimated impressions
 - BA: 360K–720K estimated impressions

Gold

- 90 Days
- Choose 2 products
 - PGM: 620K–1.25M estimated impressions
 - ESP: 1.25M–2.5M estimated impressions
 - BA: 740K–1.48M estimated impressions

SPECS

Display Units:

- PGM: Full device width x height
- ESP: 300x250, 300x600, 970x250
- BA: Full screen width; 20% screen height (collapsed)

CTV Units:

- Stay Live CTV Plus: VAST 2.0 tags or mezzanine-quality MP4
- Branded CTV: Max 1GB video file, high-res imagery (2000x1050), vector logos (.eps/.ai), copy, fonts, PSDs, brand guidelines, and video in .mp4 or .mov (H.264, 16:9, under 10MB preferred)

CAMPAIGN

Can start at anytime

LTA MEMBER RATE DISPLAY PACKAGES

Bronze	\$5,750
Silver	\$11,500
Gold	\$23,000

CTV PACKAGES

Bronze	\$9,200
Silver	\$11,500
Gold	\$23,000

MIXED PACKAGES

Bronze	\$13,800
Silver	\$23,000
Gold	\$34,500

SPACE & MATERIALS DEADLINES

30 business days prior to launch

Ad Representative

Brittany Bell

bbell@perion.com

PERION

Atlanta Magazine's Quarterly Travel Bundle

Individual Buy

Atlanta

MAGAZINE

Seasonal travel on the mind? This quarterly package reaches southeastern travelers at just the right time—blending premium print exposure with targeted digital delivery. Featuring ads in both *Atlanta Magazine* and *Southbound*, plus a custom eblast and monthly newsletter presence, this is a well-rounded campaign for destinations looking to reach high-intent travel audiences from every angle.

PACKAGE INCLUDES

2 PRINT DISPLAY ADS

- One ad in Atlanta Magazine (55,000 circulation)
- One ad in Southbound Magazine (60,000 circulation)
- Choose ¼ or ½ page ad size

1 CUSTOM 100% SHARE-OF-VOICE EBLAST

- Sent on a Sunday, Tuesday, or Wednesday
- Reach: 50,000 targeted opt-in subscribers
- 99.95% delivery rate | 0.75% avg. CTR | 3,000 avg. impressions

3 TRAVEL ENEWSLETTER LISTINGS

- One listing in each monthly edition during your selected quarter
- 3,500 avg. impressions per edition
- 99.95% delivery rate | 1.3% avg. CTR

SPECS:

PRINT ADS:

¼ page: vertical 3.375" w x 4.625" h

½ page horizontal: 7" w x 4.625" h

CUSTOM EMAIL BLASTS:

- Single image file saved as .jpg or .png; though we do accept HTML code, we highly discourage it due to translation errors with our email server
- Max file size of 200 KB
- Total creative no wider than 600 pixels
- 1-2 subject lines (2 is only necessary if an A/B test is desired)
- Must provide a target URL

TRAVEL ENEWSLETTER LISTING:

- Headline, 25-50 words of copy, image between 500 px and 1200 px tall
- Max file size of 200 KB, total creative no wider than 600 pixels
- Must provide target URL

ISSUES

Winter 2026 - Southbound (Winter issue) + Atlanta Magazine (January)

Spring 2026 - Southbound (Spring) + Atlanta Magazine (March)

Summer 2026 - Southbound (Summer) + Atlanta Magazine (June)

Fall 2026 - Southbound (Fall) + Atlanta Magazine (October)

LTA MEMBER RATE

1/4 page package \$4,600

1/2 page package \$9,775

SPACE & MATERIALS DEADLINES

Winter 2026 - November 1, 2025

Spring 2026 - January 1, 2026

Summer 2026 - April 1, 2026

Fall 2026 - June 1, 2026

Ad Representative

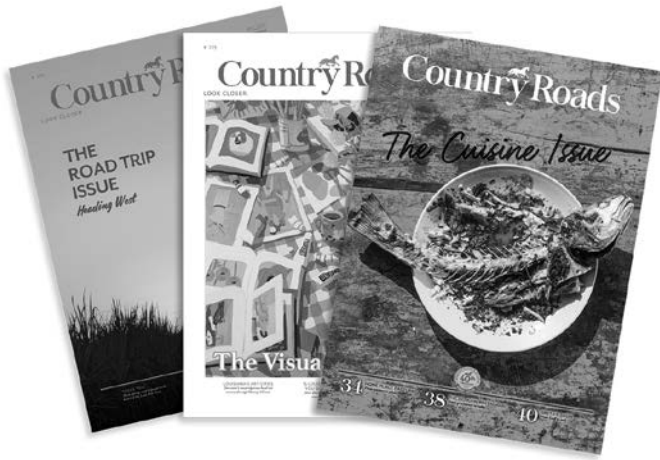
Mary Derzis • mderzis@atlantamagazine.com

Atlanta

MAGAZINE

Country Roads Multi-Platform Content Package

Individual Ad



Country Roads Magazine has been a trusted voice in regional culture, travel, and events for over 40 years. With an audience that spans Louisiana and Mississippi, Country Roads connects curious, engaged locals and visitors with “Adventures Close to Home” across print, digital, and newsletter platforms. The packages below offer LTA members flexible, high-impact ways to promote events and destinations to a deeply loyal following.

OPTION 1: EVENT PROMOTION PACKAGE

This monthlong campaign is designed to spotlight your event with strategic placements across Country Roads’ print and digital platforms—including direct access to ticket buyers through BonTempsTix. This package is ideal for festivals, concerts, performances, and seasonal events looking to reach an audience eager to explore local culture.

Package Includes:

- ½ Page Print Ad (value: \$1,585) (9.75” w x 6.625” h)
- 2 Display Banner Ads on the *Ticketwire* e-newsletter (675 x 250 px)
Sent to all BonTempsTix ticket buyers (value: \$1,000)
- 4 Display Banner Ads (300 x 250 px) in CR editorial e-newsletters (value: \$600)

OPTION 2: MULTI-PLATFORM CONTENT BUNDLE

Tell your story across print, digital, and social channels with this content-driven campaign designed to inspire travel and build brand awareness. This is a great option for attractions, CVBs, and destinations looking for storytelling-based exposure with extended reach.

Package Includes:

- 1 Full-Page Paid Content Article in *Country Roads* print + online
- Teaser Feature in CR editorial e-newsletters (“From Our Sponsor”) with direct link to the article
- Website & Social Media Promotion of the online content

ISSUE

Magazines published monthly
January - December 2026

LTA MEMBER RATE

Option 1

Event Promotion Package

\$2,800

Option 2

Multi-Platform Content Bundle

\$3,600

SPACE & MATERIALS DEADLINES

Materials are due on the 1st of the month prior to the issue date.

Ad Representative

Ashley Fox-Smith · ashley@countryroadsmag.com

Country Roads

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!

CAMPAIGN

Choose your issue:

January/ February 2026 & 2027
March/April 2026 & 2027
May/June 2026 & 2027
July/August 2026
September/October 2026
November/December 2026

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 2026 - September 20, 2025
Mar/Apr 2026 = November 4, 2025
May/Jun 2026 - January 14, 2026
Jul/Aug 2026 - March 7, 2026
Sep/Oct 2026 - June 10, 2026
Nov/Dec 2026 - July 21, 2026
Jan/ Feb 2027 = September 16, 2026

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

Facebook Posts - A single image or series of 2-5 images, URL, account handles or hashtags, 2-3 sentences of copy

MEDIA/DELIVERY

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

Ad Representative

Lindsay Edmonds • ledmonds@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. 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

High Impact Option available for additional charge (incorporates more imagery and video—recommended for travel!!)

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 \$2,875

Targeted Display Campaign
(250,000 impressions)

Program 2 \$4,025

Chron Sponsored Facebook Post
Travel Newsletter

Program 3 \$6,325

1/2 page print ad in *Houston Chronicle*
Targeted Display Campaign
(250,000 impressions)

Program 4 \$8,625

Traditional Story Studio

Program 5: \$11,500

High Impact Story Studio

Program 6 \$10,350

1/2 page print ad in *Houston Chronicle*
Targeted Display Campaign
(250,000 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 explores the people, places, and foodways of this diverse region. With rich storytelling across print, digital, events, and e-commerce, TLP connects readers to the soul of Southern cuisine and culture—including those eager to explore Louisiana’s culinary landscape.

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

(1) Event listing on The Local Palate’s website for 60 days

MARKET/CIRCULATION

- **Readership:** 300,000+
- **Channels:** Paying subscribers, hotels, bookstores, airports, supermarkets, drugstores, salons, hospitals, attorneys’ offices, and luxury auto dealerships
- **Digital Edition:** Available via Apple/Google app stores, Amazon, Magzter, Flipster, and others

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
- **Facebook Post:** Under 80 words; 3-5 high res images; and desired hashtags or links
- **Instagram Post:** Under 80 words; 3-5 high res images; and desired hashtags or links

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 2026
- The Ultimate Southern Dining Guide/Restaurants 2026 ***Louisiana Editorial***
- Summer Get Outdoors & Entertaining Issue 2026
- Small Town Getaway/Southern Road Trips 2026
- Fall Food Issue 2026 ***Louisiana Editorial***
- Holiday Entertaining/Spring Travel Escapes 2026
- The Souths Best Culinary Towns 2026 ***Louisiana Editorial***
- Spring Travel South Road-Trips 2027
- The Ultimate Southern Dining Guide/Restaurants 2027 ***Louisiana Editorial***
- Summer Get Outdoors & Entertaining 2027
- Small Town Getaway/Southern Road Trips 2027 ***Louisiana Editorial***
- Fall Food Issue 2027

LTA MEMBER RATE

Package 1 \$5,665

Package 2 \$4,175

SPACE & MATERIALS DEADLINES

- Spring Travel South Road Trip Issue 2026 - 12/10/2026
- The Ultimate Southern Dining Guide/Restaurants 2026 - 2/6/2026
- Summer Get Outdoors & Entertaining Issue 2026 - 3/20/2026
- Small Town Getaway/ Southern Road Trips 2026 - 4/17/2026
- Fall Food Issue 2026 - 6/19/2026
- Holiday Entertaining/Spring Travel Escapes 2026 - 9/11/2026
- Culinary Towns 2026 - 10/16/2026
- Spring Travel South Road-Trips 2027 - 12/22/2026
- The Ultimate Southern Dining Guide/Restaurants 2027 - 2/5/2027
- Summer Get Outdoors & Entertaining 2027 - 3/19/2027
- Small Town Getaway/ Southern Road Trips 2027 - 4/23/2027
- Fall Food Issue 2026 - 6/11/2027

Ad Representative
Joe Spector • jjspecter@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

64 Parishes

Individual Ad

CULTURE/HISTORY/FOOD/EDUCATION



Published by the Louisiana Endowment for the Humanities, *64 Parishes* is the leading quarterly magazine covering Louisiana history, culture, and heritage. With award-winning writing, photography, and design, it shares compelling stories from across the state. The readership is highly educated, culturally engaged, and enthusiastic about Louisiana's unique traditions.

ADDED VALUE

- **Full page buy:** 750 px W x192 px H banner in three (3) 64 Parishes
- **1/2 page buy:** 750px W x192 px H banner in one (1) 64 Parishes 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.

ISSUE

Winter: Dec-Feb (2025, 2026, 2027)
 Spring: Mar-May (2026, 2027)
 Summer: Jun-Aug (2026, 2027)
 Fall: Sep-Nov (2026, 2027)

MARKET/CIRCULATION

Louisiana, Texas, Mississippi
 72,000

LTA MEMBER RATE

Full page \$1,870
1/2 page \$1,195
1/4 page \$835

SPACE & MATERIALS DEADLINES

Winter (2025-2027) - September 22
 Spring (2026-2027) - January 4
 Summer (2026-2027) - March 25
 Fall (2026-2027) - June 24

Ad Representative

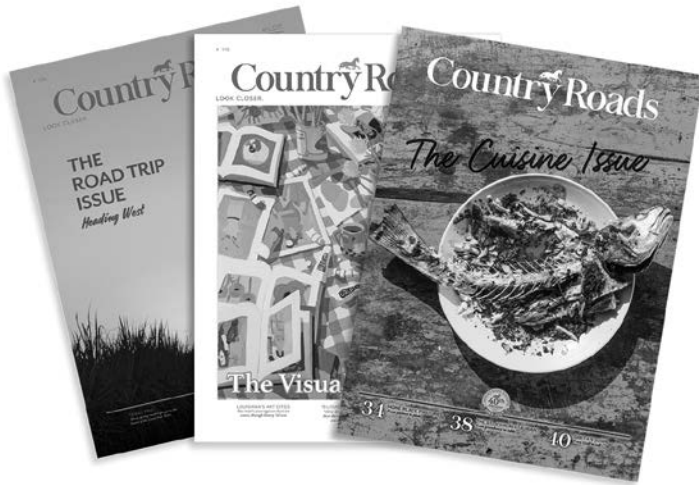
Laura Escobar-Agon • escobar-agon@leh.org



Country Roads Magazine

Individual Ad

CULTURE



In its 42nd 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

Double page spread ad - 21" 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 2026 - June 2027

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**

Oxford American

Individual Ad

CULTURE/EDUCATION/LIFESTYLE



Oxford American (OA) is a celebrated quarterly magazine dedicated to exploring the cultural vibrancy of the American South. Over its 33-year history, OA has earned multiple National Magazine Awards and built a loyal audience through exceptional storytelling across music, food, arts, and education.

READER PROFILE

- 70% reside in Southeast/South Central regions
- 73% vacation 2+times per year
- 60% have professional degrees/HHI \$75K+
- 82% describe the Oxford American as their favorite magazine
- Frequent consumers of books, music, and spirits

ADDED VALUE

When you purchase at least one full-page ad, you'll also receive a bonus banner ad (585x120) in the Weekly Editorial e-Newsletter — a \$1,320 value at no extra cost.

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 (5/8" from bleed on all sides). 1/2" from the gutter for Spread units.
- 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

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

**OXFORD
AMERICAN**

ISSUE

Spring: Mar - May (2026, 2027)
Summer: Jun - Aug (2026, 2027)
Fall: Sept - Nov (2026)
Annual Southern Music Issue: Dec - Feb (2026, 2027)

MARKET/CIRCULATION

Market: National

Audience: Approx. 50,000

Distribution: Select outlets, cultural institutions, educational partnerships

LTA MEMBER RATE

Premium Placements

Full page \$3,439

Spread \$6,877

Inside Back Cover \$4,347

**Available only with integrated Print/Digital package (\$6,000+ total investment)*

SPECIAL SECTION

"SOMEWHERE IN LOUISIANA"

Good Living, Good Reading, Good Tasting, Good Listening

LTA MEMBER RATES

Full page \$2,714

1/2 page \$1,875

SPACE & MATERIALS DEADLINES

Spring 2026 - January 2, 2026

Summer 2026 - March 27, 2026

Fall 2026 - June 30, 2026

Winter/Music 2026 - September 11, 2026

Spring 2027 - January 1, 2027

Summer 2027 - March 26, 2027

AARP, The Magazine

Co-op Ad



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: \$93,552

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 2026
 April/May 2026
 October/November 2026

MARKET/CIRCULATION
 Texas 50-59 Age Segment
 373,000 households

TEXAS 2026 LTA MEMBER RATE
 1/2 Page **\$11,349**
 1/4 Page **\$5,675**
 1/8 page **\$2,838**

SPACE & MATERIALS DEADLINES
 February/March 2026 - November 10, 2025
 April/May 2026 - January 18, 2026
 October/November 2026 - July 18, 2026

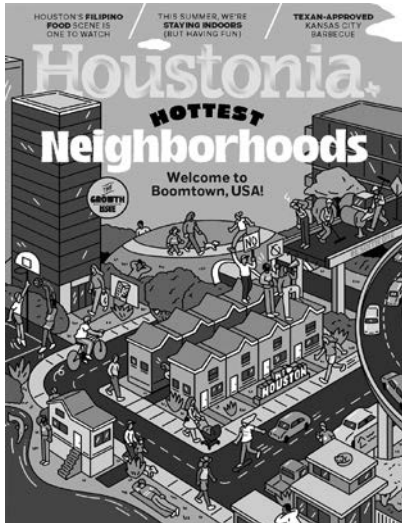
Ad Representative
 Brittanie Buchanan
brittanie@osquaredmedia.com



Houstonia Magazine

Individual Ad

LIFESTYLE/CULTURE/CULINARY



Houstonia is the premier lifestyle publication for the Houston area, reaching 3.2 million annually through print and digital. With an affluent readership (average HHI: \$211K), Houstonia is trusted by 86% of its readers for local travel planning—more than any other local media outlet. This makes it a prime platform for promoting Louisiana’s destinations to an engaged, high-spending audience.

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

Spring 2026

Summer 2026

Fall 2026

Winter 2026

Spring 2027

Summer 2027

Fall 2027

Winter 2027

MARKET/CIRCULATION

Primary Market: Houston and Greater Houston Area

Print Circulation: 65,000

Readership: 350,000+ (subscribers, newsstands, mail)

LTA MEMBER RATE

Full page \$6,650

1/2 page \$3,590

1/3 page \$2,545

SPACE & MATERIALS DEADLINES

Spring 2026 - Jan 25, 2026

Summer 2026 - May 1, 2026

Fall 2026 - Jul 24, 2026

Winter 2026 - Oct 16, 2026

Spring 2027 - Jan 25, 2027

Summer 2027 - May 1, 2027

Fall 2027 - Jul 24, 2027

Winter 2027 - Oct 16, 2027

Ad Representative

Carly Mejia • cmejia@sagacitymedia.com

Houstonia.

okra. Magazine

Individual Ad

SOUTHERN/CULTURE/LIFESTYLE



okra. Magazine celebrates the South as a living story—rich, layered, and ever-evolving. Just like a good book, every issue is filled with meaningful chapters that explore the culture, creativity, and character of the region.

Recurring sections include:

- **Stories** – Feature articles that dive into the people, places, and passions shaping the South
- **Southern Comforts** – Spotlighting artisans, musicians, makers, and authors
- **To Dine Southern** – Exploring the region’s culinary scene through recipes, chefs, and dining events
- **Southern Snapshots** – Visual storytelling of fascinating people and places, including reader-submitted photos
- **The Road Less Traveled** – Highlighting unique, off-the-beaten-path destinations across the Southern states

A recognized voice in regional publishing, *okra.* was named a Top 20 Finalist for the Hottest Magazine Launch of 2017 by the MPA: Association of 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

Scott Speakes • Scott@okramagazine.com

okra.
REAL SOUTHERN CULTURE

ISSUE

Winter (Nov-Jan) 2025/2026

Spring (Feb-April) 2026/2027

Summer (May-July) 2026/2027

Fall (August- October) 2026

MARKET/CIRCULATION

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

54,000

LTA MEMBER RATE

Full page \$4,000

1/2 page \$2,600

Inside cover spread \$6,390

Inside back cover \$4,260

Back cover \$4,790

SPACE & MATERIALS DEADLINES

Winter 2026/2027 (Nov-Jan)

October 1

Spring 2026/2027 (Feb-Apr)

January 3

Summer 2026/2027 (May-July)

April 1

Fall 2026 (Aug-Oct)

July 1

Texas Monthly

Co-op Ad

LIFESTYLE



For over 50 years, *Texas Monthly* has been the trusted voice on all things Texan. With a readership of over 2.9 million and a strong presence in Louisiana's top feeder market, *Texas Monthly* offers unmatched access to highly engaged travelers actively seeking new domestic destinations. Print placements in *Texas Monthly* align your brand with award-winning editorial content and provide broad visibility to affluent, travel-hungry Texans.

Audience:

- 2.9 million readers
- 52% male / 48% female
- 31% more likely to say "travel is one of my passions"
- 25% more likely than the average Texan to vacation in the U.S. in the next 12 months
- 65% more likely to visit cultural/historic sites
- 95% seek local cuisine on vacation

AD SPECS

Full Page: 8.375" w x 10.75" h

1/2 Page: 8.375" w x 5.475" h

1/3 Page: 3.0625" w x 10.75" 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

March 2026 - Spring Travel

May 2026 - Summer Travel

August 2026 - Gaming & LA State Guide

September 2026 - Fall Travel

November 2026 - Winter Travel

March 2027 - Spring Travel

May 2027 - Summer Travel

MARKET/CIRCULATION

Total Circulation: 270,853

Primary Market: Texas with regional interest in Louisiana travel

LTA MEMBER RATE

Full Page \$8,645

1/2 Page \$6,629

1/3 Page \$4,278

SPACE & MATERIALS DEADLINES

March 2026 - Dec 20, 2025

May 2026 - Feb 16, 2026

August 2026 - May 31, 2026

September 2026 - June 25, 2026

November 2026 - Aug 25, 2026

March 2027 - Dec 19, 2026

May 2027 - Feb 15, 2027

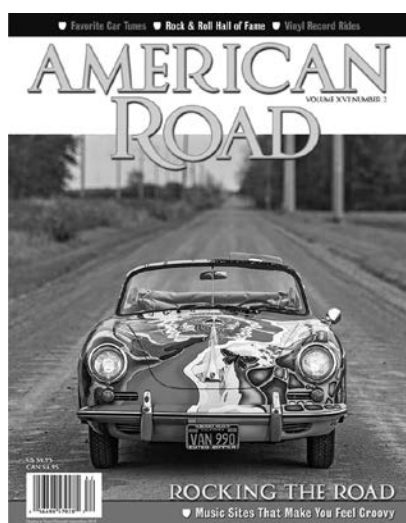
Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

American Road Magazine Co-op Ad

TRAVEL



American Road continues to receive critical acclaim. RANKER lists AMERICAN ROAD in the **BEST TRAVEL MAGAZINES for 2025!** AMERICAN ROAD was voted #1 in Enjoy Travel Life's Best Specialty Magazines for Travelers category and listed as a Top 25 Travel Magazine 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. 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%.

Globetrender notes that nostalgia travel is expected to rise in popularity for 2025, as millennials enter middle age and seek to relive the cherished holidays of their youth—this time with a modern twist. What better way to fuel those road trip dreams than with AMERICAN ROAD magazine? Packed with inspiration, classic routes, and hidden gems, AMERICAN ROAD brings the magic of the open road to life, helping travelers rediscover the joy of the journey.

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 - \$4000+ Value

- 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, Instagram, Pinterest, X, and TikTok audiences.
- Resource listing in magazine and online
- All download and click activity is tracked & reported via bl.ink.com.
- 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

- 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 2025
- Spring 2026
- Summer 2026
- Autumn 2026
- Winter 2026
- Spring 2027
- Summer 2027

MARKET/CIRCULATION

National/30,000
 Readership: 120,000+

LTA MEMBER RATE

1/2 page \$2,210
 1/4 page \$1,105

SPACE & MATERIALS DEADLINES

- Winter 2025 - Nov 1, 2025
- Spring 2026 - Feb 3, 2026
- Summer 2026 - May 15, 2026
- Autumn 2026 - August 1, 2026
- Winter 2026 - Nov 3, 2026
- Spring 2027 - Feb 2, 2027
- Summer 2027 - May 1, 2027

ROVA - The Magazine for Epic Road Trips

'Louisiana's Best Road Trips' - Individual Buy

OUTDOOR TRAVEL



ROVA – The Magazine for Epic Road Trips is the travel lifestyle magazine dedicated to road vacations, outdoor adventure and RV travel. ROVA is about traveling the roads of America - real stories with authentic images of people, places and curiosities. Designed for road-trippers, digital nomads, and outdoor enthusiasts, ROVA is the trusted voice for an audience seeking immersive travel through outdoor recreation, fishing, festivals, attractions, parks and heritage experiences. This travel has reached record heights and is booming with Millennials and Gen Xers.

With outdoor travel ranked the #1 trend in tourism and a \$375M economic impact on Louisiana alone, ROVA offers a strategic media opportunity to reach **The New Travel Leaders!**

ISSUE	EDITORIAL THEME	MATERIALS DUE
Feb/Mar 2026	Annual LA Trip Planner Section	Nov 25, 2025
Apr/May 2026	America 250, Birdwatching	Jan 23, 2026
Jun/Jul 2026	Summer-Adventure Trips	Mar 25, 2026
Aug/Sep 2026	Annual Brewery Round-Up, Fishing	May 22, 2026
Oct/Nov 2026	Louisiana Holiday Trip Section	Jul 31, 2026
Dec/Jan 2027	Annual State Parks Picks	Sep 29, 2026
Feb/Mar 2027	Annual Louisiana Trip Planner Section	Nov 20, 2026
Apr/May 2027	Festivals	Jan 25, 2027
Jun/Jul 2027	Summer Trips	Mar 26, 2027

ADDED VALUE

- **1/4 Page** - 4-week banner ad on ROVAmag.com
- **1/2 Page** - 8-week banner ad on ROVAmag.com + Blog OR eblast on Louisiana Road Trips
 - Both the Blog and the eBlast include: 200-words + 2 photos + links
 - The Blog has 24/7 Presence on ROVAmag.com
- **Full Page** - 8-week banner ad on ROVAmag.com + The Louisiana Trip Planner Blog
 - Blog includes: 400-word blog + 2 photos + links
 - The Blog has 24/7 presence on ROVAmag.com

ADDED VALUE SPECS

BLOG

- **1/2 Page** - 200 words + one high-res image
- **Full Page** - 400 words + two high-res images
- **All Blogs** - include title and links to maximize engagement

eBlast

- Title, 200 words + 2 high res photos
- Custom eBlast: 300 words + 2 high-res photos

AUDIENCE PROFILE

ROVA readers are passionate about:

- Road Trips
- Fishing & Birdwatching
- Outdoor Adventure
- Camping
- Breweries & Fairs
- Parks & Local Culture/History

CIRCULATION & MARKET

- Total Audience: 100,000 outdoor adventure and camping enthusiasts
- LTA Buy Includes: National circulation of 50,000 including Louisiana and regional 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

AD SPECS

1/4 page: 3.5" w x 4 3/4" h

1/2 page: 7 3/8" w x 4 3/4" h

Full page: 8 3/4" w x 11 1/4" h

Trim Size: 8 3/8" w x 10 7/8" h

Full Page Live Area: 7 3/8" w x 9 7/8" h

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

Ad Representative

Madelyn A. Roberts

Madelyn.roberts1@gmail.com

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

Louisiana Newspaper Program

Individual Ad

GENERAL INTEREST



Get your message placed in 70+ Louisiana newspapers and digital platforms at exclusive LTA member rates. Perfect for promoting events, festivals, and attractions to a highly desirable audience across the state.

PROGRAM OVERVIEW

- **4-week ad runs** (print ads placed weekly for 4 weeks)
- **Includes digital display impressions** for added reach
- Coverage across **6 Louisiana DMAs** or statewide
- Reach **1M+ readers monthly** plus online audiences

HOW IT WORKS

Choose the markets that matter most. Each package includes **4 consecutive print insertions** plus **digital impressions**, with reach based on the number of DMAs you select:

- **Shreveport DMA**
- **Monroe DMA**
- **Alexandria DMA**
- **Lake Charles DMA**
- **Baton Rouge DMA**
- **New Orleans DMA**
- **Entire State**

Added Option: Mobile AdMessenger – 20,000 impressions \$440

Extend your reach beyond print and digital newspaper placements with **LPA AdMessenger** — a customizable scrolling text display ad on mobile devices.

Key Benefits:

- Runs on mobile web inventory + 15,000+ apps
- 5x higher engagement than standard display ads
- Zero production cost or lag time
- Flexible tap-action options to drive customer response

Targeting Options Include:

- Audience Data targeting
- Geofencing
- Weather Triggering
- Event Targeting
- LTA Net Rate

AD SPECS

- Medium: 2 col x 4"
- Large: 3.25" w x 6" h, 3.625" w x 6" h, 4.25" w x 6" h
- Submit high-resolution PDFs in B&W and 4C

ISSUE

Weekly

MARKET

General Interest

CIRCULATION

1M+ weekly readers

AUDIENCE

Educated, affluent, engaged consumers

LTA MEMBER RATE

1 DMA – 250,000 impressions
Medium \$4,215 Large \$4,732
2 DMAs – 500,000 impressions
Medium \$7,038 Large \$7,929
3 DMAs – 750,000 impressions
Medium \$9,792 Large \$11,034
4 DMAs – 1,000,000 impressions
Medium \$12,616 Large \$13,915
5 DMAs – 1,250,000 impressions
Medium \$14,950 Large \$16,770
Entire State – 1,500,000 impressions
Medium \$17,526 Large \$19,539

SPACE & MATERIALS DEADLINES

1 month prior to publication

Ad Representative

McHugh David • mchugh@lapress.com



Good Sam RV Travel Guide Series

Co-op Ad

TRAVEL



The **Good Sam Travel Guide** is one of the most trusted and comprehensive resources for RVers and camping enthusiasts, with over 50 years of continuous publication. Distributed in **print**, on **GoodSam.com**, and via the **Good Sam Mobile App**, it's a go-to for travel inspiration, park listings, and trip planning across the U.S. and Canada.

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.

ISSUE

2027

AUDIENCE & REACH

- 2M+ members and general public readers
- Reaches family campers, snowbirds, RV renters, and glampers
- Includes Camping World and Gander Outdoors customers (~5M)
- Promotes thousands of parks & activities across North America

LTA MEMBER RATE

1/6 page **\$2,900**

1/12 page **\$1,500**

SPACE & MATERIALS DEADLINES

July 1, 2026

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

ROS ads: 300x250 + 300x600 + URL

Facebook Sponsored post:

- Primary text: 125 characters max with spaces
- Headline: 27 characters max with spaces
- Display URL
- Call to Action
- 4:5 ratio (1080 x 1350) or 1:1 ratio (1080 x 1080) recommended for single-image and video ads.

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.

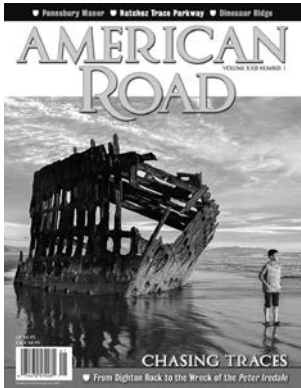
Ad Representative
Brittanie Buchanan
brittanie@osquaredmedia.com

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

American Road Magazine Digital Packages

Individual Buy

TRAVEL



American Road continues to receive critical acclaim. RANKER lists AMERICAN ROAD in the BEST TRAVEL MAGAZINES for 2025! AMERICAN ROAD was voted #1 in Enjoy Travel Life's Best Specialty Magazines for Travelers category and listed as a Top 25 Travel Magazine 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%.

Globetrender notes that nostalgia travel is expected to rise in popularity for 2025, as millennials enter middle age and seek to relive the cherished holidays of their youth—this time with a modern twist. What better way to fuel those road trip dreams than with AMERICAN ROAD magazine? Packed with inspiration, classic routes, and hidden gems, AMERICAN ROAD brings the magic of the open road to life, helping travelers rediscover the joy of the journey.

TOTAL AUDIENCE

- 850,000 – 1million website visits 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.

PACKAGES

Package 1: The Essential Road Trip Package

- Featured Itinerary or Getaway/Deals listing
- 1 Targeted Social Media Post
- Reader Response Lead Generation

Package 2: Premier Event of the Month

- Premium Homepage Placement
- Clickable Event Image & Itinerary
- Leaderboard Ad on Events Page
- Featured in One Event Email Blast
- Event of the Week Social Post
- 1-Month Podcast Sponsorship (:30 live read or supplied spot)

Package 3: The Digital Explorer Package

- Super Leaderboard Ad
- Featured Itinerary or Deal Listing
- One Dedicated Eblast to Subscribers
- Homepage Slider Feature as “Event of the Month”

Package 4: Premium Digital Package

- Virtual Road Trips: 360 tour or video + description
- Visitor Guide Promotion: Image, description & link
- Getaways & Deals: Image, brief description + downloadable PDF
- Regional Trip Itinerary: Downloadable PDF + thumbnail

Package 5: Ultimate Heritage Traveler Package

Includes everything in the Premium Digital Package, plus:

- Featured Contest Promotion
- 4 Sponsored Social Media Posts
- Runs over 2 months and includes a bonus month of the premium digital package

CAMPAIGN

Starts at any time.
1 month campaigns

LTA MEMBER RATE

Package 1	\$1,295
Package 2	\$2,300
Package 3	\$2,980
Package 4	\$1,300
Package 5	\$4,830
Package 6	\$2,545

SPACE & MATERIALS DEADLINES

One month prior to launch.

Package 6: Multi-Media Takeover Package

Includes everything in the Premium Digital Package, plus:

- 30-Second Radio Spot (Live or Supplied)
- Featured Event or Road News on Homepage

Ad Representative

Becky Repp

becky@americanroadmagazine.com



Atlanta Magazine Digital Packages

Individual Buy

Atlanta MAGAZINE

Atlanta Magazine is one of the Southeast's most trusted and recognized lifestyle media brands, with a strong digital presence and a highly engaged audience of affluent, educated consumers. As a key media voice in the metro Atlanta market—one of Louisiana's top feeder markets—*Atlanta Magazine* offers strategic opportunities to reach travelers who are actively seeking inspiration for their next getaway. The digital campaign options below are curated to help LTA members maximize visibility through targeted, multi-platform exposure that drives real engagement and results.

OPTION 1: ATLANTA MAGAZINE TOTAL DIGITAL PACKAGE

This comprehensive bundle combines *Atlanta Magazine's* top-performing digital services to reach more travelers quickly and effectively. This all-in-one digital approach ensures a strong multimedia presence across email, web, and social platforms—tailored for travel audiences.

Package Includes:

- 1-week sponsorship of *The Daily Brief* (25,806 subscribers, 1.73% CTR)
- 1 sponsorship in the *Food & Drink eNewsletter* (18,510 subscribers, 1.73% CTR)
- 2 Instagram posts (153k followers, avg. 9,700 impressions & 260 engagements per post)
- 2 Facebook posts (72k followers, avg. 14,000 impressions & 200 engagements per post)
- 1 custom 100% SOV e-blast (sent to 50,000 targeted recipients)
- 1 sponsored content article (2,730 avg. pageviews, 100k min. ad impressions)
- 50,000 ROS website impressions
- Listing in the semi-monthly *Travel eNewsletter* (3,500 avg. impressions, 1.3% CTR)

OPTION 2: ATLANTA MAGAZINE TRAVEL PAGE TAKEOVER

Get 100% visibility across *Atlanta Magazine's* Travel section for a full month. Your ads will “roadblock” the travel page, meaning every ad space will feature your creative—capturing attention from travel-hungry readers. Perfect for destinations looking to dominate a high-interest digital environment with high-volume traffic.

Campaign Highlights:

- Travel channel sponsorship on atlantamagazine.com
- 140,000 total monthly impressions expected
- Ads run across top-performing display units (728x90, 300x600, 300x250, 320x50)

OPTION 3: ATLANTA MAGAZINE EMAIL CAMPAIGN

Reach travel-ready Atlantans right where they're most engaged—their inboxes. This campaign delivers a powerful one-two punch of dedicated email blasts and newsletter placements.

Package Includes:

- 2 custom 100% SOV e-blasts (delivered to 50,000 targeted subscribers)
- 1-week sponsorship of *The Daily Brief* (25,806 subscribers, 1.73% CTR)
- Listing in the monthly *Travel eNewsletter* (3,500 avg. impressions, 1.3% CTR)

Bonus: e-blasts allow for custom targeting by geography, income, interests, buying behavior, and more—making this a smart choice for highly focused outreach.

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 \$9,200

Option 2 \$2,300

Option 3 \$4,025

SPACE & MATERIALS

DEADLINES

One month prior to launch.

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta MAGAZINE

Garden & Gun Digital Campaigns

Individual Buy



Connect with 1.6MM+ Enthusiasts of the Southern Lifestyle

Garden & Gun is the ideal platform to reach 1.6MM+ affluent, culture-loving travelers who share a passion for the South. With a strong editorial focus on Southern travel, cuisine, and lifestyle, G&G offers the perfect alignment for Louisiana's tourism message.

~~PACKAGE 1: BACK PORCH SESSIONS SPONSORSHIP~~

~~Est. Impressions: 550,000+~~

- ~~Intimate video sessions featuring live Southern music performances.~~
- ~~Logo placement and description copy within one (1) BPS video on YouTube~~
- ~~BPS landing page.~~
- ~~"In partnership with" language on all promotional efforts via~~
 - ~~• GardenandGun.com pages(s)~~
 - ~~• Social channels~~
 - ~~• Minimum of 2x *Talk of the South* newsletter inclusions~~

PACKAGE 2: DIGITAL ADVERTISING

- General placement across GardenandGun.com reaching national readers.
- 500,000 Run-of-Site Impressions

PACKAGE 3: DISPLAY COMBO

- High-visibility bundle including travel section + homepage takeover
- 400K Run-of-Site impressions
- 190K Travel Channel Impressions
 - o Your ad appears alongside G&G's editorial travel content — a top-performing section visited by readers actively seeking destinations, experiences, and getaways.
- 1-Week Homepage Takeover
 - o Own every ad position on the most-viewed page of the site for one full week — maximum exposure the moment readers land.

PACKAGE 4: NEWSLETTER SPONSORSHIPS

Fully sponsored editions written by G&G editors using your content and call to action. Each package includes one fully sponsored edition of your choice

NEWSLETTER	AUDIENCE	CTR
The Skillet (Food & Drink)	100K+	6.2%
Due South (Travel)	65K+	5.2%
NEW! Distilled (Spirits & Culture)	40K+ (est.)	Launching Sept '25

MEDIA/DELIVERY

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

LTA MEMBER RATE

Package 1 \$11,500

Back Porch Sessions Sponsorship

Package 2 \$5,750

Digital Advertising

Package 3 \$11,500

Display Combo

Package 4 \$9,200

Newsletter Sponsorships

SPACE & MATERIALS DEADLINES

45 days prior to launch

Ad Representatives

Michael Stafford • Michael@lewisstafford.com
Ellen Lewis • Ellen@lewisstafford.com





DESTINATION MARKETING

OMNICHANNEL, MULTI-DEVICE TARGETING

Reach travelers wherever they are—across screens, devices, and platforms. GDM360 uses a data-driven strategy to identify travel intenders based on behavior, then serves ads across online video, display, streaming audio, mobile gaming, and streaming TV for maximum reach and engagement.

You choose your **target geographies and demographics**, and Gray identifies **travel-intender behavior** to deliver ads across the most relevant channels.

PROGRAM	LTA MEMBER RATE	ESTIMATED MONTHLY IMPRESSIONS
GDM360 Omnichannel	\$16,000 for 3 months	450,000 per month

SPECS

Gray will help optimize creative for each format.

Display

- 300x250
- 320x50
- 728x90
- 300x600
- 160x600
- 1024x90

Video

- :15 or :30
- File type: MP4, H.264, resolution 720p
- 1920x1080 HD, 720x480 SD
- DISPLAY: JPG OR Animated/HTML

CAMPAIGN

Minimum 3 months

- Includes targeting by **geography + travel intent behavior**
- Runs across **multiple channels and devices**

Included Channels:

- Online Video
- Online Display
- Streaming Audio
- Streaming TV
- Mobile Gaming

SPACE & MATERIALS DEADLINES

5 weeks before start date

Ad Representative

John Bennett • John.Bennett@GrayMedia.com
Jennifer Casey • Jennifer.Casey@gray.tv



DESTINATION
MARKETING

Houstonia Magazine's Digital Campaigns

Individual Buy

Houstonia.

Houstonia is Houston's #1 source for local lifestyle content, reaching 3.2 million annually across print and digital. With an affluent readership averaging \$211K in household income, *Houstonia* readers have the discretionary spending power to invest in premium travel, dining, shopping, and entertainment experiences. In fact, 86% of readers turn to *Houstonia* to plan local and regional getaways—more than any other print or digital outlet. The digital packages below are crafted to deliver high-impact messaging to this engaged audience at exclusive LTA member rates.

PROGRAM 1

- **15,000 impressions** on Houstoniamag.com (ROS or targeted channel)
- **One (1) e-newsletter takeover** reaching 15K opt-in subscribers—own all banner placements
- **Paid social media ad**—branded by *Houstonia* and optimized via META algorithms targeting *Houstonia's* followers and site visitors

PROGRAM 2

- **20,000 impressions** on Houstoniamag.com (ROS or targeted channel)
- **One (1) branded e-blast** to 50K targeted recipients
- **Sponsored content article** with the option to collaborate with a *Houstonia* writer, enhance existing content, or provide your own
- **Native promotion** includes:
 - One (1) native e-newsletter ad promoting your article to 15K opt-in subscribers
 - 20,000 native display ad impressions

REPORTING

Delivered 7-10 days at completion of your 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

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.

NOLA.com Digital Campaign

Individual Buy



Geo-targeted digital campaigns served to Louisiana travel intenders through NOLA.com's network. All impressions run across top-performing local news sites with high regional reach.

Website Stats:

- 10M monthly unique website visitors
- 2.1M from New Orleans DMA
- 952.8K from Baton Rouge DMA
- 269K from Lafayette DMA
- 809K+ print readership

CAMPAIGNS

Package 1- Geo/Demo Target- Louisiana Travel Intenders

- **134,375 impressions**
- Travel intender targeting

Package 2- Geo/Demo Target- Louisiana Travel Intenders

- **403,125 impressions**
- Travel intender targeting

Package 3- Geo/Demo Target- Louisiana Travel Intenders

- **734,375 impressions**
- One month flight on NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com
- Travel intender targeting

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. 30 day campaign.

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

Angela Rowell · arowell@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 Monthly Unique Visitors to OxfordAmerican.org
- 71K Monthly Page Views
- 30K Opt-in Subscribers to Editorial + Custom e-Newsletters
- 86K+ Social Followers (Facebook, Instagram, X)
- 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

PACKAGE	INCLUSIONS
1	<ul style="list-style-type: none"> • 3 months 300x600 Banners • 3 Weekly 585x120 E-Newsletter Banners • 1 “Somewhere in Louisiana” Custom Content E-Newsletter
2	<ul style="list-style-type: none"> • 1 “Somewhere in Louisiana” E-Newsletter • 1 Social Post (across all OA platforms)
3	<ul style="list-style-type: none"> • 1 “Somewhere in Louisiana” E-Newsletter

CAMPAIGN
Starts at any time between January 2025 - June 2026.

LTA MEMBER RATE
Package 1 \$8,533
Package 2 \$3,278
Package 3 \$2,174

SPACE & MATERIALS DEADLINES
30 days before launch

DIGITAL SPECS

300x600 Banner Ads running on oxfordamerican.org

- Max File Size: 30kb
- Accepted File Formats: PNG/JPEG/GIF
- Provide URL or UTM
- No third party tags

585 x 120 Banner Ads with Oxford American eNewsletter

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

“SOMEWHERE IN LOUISIANA” Custom Content eNewsletter:

Featured in all three digital packages—members fully control copy and imagery to connect with OA's highly engaged readers.

- 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)
- Logo file for the footer (300+ dpi) [optional]

Social Post - contact your account rep for material Spec info

MEDIA/DELIVERY

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

Ad Representatives

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



Sojern Match Back Digital Campaigns

Individual Buy

Sojern specializes in delivering targeted digital advertising to travelers using first party, real-time travel intent data from OTAs, META search, airlines and travel websites. Your campaign will connect your destination, hotel, attraction, or tourism business with travelers at the ideal point of their booking journey—ensuring your message reaches the right travelers at the right time.

HOW IT WORKS:

- Partners choose one campaign channel (Display, Native, or Video) at one of three investment levels.
- Ads are served to users who are actively searching for destinations, hotels, attractions, or events in your area.
- Targeting is based on **real travel behavior**, not just demographics or interests.

ADDED VALUE

- **50% bonus impressions** for LTA members
- **Free creative assistance** included

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
Video	142,857	71,429	214,286
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

Display Ads - 728x90, 300x250, 160x600, 300x600, URL

Native Ads - Sojern will send you a template to complete and will build the ads for you

Video Ads - :15 or :30

MEDIA/DELIVERY

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

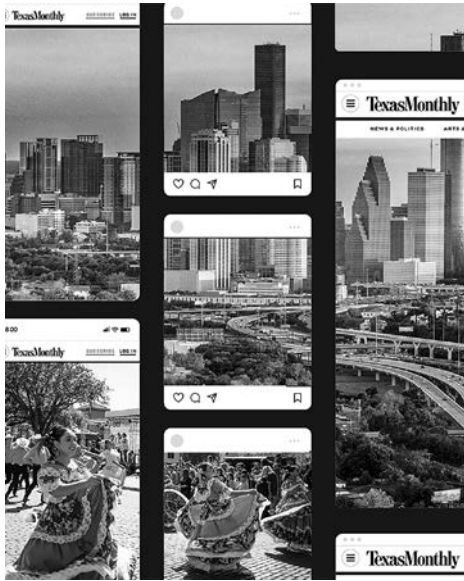
Ad Representative

Brenda Armstrong • Brenda.Armstrong@sojern.com



Texas Monthly Digital Campaign

Individual Buy



TexasMonthly.com and Texas Monthly's digital platforms offer exceptional reach and engagement, outperforming national averages by 3–4x. From seasonal digital travel guides to high-impact newsletters and custom content, these platforms are ideal for promoting Louisiana destinations to Texas-based travelers.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$3,500

Program 2 \$5,000

Program 3 Option 1 \$3,225

Option 2 \$4,275

Program 4 \$5,625

Program 5 \$7,000

SPACE & MATERIALS DEADLINES

30 days prior to launch

CAMPAIGNS

Program 1 - Digital Travel Guide

- 180,000 est. impressions per season
- One article (90-day placement) with 100% SOV roadblocked ads
- Inclusion in Trip Planner and seasonal travel guide page
- One listing in Trip Planner newsletter

Program 2 - Travel Newsletter Bundle

- 123,000 est. impressions
- Placement in 3 newsletters (min 50% SOV)
- 50,000 geo-targeted display ad impressions
- Featured listing in Trip Planner

Program 3 - Traveling Texan Trip Planner + Display Ads

- Option 1: (135,000 impressions)
- Option 2: (185,000 impressions)
- Exclusive formatted listing + 100K-150K geo-targeted display ad impressions

Program 4 - Sponsored Content Article

- 250,000 est. impressions
- Custom content article on TexasMonthly.com with roadblocked ads
- Includes Facebook ad and Trip Planner listing

Program 5 - Social Media Management

- 500,000 est. monthly impressions
- Targeted Facebook/Instagram placement + one Trip Planner listing

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

USA Today Digital Campaigns by LocaliQ

Individual Buy



The USA TODAY Network reaches 52% of U.S. households that have taken a domestic vacation in the past year. With unmatched reach, relevance, and trust, the USA TODAY NETWORK connects your business with highly engaged consumers through 550+ digital brands across 45 states.

HOW IT WORKS

Your campaign targets a curated audience on both the USA TODAY Network and LocaliQ's Premium Programmatic Network. Advanced technology ensures your ads appear across top-tier websites, reaching your ideal consumer at scale.

PACKAGE	IMPRESSIONS	MOMENTUM HIGH IMPACT IMPRESSIONS*	LTA MEMBER RATE
1	30,000	30,000	\$1,130
2	60,000	40,000	\$1,600
3	100,000	45,000	\$2,190

CAMPAIGN

30-day flight. Can start anytime.

SPACE & MATERIALS DEADLINES

One month prior to launch.

***MOMENTUM HIGH IMPACT ADS** are custom-built, responsive units that automatically adapt to webpage dimensions for maximum visibility and engagement.

TARGETING

Custom geo and audience targeting based on your goals

ADDED VALUE

LocaliQ will custom-build your display ads and provide final drafts for your approval at no additional cost.

REPORTING

Comprehensive campaign performance reports delivered upon completion.

AD SPECS

- 300x250
- 300x600
- 728x90
- URL

MEDIA/DELIVERY

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

Ad Representative

Jordan Humphreys • jhumphreys@localiq.com



Advance Travel & Tourism's 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.

COMPONENTS:

- **Email:** The main campaign email
- **Re-Email:** A follow up or resend to those who didn't open or click the first time
- **Cross-device display ads:** Digital banner ads that follow the recipient across different devices they use (like their phone, tablet or computer) ensuring multiple touchpoints

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

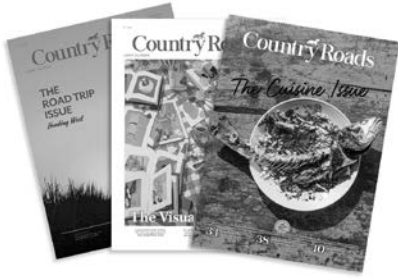
Adrienne Hennis • ahennis@al.com

Anna Kaitlyn Berry • aberry@al.com



Country Roads Dedicated eNewsletter

For 40+ 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



CAMPAIGN COMPONENTS

- 1 DEDICATED E-NEWSLETTER-100% SOV
- 1 WEBSITE MEDIUM RECTANGLE AD (300x250)
- 4x MEDIUM RECTANGLE AD ON "COUNTRY ROADS THIS WEEK" (bi-weekly newsletter)
- 2x SOCIAL MEDIA POSTS

CAMPAIGN

Starts anytime. One month campaign

LTA MEMBER RATE

\$2,700

SPACE & MATERIALS DEADLINES

One month prior to launch.

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

Ashley Fox-Smith • ashley@countryroadsmag.com

Country Roads

Hoffman Media's Food Email Campaign

Individual Buy



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 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 2026

February 2026

March 2026

April 2026

May 2026

June 2026

July 2026

August 2026

September 2026

October 2026

November 2026

December 2026

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

Lindsay Edmonds • ledmonds@hoffmanmedia.com



ROVA – The Magazine for Epic Road Trips

eNewsletter Program Individual Buy

OUTDOOR TRAVEL



The ROVA eNewsletter is a digital content extension of **ROVA – The Magazine for Epic Road Trips**. Targeted to a highly engaged and passionate audience, this program delivers issue previews, exclusive content, and brand alignment opportunities reaching road trip and outdoor adventure travel enthusiasts. With a \$375M* economic impact from this travel sector in Louisiana alone, this platform provides strategic value for destinations focused on road trips, camping, and all activities these visitors engage in. ROVA reaches **The New Travel Leaders!**

CAMPAIGN DETAILS

- Frequency: Deployed **2x per month**
- Reach: Sent to **3,800 opt-in ROVA readers**
- Schedule: Choose your preferred month for inclusion
- Special Timing: February and March editions coincide with the *Louisiana Trip Planner* section and Louisiana feature in ROVA Magazine

LTA MEMBER RATE

\$1,950 per eNewsletter Ad Banner

SPACE & MATERIALS DEADLINES

One month prior to the scheduled newsletter month.

PROGRAM

PLACEMENT	SPECS
ROVA Select eNewsletter Banner	600 x 90 px + URL
Added Value: ROVAmag.com Web Banner	728 x 90 px + URL

ADDED VALUE OPTIONS

Option 1	When placing a banner in 1 eNewsletter: 728x90 banner + URL on ROVAmag.com for 4 weeks
Option 2	When placing a banner in 2 eNewsletters: + 50 words + 1 image in one eNewsletter + 728x90 banner + URL on ROVAmag.com for 4 weeks

Added Value Banner on rovamag.com is rotating

MEDIA/DELIVERY

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

Ad Representative

Madelyn A. Roberts

Madelyn.roberts1@gmail.com

*RVIA Economic Impact Study 2022

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

The Local Palate eNewsletter Campaign

Individual Buy



The Local Palate is a Southern food culture magazine that celebrates the people, places, and foodways of the South. With a focus on culinary storytelling through digital content, events, and retail experiences, TLP connects its audience to the South's rich culture—including Louisiana's diverse destinations and flavors.

Newsletter Circulation

- Total Subscribers: 380,000+
- Savor the South: 200,000+
- Snapshot Atlanta: 65,000+
- Snapshot Austin: 60,000+
- Snapshot Nashville: 55,000+

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Package 1 \$8,700

Package 2 \$7,695

SPACE & MATERIALS DEADLINES

30 days prior to launch

CAMPAIGNS

PACKAGE 1 - A TASTE OF LOUISIANA

- (2) Partnered Sections in separate Savor the South newsletters
- (1) Partnered Section in either Snapshot Nashville or Snapshot Atlanta
- (1) Partnered Section in Festival Focus newsletter
- (1) Static Banner in Savor the South (728x90, supplied by client)

PACKAGE 2 - CRAFTED: A CULINARY & SPIRITS CELEBRATION

- (1) Dedicated Savor the South newsletter (190K+ subscribers)
- (1) Partnered Section in Festival Focus newsletter
- (1) Partnered Section in either Snapshot Nashville or Snapshot Atlanta

AD SPECS

- 150-300 words of editable text
- Subject and any sub-headlines
- 4-6 high res images (note: images are horizontal)
- Any relevant URLs (TLP has final discretion for best performance and alignment with TLP brand)

MEDIA/DELIVERY

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

Ad Representative

Joe Spector • jjspecter@gmail.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

Advance Travel & Tourism's 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
Anna Kaitlyn Berry • aberry@al.com



Hoffman Media's 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. 3-5 high-res images, up to 300 words of copy, and URL(s)

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

Lindsay Edmonds • ledmonds@hoffmanmedia.com



NOLA.com Content Campaign

Individual Buy



This branded content campaign positions your story front and center across NOLA.com's platforms and print properties. Your article is crafted by the editorial team and promoted across Louisiana's largest media sites and newspapers.

Website Stats:

- 10M monthly unique website visitors
- 2.1M from New Orleans DMA
- 952.8K from Baton Rouge DMA
- 269K from Lafayette DMA
- 809K+ 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.

What's Included:

- 1 custom article written to highlight your destination or offering
- Home page placement on:
 - NOLA.com
 - TheAdvocate.com
 - TheAcadianaAdvocate.com
 - ShreveportBossierAdvocate.com
- Printed in 3 newspapers:
 - The Times-Picayune
 - The Advocate
 - The Acadiana Advocate
- 300,000 impressions to drive traffic to the story
- Social Media Handshake: Shared via NOLA.com's social platforms

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.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

\$7,000

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Angela Rowell • arowell@theadvocate.com



StyleBlueprint's Targeted Social Media Campaign

Individual Buy

StyleBlueprint

StyleBlueprint is a premium lifestyle publication reaching an affluent, travel-focused audience of 2.6 million annual readers and 200,000+ email subscribers. With a strong presence across social platforms and deep audience data, StyleBlueprint is an ideal partner for driving visitation through seasonal promotions and destination highlights.

Audience Snapshot:

- 69% travel 4+ times per year
- Audience indexes 300% stronger than average consumer for travel interest
- 70% women
- 80% with household incomes over \$100K
- Top Age Groups: Millennials (33%), Gen X (33%), Boomers (19%), Gen Z (15%)

CAMPAIGN DETAILS

StyleBlueprint's Targeted Social Campaign uses 1.4M+ first-party data points to create custom and lookalike audiences of high-probability travelers. Ads are published under the trusted StyleBlueprint brand across Instagram, Facebook, Stories, and Reels, geo-targeting your top-performing cities.

Perfect For:

- Seasonal travel spotlights
- Event and campaign boosts
- Geo-targeting top-performing feeder markets

DELIVERABLES

- Custom targeting using SB's data & insights
- Multi-platform social media promotion
- 20-30 min campaign strategy call
- Includes full ad management and optimization
- Client to provide 3-5 strong images

CAMPAIGN OPTIONS

CAMPAIGN TIER	IMPRESSIONS	ESTIMATED CLICKS	DURATION
Standard Package	150K - 275K	2,500 - 6,800+	30 - 45 days
Premium Package	250K - 400K	4,500 - 12,000+	30 - 60 days

CAMPAIGN

Can begin anytime with 2-week notice

LTA MEMBER RATE

Standard Package \$4,773

Premium Package \$7,475

SPACE & MATERIALS DEADLINES

One month before start date

Ad Representative

Amanda Stanfill • amanda.stanfill@blueprint.inc

StyleBlueprint

The Local Palate Digital & Social Campaigns

Individual Buy



The Local Palate is a Southern food culture magazine that explores the stories behind the people, places, and foodways of the South. Food and drink are not just sustenance—they are a way of life. Through our magazine, digital channels, events, and online shop, we connect our audience to the vibrant culinary stories and destinations of the South. We're a natural fit for Louisiana readers and travelers looking to explore Louisiana's charm 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: NC, TX, FL, CA, GA, SC, IL, VA, NY, TN, LA, AL, PA, NJ, MD
- Top 15 session cities: Chicago, Atlanta, Charlotte, NYC, DC, Nashville, Dallas, Charleston, Houston, Raleigh, Austin, New Orleans, LA, Orlando, Miami

Digital + Social Reach

- Average monthly web page views: 225k+
- Average monthly new web users: 50k+
- Instagram followers: 60k+
- 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.

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



Madden Media's A 2nd Date with Louisiana

Individual Buy



This targeted digital campaign uses mobile device ID data to re-engage visitors who have previously traveled to Louisiana. Instead of relying solely on standard demographics, Madden Media leverages intent-based audience targeting to reach consumers most likely to convert, focusing on behavior and travel motivation.

Campaigns are tailored to reach users actively considering travel, helping you re-capture interest and drive repeat visitation.

CAMPAIGN PACKAGES

PACKAGE	DESCRIPTION	ESTIMATED IMPRESSIONS
Silver	Targets previous Louisiana visitors with a standard banner ad set and targeted placements	545,000
Gold	Includes everything in Silver, plus one intent-based audience layer and site remarketing	909,000

CAMPAIGN

Starts at any time between January 2025 - June 2026

LTA MEMBER RATE

Silver \$8,625

Gold \$13,225

SPACE & MATERIALS DEADLINES

Six weeks before start date

AD SPECS

300x250

160x600

300x600

728x90

970x90

970x250

URL

MEDIA/DELIVERY

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

Ad Representative

Karen Conner • kconner@maddenmedia.com



NOLA.Com Mardi Gras for All Y'all Campaign

Individual Buy



This high-impact digital + print campaign is built around Mardi Gras for All Y'all, targeting viewers across the U.S. with a strong affinity for New Orleans. Perfect for destinations or attractions wanting to reach eager trip planners.

What we saw in 2025:

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

CAMPAIGN INCLUDES

- 1 mention in each Official Mardi Gras Parade Cam broadcast
- 1 sponsored post/week on NOLA.com's 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.

CAMPAIGN

February - March 2026

LTA MEMBER RATE

\$5,750

SPACE & MATERIALS DEADLINES

- All print creative is due by November 1, 2025
- Digital materials due one month before campaign start

Ad Representative

Angela Rowell • arowell@theadvocate.com



LEAD GENERATION

The Travel Guide Group 'Louisiana Virtual Travel Show' Lead Generation + Economic Development Program

Lead Generation & Digital Guide Distribution



The Travel Guide Group (TTGG) is the leading, performance-based marketing partner for tourism boards, CVBs, DMOs, and attractions. Since 2006, TTGG websites such as TravelGuidesFree.com have delivered more than 10 million qualified leads and guide requests. With 71% of travelers visiting or planning to visit a destination within 90 days of requesting a guide, TTGG offers a powerful lead generation program for Louisiana destinations.

CAMPAIGN

Programs can launch any month and are available in 3, 6, 9, or 12-month options.

- 2026
- January, February, March
 - April, May, June, July
 - August, September, October
 - November, December
- 2027
- January, February, March
 - April, May, June, July

SPACE & MATERIALS DEADLINES

1 week prior to launch.

PROGRAM OPTIONS & LTA RATES

OPTION	LEADS	DURATION	LTA MEMBER RATE	ADDED VALUE
1	600	3 months	\$930	Destination Microsite page + click-out button to your website for 3 months
2	1,200	6 months	\$1,860	Destination Microsite page, click-out for 6 months + 2 Featured Guide eNewsletter placements (135,000 travelers)
3	2,400	12 months	\$3,725	Destination Microsite, click-out for 12 months + 2 Featured Guide eNewsletter placements (135,000 travelers)

OPTIONAL ADD-ON: Add additional travel guides for \$150/month each for unlimited leads

PROGRAM HIGHLIGHTS:

- Participants are featured on the **Louisiana Virtual Consumer Travel Show** page on TravelGuidesFree.com
- Each destination receives a **Dedicated Travel Guide Page**, including:
 - o Travel Guide cover image
 - o Up to 4 gallery photos
 - o 240 words of copy
 - o Destination map
 - o Call-to-action button linking to your website
- Weekly lead reports with verified contact info and opt-in permissions
- Destination Microsite (detailed in Added Value)

LEAD REPORT INCLUDES:

- Date & time of request
- Name, validated email, mailing address
- Guide format (digital and/or print)
- Optional demographic info & activity preferences
- Tracking to grow your email list

PROGRAM SPECS

- Travel Guide cover
- URL for guide download
- 4 photos
- 240 words of copy
- Template provided for microsite

Ad Representative

Madelyn Roberts
Madelyn.roberts1@gmail.com



Advance Originals | Long Form Video Production by Advance Travel & Tourism



Tell your story on every screen! In an overcrowded commercial landscape, the messages that stand out are ones with deep roots and vision. Our approach is born from storytelling. Whether it's feature films, TV series, documentaries or branded content, we combine years of Hollywood film and TV development and production experience with decades of journalism.

- 4 Pulitzer Prizes
- National Emmy nomination
- 23 Regional Emmys
- Webby award for short-form video
- 9 Million Social Media followers
- 60 Million People reached per Month

STANDARD

- One concept meeting with the producer pre-production
- One day shoot on location or in studio
- Length varies from 30 seconds to 4 minutes
- One day edit before proof is delivered
- One round of revisions
- Full rights to repurpose and share the final content across all of your own platforms.

PREMIUM

- One concept meeting with the producer pre-production
- One day shoot with multiple cameras
- Length can be up to 5 minutes
- Two-day edit before proof is delivered
- Up to 3 rounds of revisions
- Full rights to repurpose and share the final content across all of your own platforms.

CUSTOM

- This can be a single video or a series
- Multiple pre-production concept meetings with the producer
- 2-to-3 day shoot with multiple cameras and drones
- 3-to-4 days of editing before proof is delivered
- 4-to-5 rounds of revisions
- Full rights to repurpose and share the final content across all of your own platforms.

CAMPAIGN

Can start anytime.

LTA MEMBER RATE

Standard: Starting Rate	\$8,600
Premium: Starting Rate	\$17,000
Custom: Starting Rate	\$27,000

SPACE & MATERIALS DEADLINES

60 days before preferred completion.

Ad Representative

Adrienne Hennis • ahennis@al.com
Anna Kaitlyn Berry • aberry@al.com



Short Form Content Production by Odyssey Studios and Miles Partnership



Social Content Production & Editing Services

This comprehensive package combines full-service video and photo production with expert post-production editing, ideal for brands seeking high-quality visual storytelling at an accessible price. It's a cost-effective, turnkey solution that streamlines creative production and delivers impactful content for digital channels.

PRE-PRODUCTION

Odyssey's team handles all pre-production logistics, including planning, coordination, and client collaboration:

- Producers and post-management leads involved from project review through delivery
- Location scouting, talent coordination, and copyright clearance via standard Odyssey releases
- Shot list, schedule, and call sheets provided
- Any required permits for filming (like location or city permits) are not included but Odyssey will handle obtaining the permits on your behalf and invoice you for the cost
- Standard Certificate Of Insurance included
 - (Note: Watercraft & extreme sports may require additional coverage)
- Participation in pre-production calls as needed

PRODUCTION DETAILS

- Shoot Length: 1 full-day shoot (up to 12 hours, door-to-door)
- Locations: 3–5 locations within reasonable proximity
- Crew: Videographer, Assistant/Producer, Editor, and internal support
- Equipment: 1 video camera, 1 still camera, 1 drone

POST-PRODUCTION

- Minimum 4K resolution deliverables
- Licensed music for digital channels (includes cue sheet)
- Full sound editing and graphic integration
- Includes three (3) rounds of revisions:
 - 1 internal review
 - 2 client review rounds (feedback due within 48 hours)
- First cut delivered within 5 business days of the shoot wrap

CAMPAIGN

Can start anytime.

LTA MEMBER RATE

\$14,375

Includes all deliverables, editing, licensing, production services, and rights.

Final pricing may vary based on project scope. Custom packages available upon request.

SPACE & MATERIALS DEADLINES

2 months prior to deadline.

FINAL DELIVERABLES

ASSET TYPE	QUANTITY	DURATION
Video	:60, :30, :15, :10 Vertical 9x16 format	Full rights in perpetuity
Stills	30 color-corrected images	Non-exclusive, full rights
Raw Footage	All content captured during the shoot	Provided
Other	Music cue sheet, split audio tracks, graphic assets, talent/location/artist releases	Included

Ad Representative

Maggie Heller

Maggie.heller@milespartnership.com



Sports Travel Digital Campaign

Individual Buy



Reach key decision-makers in the sports-events industry through an exclusive digital campaign with SportsTravel, the go-to source for sports-event organizers, governing bodies, athletic departments, and corporate sports sponsors. With first-party audience data and a proven media platform, your destination or event can gain high-visibility exposure to a highly engaged audience.

Ideal For:

DMOs, sports commissions and venues seeking direct access to event planners and organizers in the sports tourism market. This is a terrific opportunity to showcase your brand to Event Owners / National Governing Bodies and all prime sports organizations serving youth, collegiate, amateur, pro and USOC markets.

Audience Stats

- Average audience per email: 16,000
- Average open rate: 19.32%

PACKAGES

PROGRAM 1

“3 DAYS IN...” EXCLUSIVE CONTENT FEATURE

A custom editorial feature showcasing a three-day itinerary in your destination, designed to highlight attractions, venues, and experiences for sports planners. This sponsored content encourages extended event stays and increased local spend, driving direct traffic to your website.

Inclusions:

- Professionally produced digital feature: “3 Days in [Your Destination]”
- Custom URL and homepage spotlight module on SportsTravelMagazine.com
- Two (2) dedicated email promotions to SportsTravel’s planner database
- Inclusion in a Partner Spotlight or Video Spotlight
 - Prominent homepage placement in the Partner Spotlight feature for one month, including a direct link to your custom landing page and two bonus display ads to enhance visibility.
 - Professionally designed promotional e-blasts by Northstar, delivered to a targeted list of 25,000–30,000 sports event professionals and planners.

• **Estimated Total Impressions: 90,000**

PROGRAM 2

EMAIL & DISPLAY ADVERTISING PACKAGE

Cost-effective exposure through a mix of targeted email and banner advertising.

Inclusions:

- Two (2) targeted email campaigns to 16K+ verified sports event planners
- One (1) run-of-site banner ad (30 days) on SportsTravelMagazine.com

• **Estimated Total Impressions: 46,000**

AD SPECS

Contact marketing@louisianatravelassociation.org

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.

MEDIA/DELIVERY

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

Ad Representative

Peter Ciriello • pciriello@ntmlc.com



SportsEvents

Co-op Ad

SPORTS EVENTS/ MEETINGS (TRADE)



SportsEvents Media Group—publisher of *SportsEvents* magazine, sportseventsmagazine.com, and host of **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 organizers. Their platforms are designed to help planners execute more effective and impactful events.

SportsEvents magazine delivers the **largest verified, audited, and guaranteed circulation** of sports event professionals in the industry. Promote your destination in the top print publication for sports event planners and organizers, with added value like digital exposure and bonus distribution.

SIZE	LTA MEMBER RATE	RATE CARD VALUE
Full page	\$3,350	\$4,830
1/2 page	\$2,185	\$3,260
1/4 page	\$1,400	\$2,415

ADDED VALUE

- Hyperlinked ad in digital issue (12 months)
- Issue sponsor index listing
- Enhanced directory placement (Dec. 2026 issue)
- Bonus distribution at industry conferences
- Free ad design consultation

AD SPECS

Full page bleed ad - 8.5”w x 11”h (trim size 8.38”w x 10.88”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.

ISSUE

• March 2026 & March 2027

“Small Markets Big on Sports” + Sponsored Content

• August 2026 & June 2027

“Louisiana Spotlight”

• December 2026: Planner’s Guide to Sports Commissions – Free Sponsored Content with 1/2 pg+ ad

TARGET AUDIENCE

18,000 qualified recipients including planners, rights holders, and NGBs

SPACE & MATERIALS DEADLINES

March 2026 - February 3, 2026

August 2026 - July 1, 2026

December 2026 - November 3, 2026

March 2027 - February 2, 2027

June 2027 - May 4, 2027



Ad Representative
Allison Green • AGreen@kenilworth.com



SportsEvents Digital Campaign

Individual Buy



SportsEvents Media Group—publisher of *SportsEvents* magazine, sportseventsmagazine.com, and host of **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 organizers. Their platforms are designed to help planners execute more effective and impactful events.

SportsEvents magazine delivers the **largest verified, audited, and guaranteed circulation** of sports event professionals in the industry. Custom e-broadcasts provide **instant access to a highly targeted audience**, driving traffic and generating leads by connecting you directly with the planners selecting their next event destinations.

CAMPAIGN

Bundle includes:

- 1x Leaderboard Banner Ad (728x90)
- 1x Big Box Display Ad (300x250)
- 1x Custom E-Broadcast

AUDIENCE

- National Governing Bodies (NGBs)
- Rights holders and event owners
- Tournament directors

MONTHLY SITE STATS

- Page Views: 8,150
- Unique Visitors: 3,785
- E-broadcast Reach: 6,154

AD SPECS

Display Ad Specs

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

E-Broadcasts Specs

HTML or PSD/PDF w/ URLs; 750px max width, 600px image width recommended

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,

LTA MEMBER RATE

\$4,515

SPACE & MATERIALS DEADLINES

One month before start date.



Ad Representative

Allison Green • Agreen@kenilworth.com

SportsEvents MEDIA GROUP

ConventionSouth

Individual Buy

Meeting and Event Planners who plan and host meetings, conventions, and conferences in the South



ConventionSouth is celebrating 40+ years of being the #1 national meetings & events publication focused exclusively on Southern destinations and venues!

ConventionSouth drives awareness and leads, showcasing your destination as a perfect meeting spot in the Southeast - appealing to our 18,000+ meeting and event planners nationwide. Our editorial content focuses on 16 southern states. It provides planners with unique news and information for everything they need to know about Southern meeting sites, new planning tools, new technologies, market trends, and much more! Our readers are the people you want to reach because they are the ones who decide where in the South they will be hosting their events. 93% of readers report that ConventionSouth influences their planning choices on hosting events in southern destinations compared to all other industry magazines (2:1 versus the next closest magazine!).

With 79% of our audience planning two or more events in the next 12 months, ConventionSouth offers a 360-degree platform to immerse planners in your destination.

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!

MARKET COVERAGE: AL, AR, DC, FL, GA, KY, LA, MD, MO, MS, NC, OK, SC, TN, TX, VA, and WV

MARKET/CIRCULATION

Circulation - 18,000+ Meeting Planners Monthly
 Impressions: 57,000+ (3.1 readers per issue)
 Frequency - 12x per year
 Distribution - Direct Mail

ADDED VALUE

- Hyperlinked Ad in Digital E-Pub Online for 12 Months
- 24/7 Access to Directories, Digital Magazines, and More
- Matching Advertorial for January, March & July Issues
- Integrated Breakout Spotlight Package for September Issue
- Enhanced Directory Listing in Print & Online with August 2026 Issue

AD SPECS

Full page ad - 9" w x 10.875" h Bleed: 9.25" w x 11.125" h
Half page ad - 8.125" w x 5.375" h Bleed: 9.25" x 6.125"
 PDF files preferred
 CMYK, high resolution (minimum 300 dpi) PDF or JPEG



Ad Representative Tiffany Burtnett
 tburtnett@conventionsouth.com



(See QR code for full package and added value information on these key Louisiana issues!)

ISSUES

- January 2026** - Drive-In Meetings + Matching Advertorial
- March 2026** - CVBs & Planners + Matching Advertorial
- July 2026** - Small Markets: Big on Meetings + Matching Advertorial
- August 2026** - 2026/2027 Directory of Meeting Sites + Platinum Listing
- September 2026** - Louisiana Event Planners' Guide + Integrated Breakout Spotlight
- January 2027** - Drive-In Meetings + Matching Advertorial
- March 2027** - CVBs & Planners + Matching Advertorial
- June 2027** - Southern Food & Flavors

LTA MEMBER RATE

PRINT AD + CUSTOM E-BLAST

- Full page** \$5,475 – a \$6,300 value!
- 1/2 page** \$4,475 – a \$5,000 value!

PRINT AD

- Full page** \$3,500 – a \$4,100 value!
- 1/2 page** \$2,500 – a \$2,825 value!

SPACE & MATERIALS DEADLINES

- | | |
|-----------------------------|--------------------------------|
| January 2026 - Nov 17, 2025 | September 2026 – July 15, 2026 |
| March 2026 - Jan 15, 2026 | January 2027 – Nov 16, 2026 |
| July 2026 - May 15, 2026 | March 2027 – Jan 15, 2027 |
| August 2026 - June 15, 2026 | June 2027 – April 15, 2027 |

ConventionSouth Digital Campaigns Individual Buy

Meeting and Event Planners who plan and host meetings, conventions, and conferences in the South



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: INTEGRATED DIGITAL PREMIUM PACKAGE

The best option to reach planners across our digital platforms and get your message directly into the planners' inboxes for maximum impact!

- (1) Custom E-Broadcast – sent to 17,000+ subscribers
- (2) E-Newsletter Banner Ads – Due South E-Newsletter – 728 x 90 - sent to 17,000+ subscribers 2x a month

Big Box Ad on ConventionSouth.com- 300 x 250 – for 3 months

OPTION 2: 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. Each exclusive e-blast is sent to 17,000+ subscribers.

OPTION 3: DUE SOUTH E-NEWSLETTER NATIVE AD

Due South e-newsletters feature breaking industry news, trends information, and exclusive how-to insight and advice for planners. Native ads feature a photo, headline, up to 45 words of copy and URL link. Perfect to promote your destination or unique meetings incentive.

OPTION 4: 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.



(See QR code for full package and added value information on these key Louisiana issues!)

TIMEFRAME

Due South E-Newsletter: The newsletter is sent twice monthly on the 1st & 3rd Wednesdays

Custom E-Broadcasts can be scheduled throughout the month.

EDITORIAL COVERAGE

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

Average Monthly Website Views - 22,150

Average Monthly Engagement - 51%

Due South E-Newsletter - 17,000+ Subscribers

Custom E-Blasts - 17,000+ Subscribers

LTA MEMBER RATE

Option 1 \$5,475 – a \$6,975 value!

Option 2 \$2,250 – a \$2,700 value!

Option 3 \$1,100 – a \$1,350 value!

Option 4 \$1,725 – a \$2,100 value!

SPACE & MATERIALS DEADLINES

One month prior to campaign launch.

Ad Representative

Tiffany Burtnett

tburtnett@conventionsouth.com

ConventionSouth

Meetings Today Digital Campaigns

Individual Buy



Meetings Today offers the #1 largest single brand audience in the marketplace. Adding our digital components, more than 117,000 planners turn to Meetings Today each month

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 custom programs for our clients that can include print, digital, and face-to-face events.

Audience & Reach

- **Total Planners Reached:** 117,000+ monthly
- **Magazine Audience:** 64,659 (largest in the industry)
- **Proven Results:** 72.6% of subscribers took action from an ad; 20% booked or selected a venue

DIGITAL PACKAGE OPTIONS

PACKAGE 1

- **Custom YouTube Video Retargeting**
 - o 25,000 impressions
 - o Delivered over 3 targeted months
- **One (1) Targeted Regional Email**
 - o Sent to 5,000 South region meeting planners
 - o Delivered by Meetings Today
- **Geotargeted Display Ads**
 - o Remarketing to planners from your geographic area
 - o Ads served through Meetings Today’s Google network partners
 - o 50,000 impressions

PACKAGE 2 – \$9,200

- **Custom YouTube Video Retargeting**
 - o 60,000 impressions
 - o Delivered over 3 targeted months
 - **Two (2) Targeted Regional Emails**
 - o Each sent to 5,000 South region meeting planners
 - o Delivered by Meetings Today
 - **Geotargeted Display Ads**
 - o Remarketing to planners from your geographic area
 - o Ads served through Meetings Today’s Google network partners
 - o 100,000 impressions
 - **Bonus Spotlight (Native Content Feature)**
 - o Appears in Meetings Today Newswire newsletter
 - o Sent to 50,000 planners
- Includes:** 75 words of copy, one photo, and link to your website

AD SPECS & DELIVERY

Contact marketing@louisianatravelassociation.org

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

meetings
PEOPLE + PLACES
TODAY

Small Market Meetings Digital Packages

Individual Buy



Promote your destination to planners searching for small-market meeting sites and venues. *Small Market Meetings* connects planners with second- and third-tier meeting destinations through digital tools that include newsletters, sponsored content, and social media. With flexible campaign timing and strong value-adds, these packages offer targeted visibility with real ROI.

Audience & Reach

- E-Newsletter: *Meetings at a Glance*, sent 4x per month to ~7,000 planners
- Open Rate: Average 18%
- Website Traffic: 3,800 unique monthly visitors on SmallMarketMeetings.com

PROGRAMS

PACKAGE 1

- 3-month web banner ad (250x250) on SmallMarketMeetings.com
- (2) *Meetings at a Glance* newsletter banner ads (300x250)
- (1) Sponsored article (500 words + 4 photos), featured in newsletter and on 'Meet Me Here' page
- (2) Facebook posts (you provide content/photos)

PACKAGE 2

- (1) Dedicated e-blast to ~5,000 planners
- 3-month web banner ad (250x250) on SmallMarketMeetings.com
- (2) Newsletter banner ads (300x250)
- (2) Sponsored articles (500 words + 4 photos each)
- (2) Facebook posts (you provide content/photos)

PACKAGE 3

- (2) Dedicated e-blasts to ~5,000 planners
- 3-month web banner ad (250x250)
- (3) Newsletter banner ads (300x250)
- (2) Sponsored articles (500 words + 4 photos each)
- (2) Facebook posts (you provide content/photos)

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

1st of the month prior to launch

Ad Representative

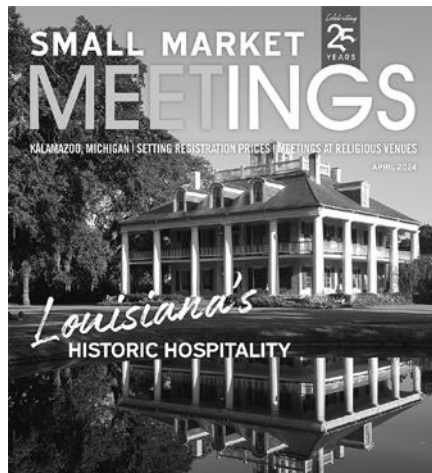
Telisa Reid-Rech • telisa@grouptravelleader.com

SMALL MARKET
MEETINGS

Small Market Meetings Magazine

Individual Ad

MEETING PLANNING



Target planners looking for unique, secondary market destinations across the U.S. *Small Market Meetings* is the official publication of the Small Market Meetings Conference and fills a vital niche in the \$100+ billion meetings industry. It focuses exclusively on venues and destinations in secondary markets—such as museums, wineries, resorts, inns, ranches, and more.

MARKET/CIRCULATION:

- Market: Meeting planners focusing on second- and third-tier destinations
- Frequency: 10 issues annually
- Circulation: 9,100+ qualified planners nationwide
- Audience Breakdown:
 - 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

- 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 2026 / February 2027

South Meeting Guide (with STS)

March 2026 - CVB Relations

April 2026 / April 2027

Louisiana Meeting Guide

June 2026/June 2027

Convention Centers

September 2026

Conference Preview Issue

November/December 2026 -

Baton Rouge, LA Feature

LTA MEMBER RATE

Full Page \$2,425

2/3 Page \$2,070

1/2 Page \$1,725

1/3 Page \$1,265

SPACE & MATERIALS DEADLINES

February 2026 - December 20, 2025

March 2026 - January 20, 2026

April 2026 - February 20, 2026

June 2026 - April 18, 2026

September 2026 - July 18, 2026

Nov/Dec 2026 - September 19, 2026

February 2027 - December 19, 2026

April 2027 - February 20, 2027

June 2027 - April 20, 2027

Ad Representative

Telisa Reid-Rech • telisa@grouptravelleader.com

**SMALL MARKET
MEETINGS**

Southeast Meetings + Events

Individual Buy

MEETING PLANNERS



Reach top meeting planners across the Southeast through high-impact print and digital visibility. Southeast Meetings + Events is the premier resource for planners across the region. Our award-winning editorial focuses on destinations, venues, and services throughout the Southeast. Published twice a year, this trusted title helps planners make informed decisions about where to host meetings, conferences, and special events.

Audience & Reach

- **Circulation:** 20,000+ Southeast meeting planners
- **Total National Reach:** 132,000
- **E-Newsletter Audience:** 37,000+ industry professionals
- **Website Traffic:** 20,200+ average monthly users
- **States Covered:** AL, AR, FL, GA, KY, LA, MS, NC, SC, TN

OPTION 1 – CVB SHOWCASE (FALL/WINTER ISSUE ONLY)

This annual section highlights Convention & Visitors Bureaus through both print ads and branded editorial.

PACKAGE	INCLUSIONS	LTA MEMBER RATE
1A	Full-page ad + Full-page branded editorial	\$5,750
1B	Half-page ad + Half-page branded editorial	\$3,450

OPTION 2 – PRINT AD + YEAR-ROUND DIGITAL

AD SIZE	DETAILS	LTA MEMBER RATE
Full page	1 print issue + Run of Site (ROS) for 12 months	\$8,500
Half page	1 print issue + ROS for 12 months	\$6,000
1/3 page	1 print issue + ROS for 6 months	\$4,500

AD SPECS

CVB SHOWCASE

- **Full Page Editorial:** 8.625”w x 11.125”h; 300 words, 1–3 images, contact info
- **Half Page Editorial:** 7”w x 4.875”h; 100–150 words, 1–2 images, contact info (Images must be .jpg or .tiff, 300 DPI)

PRINT ADS

- **Full Page Trim:** 8.375”w x 10.875”h (Bleed: 8.625”w x 11.125”h)
- **Half Page:** 7”w x 4.875”h
- **1/3 Page:** 4.625”w x 4.875”h

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

DIGITAL ADS

- Sizes: 728x90, 300x50, 300x250, 300x600, 970x250
- Must include a click-through URL

ISSUES

Spring/Summer 2026
 Fall/Winter 2026
 (includes CVB Showcase)
 Spring/Summer 2027

SPACE & MATERIALS DEADLINES

Spring/Summer 2026 - Apr 15, 2026
 CVB Showcase (Fall/Winter 2026)
 Sept 10, 2026
 Fall/Winter 2026 - Oct 1, 2026
 Spring/Summer 2027 - Apr 15, 2027

Ad Representative

Ryan Miller • rmill@greenspring.com

southeast
 meetings + events

Texas Meetings + Events

Individual Buy

MEETING PLANNERS



Engage Texas-based planners with targeted print and year-round digital exposure. *Texas Meetings + Events* is the go-to publication for meeting and event professionals working across the state. Published four times per year, each issue delivers regional insights and destination ideas, while our digital channels provide breaking updates, planning resources, and exclusive content.

Audience & Reach

- **Circulation:** 10,000 Texas-based meeting planners
- **National Reach:** 132,000 planners nationwide
- **E-Newsletter Subscribers:** 37,000+ industry professionals
- **Website Traffic:** 20,200+ average monthly users
- **Market Coverage:** TX, plus MI, MN, IL, CA, CO, NE, SW, SE

PRINT & DIGITAL BUNDLE OPTIONS

AD SIZE	DETAILS	LTA MEMBER RATE
Full page	1 print issue + Run of Site (ROS) for 12 months	\$8,500
Half page	1 print issue + ROS for 12 months	\$6,000
1/3 page	1 print issue + ROS for 6 months	\$4,000

AD SPECS

PRINT ADS

- **Full Page Trim:** 8.375" x 10.875" (Bleed: 8.625" x 11.125")
- **Half Page:** 7" x 4.875"
- **1/3 Page:** 4.625" x 4.875"
- PDF files preferred
- CMYK, high resolution ad saved as a press quality PDF
- Fonts embedded or converted to outlines

DIGITAL ADS

- Sizes: 728x90, 300x50, 300x250, 300x600, 970x250
- Include click-through URL

MEDIA/DELIVERY

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

ISSUES

- Winter 2025 (Guide to Sporting Events)
- Spring 2026
- Summer 2026
- Fall 2026
- Winter 2026
- Spring 2027

SPACE & MATERIALS DEADLINES

- Winter 2025 - Nov 12, 2025
- Spring 2026 - Feb 7, 2026
- Summer 2026 - May 14, 2026
- Fall 2026 - Aug 13, 2026
- Winter 2026 - Nov 12, 2026
- Spring 2027 - Feb 7, 2027

Ad Representative
Ryan Miller • rmiller@greenspring.com

texas
meetings + events

GROUP TRAVEL MARKETING

LTA AAA eNewsletter

Individual Ad

MEETINGS (TRADE)



The image shows a preview of the AAA News eNewsletter. At the top, there is a logo for AAA News. Below it, there is a short paragraph of text about Louisiana's culture and travel. Underneath that, there is a section titled "Louisiana's River Parishes" with a small image and more text. At the bottom of the preview, there is a caption: "Jeff Davis Parish Crawfish Crawl".

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 2026

June 2026

October 2026

January 2027

June 2027

MARKET/CIRCULATION

600 AAA Offices

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$350

Advertorial sections:

Max 4 per issue \$495

SPACE & MATERIALS DEADLINES

January 2026 - December 15, 2025

June 2026 - May 15, 2026

October 2026 - September 15, 2026

January 2027 - December 15, 2026

June 2027 - May 15, 2027

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

LTA Group Travel eNewsletter

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 2026
March 2026
June 2026
October 2026
January 2027
March 2027
June 2027

MARKET/CIRCULATION

1,000 tour operators

LTA MEMBER RATE

Side Banner Ad:

Max 2 per issue \$400

Advertorial sections:

Max 4 per issue \$575

SPACE & MATERIALS DEADLINES

January 2026 - December 15, 2025
March 2026 - February 15, 2026
June 2026 - May 15, 2026
October 2026 - September 15, 2026
January 2027 - December 15, 2026
March 2027 - February 15, 2027
June 2027 - May 15, 2027

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

Destinations Magazine

Co-op Ad

GROUP TOUR/BUS TOUR OWNERS,
OPERATORS AND PLANNERS



High-impact visibility in ABA's premier travel and group tour publication. *Destinations* is the official publication of the American Bus Association (ABA) and provides valuable regional coverage, special guides, and bonus distribution at key events like ABA Marketplace. The digital edition extends your reach with added online exposure and sharing via key ABA platforms.

Audience & Reach

- **Print Circulation:** 4,000+ ABA members and non-members
- **Digital Reach:** Emailed to 10,000+ members/non-members and hosted for 2 months on Buses.org
- **Total Readership with Pass Along:** 35,000+ including tour operators, motorcoach operators, travel agents, and receptive operators

ADDED VALUE

Half-page advertisers receive a digital banner ad (300x250) on www.buses.org for 2 months

PRINT AD SPECS

Full Page Trim - 8.5" w x 10.875" h (Bleed: 8.75" w x 11.125" h)

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

MEDIA/DELIVERY

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

ISSUE

Jan/Feb 2026

Marketplace Issue (Bonus Distribution)

Sept/Oct 2026

Louisiana Travel Resource

Nov/Dec 2026

Best of the Best Issue (1/4 pg option only)

Jan/Feb 2027

Marketplace Issue (Bonus Distribution)

Sept/Oct 2027

Louisiana Travel Resource

LTA MEMBER RATE

Full Page \$3,500

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 2026 - Nov 13, 2025

Mar/Apr 2026 - Jan 29, 2026

Nov/Dec 2026 - Sep 29, 2026

Jan/Feb 2027 - Nov 14, 2026

Mar/Apr 2027 - Jan 15, 2027

Ad Representative

Marshall Boomer

marshall.boomer@theygsgroup.com

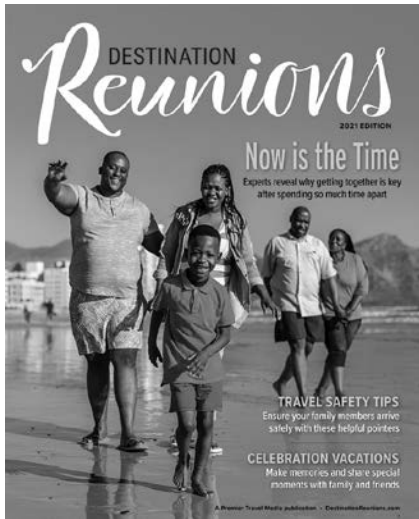


AMERICAN BUS ASSOCIATION

Destination Reunions

Individual Ad

REUNIONS



Reach the highly targeted **family and group reunion travel** market with Destination Reunions' expert content marketing and digital exposure. This annual planning guide offers reunion-focused destination features, trip planning tools, and creative ideas for groups reconnecting with loved ones. Whether planned by a group or a professional, this is a trusted source of inspiration for reunion travel.

Audience Reach

Who it reaches:

Family, friend, military, and class reunion planners

Circulation

- 61,000 reunion planners (national)
- 20,000 print circulation
- 5,500 newsletter subscribers

ANNUAL ISSUE

March 2026

March 2027

SPACE & MATERIALS

DEADLINES

March 2026 - January 15, 2026

March 2027 - January 15, 2027

PACKAGE	INCLUSIONS	LTA MEMBER RATE
Option 1	Full Page Ad + 2-Page Destination Content	\$4,300
Option 2	1/2 Page Ad + 1.5-Page Destination Content	\$3,300
Option 3	Full Page Destination Content Only	\$1,670

ADDED VALUE

Option 1

- Online Site *InSpecion* content feature
- 3-month e-newsletter banner ad

Option 2

- Online Site *InSpecion* content feature
- 3-month website banner

Option 3

- Online Site *InSpecion* content feature

AD SPECS

Full Page (Bleed) - 8.75" w x 10.75" h

Full Page (Non-Bleed) - 7.325" w x 9.325" h

1/2 Page (Horizontal) - 7.5" w x 4.75" h

1/2 Page (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.

Ad Representative

Cheryl Rash • cheryl@ptmggroups.com

DESTINATION
Reunions

Group Travel Leader Magazine

Individual Ad

GROUP TRAVEL (TRADE)



Reach 30,000 qualified travel planners actively seeking new destinations and experiences. The Group Travel Leader is a trusted voice in the group travel industry, published 10 times per year. Readers are seeking destinations with history, heritage, culinary experiences, museums, shopping, and one-of-a-kind attractions.

Audience & Reach

- **Market:** Group travel planners, professional tour operators, and qualified group leaders
- **Total Reach:** 30,000 (14,000 print readers + 16,000 digital via *Group Travel Minute* eNewsletter)
- **Qualified Buyers:** Members of ABA, NTA, SYTA, USTOA and attendees of BIG, AATC, and other industry events

LTA MEMBER RATE

Full Page	\$3,565
2/3 Page	\$2,990
1/2 Page	\$2,415
1/3 Page	\$1,495

SPACE & MATERIALS DEADLINES

Jan 2026 – Nov 21, 2025
 Mar 2026 – Jan 23, 2026
 May 2026 – Mar 20, 2026
 Sep 2026 – Jul 17, 2026
 Nov/Dec 2026 – Sep 18, 2026
 Jan 2027 – Nov 20, 2026
 Mar 2027 – Jan 22, 2027
 May 2027 – Mar 19, 2027

ISSUE	FEATURE FOCUS
Jan 2026 / Jan 2027	Go South Tour Planner (with STS)
Mar 2026 / Mar 2027	Louisiana Feature
May 2026 / May 2027	History & Heritage / River Parishes Feature
Sept 2026	Annual Buyers Guide (most popular issue)
Nov/Dec 2026	African American Heritage Guide

ADDED VALUE

- One itinerary listing on the Itinerary Page for one year
- Digital edition ad hyperlinked to your website, sent to 16,000+ readers

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

- 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

Telisa Reid-Rech
telisa@grouptravelleader.com

GROUP
 THE
TRAVEL LEADER
 INC.

Group Travel Leader Digital Campaign

Individual Buy



Promote your destination to thousands of qualified group travel planners through web, email, and social media. Group Travel Leader has delivered trusted destination stories to group travel professionals for over 30 years. Digital programs complement our print coverage, including Louisiana-focused editorial, and extend your message through email, social, and native content.

Audience & Reach

- **E-Newsletter Reach:** 10,000+ leisure group travel planners via *Group Travel Minute*
- **Website Traffic:** 5,400 unique monthly visitors on GroupTravelLeader.com
- **Open Rate:** Avg. 18%

DIGITAL PACKAGE OPTIONS

PACKAGE 1

- 3-month banner ad on GroupTravelLeader.com (250x250)
- (2) *Group Travel Minute* newsletter banner ads (300x250)
- (1) Sponsored article (500 words, 4 photos) featured in the newsletter + website
- (2) Facebook posts (you provide content/photos)
- (2) Twitter posts (you provide content/photos)
- (2) Instagram posts (you provide photo/content/credit)

PACKAGE 2

- (1) Dedicated e-blast to 6,000+ online readers
- 3-month banner ads (250x250) on:
 - GroupTravelLeader.com
 - SelectTraveler.com
 - GoingOnFaith.com
- (2) *Group Travel Minute* newsletter banner ads (300x250)
- (3) Sponsored articles (500 words, 4 photos each):
 - *Group Travel Minute* + website
 - *Faith Travel Minute* + website
 - *Select Traveler Minute* + website
- (2) Facebook posts
- (2) Twitter posts
- (2) Instagram posts

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

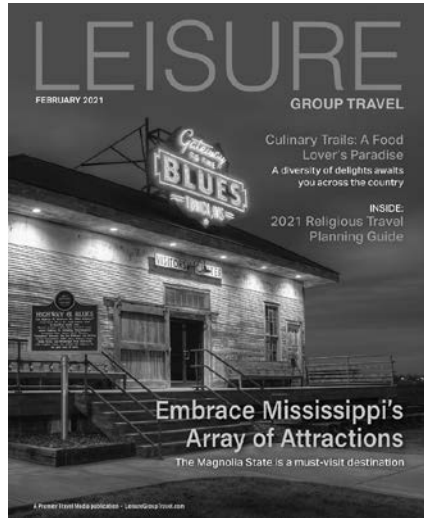
Telisa Reid-Rech

telisa@grouptravelleader.com



Leisure Group Travel

Individual Ad



Leisure Group Travel is a top publication for group travel planners, featuring destination highlights, planning tips, and industry best practices. Each issue includes iTrack, the only ROI tracking system in the group travel space—delivering 30,000+ leads per year.

Audience Reach

• Who it reaches:

Tour operators, motorcoach companies, banks, churches, and niche group planners

• Bonus distribution:

At 30 trade shows annually

• Circulation:

- o 12,000 print readers
- o 10,000 newsletter subscribers
- o 200,000 website visitors/year

ADDED VALUE

Full-page and 1/2-page ads include **free matching content** online.

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 2025 - Group Travel

Destinations Guide

April 2026 - Southeast Itinerary Guide /

Travel South Edition

December 2026 - Group Travel

Destinations Guide

April 2027 - Southeast Itinerary Guide /

Travel South Edition

LTA MEMBER RATE

Full page \$4,595

1/2 page \$2,825

1/3 page \$2,200

Custom Itinerary page \$2,500

(Full-page 3-day custom written itinerary)

SPACE & MATERIALS DEADLINES

Dec 2025 - Oct 10, 2025

Apr 2026 - Feb 10, 2026

Dec 2026 - Oct 10, 2026

Apr 2027 - Feb 10, 2027

Ad Representative • Cheryl Rash
cheryl@ptmggroups.com

LEISURE
GROUP TRAVEL

CONTRACT & RESERVATION FORM I

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer eNewsletter

AAA Explorer Texas

___Sponsored Content \$12,474 ___Banner Ad \$8,316

___Property/Business Showcase \$4,678

AAA Explorer Southern

___Sponsored Content \$7,277 ___Banner Ad \$4,678

___Property/Business Showcase \$3,119

AAA Explorer Southern Magazine

___Winter 2026 ___Spring 2026 ___Summer 2026
___Fall 2026 ___Winter 2027 ___Spring 2027
___Full page \$6,349 ___2/3 page \$4,449 ___1/2 page \$3,656
___1/3 page \$2,524 ___1/6 page \$1,288

AAA Explorer Texas Magazine

___Winter 2026 ___Spring 2026 ___Summer 2026
___Fall 2026 ___Winter 2027 ___Spring 2027
___Full page \$17,602 ___2/3 page \$13,205 ___1/2 page \$11,019
___1/3 page \$6,596 ___1/6 page \$3,890

AJR Media's Festival & Event Amplifier

___\$5,200

AJR Media's TourLouisiana.com Audience Targeted Display Campaign

___Display & Social \$6,000 ___Display Only \$3,500
___Facebook/Instagram Ads Only \$2,500

AJR Media's TourLouisiana.com Sponsored Content Bundle

___\$5,850

AJR Media's TourLouisiana.com Sponsored Content Bundle

___\$5,850

All-In-One Visitor Insight Dashboard & Advertising Bundles by AJR & Datafy

___Small Markets \$22,000 ___Mid-Sized Markets \$34,500
___Large Markets \$58,950

Includes Setup fee. Annual data storage fee of \$2,500 applies after year 1

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Compass Media Destination Storytelling & Targeted Display

___\$2,125 ___\$2,400 ___\$3,425

Compass Media Digital Display Campaign

___1,300 Clicks \$1,725 ___2,200 Clicks \$2,800
___4,500 Clicks \$5,600 ___9,000 Clicks \$10,875

Compass Media Digital Outdoor Campaign

___1,300 Clicks \$1,725 ___2,100 Clicks \$2,800
___4,500 Clicks \$5,575 ___9,000 Clicks \$10,850

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

Compass Media Display & Social Media Remarketing Campaign

___1,920 Clicks \$2,875 ___4,000 Clicks \$5,525 ___8,400 Clicks \$10,875

\$ _____

Compass Media Fall Travel Co-Op Email & Digital Display

September 2026 ___\$2,700 ___\$3,750

\$ _____

Compass Media Custom Festival/Event Promotion

___2,100 Clicks \$2,875 ___2,950 Clicks \$4,100 ___4,250 Clicks \$5,750

\$ _____

Compass Media Foodie Focused Campaign

___\$3,450 ___\$5,750 ___\$8,625

\$ _____

Compass Media Spring Travel Planner

April 2026
___1/2 page \$21,000 ___1/4 page \$10,500 ___1/8 page \$5,250

\$ _____

Compass Media Staycation

___2,100 Clicks \$2,875 ___2,950 Clicks \$4,100 ___4,250 Clicks \$5,750

\$ _____

Compass Media Targeted Email Solutions

___\$1,725

\$ _____

Compass Media YouTube, FB & IG Video Campaign

___5,900+ \$2,350 ___15,400+ \$5,750 ___33,000+ \$11,400

\$ _____

LTA CAMPAIGNS

Louisiana Attractions Program

___Summer 2026 ___Summer 2027
___Full page \$1,895 ___1/2 page \$1,195 ___1/4 page \$675
___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
___Breweries \$395

\$ _____

Louisiana Bed & Breakfast Digital Program

___December 2025 ___December 2026
___Full page \$1,095 ___1/2 page \$695 ___1/4 page \$450
___Photo Listing \$350

\$ _____

Louisiana Christmas Campaign

___October 2026 ___October 2027
___Full page \$1,525 ___1/2 page \$995 ___1/4 page \$575
___Photo Listing \$425 ___Basic Listing \$250 ___Calendar Listing \$150

\$ _____

Louisiana Outdoor Adventures Program + eNewsletter

___Spring 2026 ___Spring 2027
___Full Page \$1,795 ___1/2 page \$1,095 ___1/4 page \$695
___Photo Listing \$450 ___Basic Listing \$295 ___Charter Rate \$350

\$ _____

eNewsletter

___March 2026 ___September 2026 ___March 2027
___September 2027 ___Side Banner \$400 ___Advertorial \$575

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 Golf Program

Winter 2026 Winter 2027 \$ _____
 Full Page \$1,695 1/2 page \$995 1/4 page \$695
NON MEMBER RATES
 Full Page \$2,035 1/2 page \$1,195 1/4 page \$835

Taste Louisiana 2026

\$25,000 \$ _____
 \$14,500 \$6,000
 \$3,000 \$500

TRADE AND TRAVEL SHOWS

American Bus Association

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

Going on Faith Travel

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

Group Travel Con

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

National Tour Association

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

Small Market Meetings Conference

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

Student Youth Travel Association

2026 2027 \$ _____
 Full page \$800 1/2 page \$450

Brochure & Rack Card Printing (Circle your selection)

	10,000	15,000	25,000	50,000
Rack Card	\$1,300	\$1,600	\$2,060	\$2,975
2 Panel (8"x9")	\$1,350	\$1,650	\$2,110	\$3,320
3 Panel (8.5"x11")	\$1,550	\$1,905	\$2,500	\$3,720
4 Panel (8.5"x14")	\$2,060	\$2,500	\$3,180	\$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 (max 5,000 brochures) \$425
 New festival/event one time distribution \$375
 New festival/event annual distribution \$575

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 4

BROADCAST MEDIA | RADIO

Advance Travel & Tourism's Spotify Campaign

___ Option 1 \$2,530 ___ Option 2 \$4,025

American Road Magazine's Trip Talk Podcast

___ Option 1 \$650 ___ Option 2 \$2,875

BROADCAST MEDIA | TV

Gray Media OTT Video Targeting

___ Tier 1 \$3,600 ___ Tier 2 \$2,450 ___ Tier 3 \$1,250

Gray Media's Gulf Coast Sports Network

___ Option 1 \$17,250 ___ Option 2 \$11,500 ___ Option 3 \$5,750

MEDIA BUNDLES

225 Magazine Multi-Media Bundle

___ Option 1 \$2,250 ___ Option 2 \$2,700

Advanced Advertising Solutions by Perion [Circle your selection(s)]

	Bronze	Silver	Gold
Display Packages	\$5,750	\$11,500	\$23,000
CTV Packages	\$9,200	\$11,500	\$23,000
Mixed Packages	\$13,800	\$23,000	\$34,500

Atlanta Magazine's Quarterly Travel Bundle

___ 1/4 page package \$4,600 ___ 1/2 page package \$9,775

Country Roads Magazine Multi-Platform Content Package

___ Option 1 \$2,800 ___ Option 2 \$3,600

Hoffman Media Southern Bundle

___ Jan/Feb 2026 ___ Mar/Apr 2026 ___ May/June 2026

___ July/Aug 2026 ___ Sept/Oct 2026 ___ Nov/Dec 2026

___ Jan/Feb 2027 ___ Mar/Apr 2027 ___ May/June 2027

___ 1/2 page \$5,520 ___ 1/3 page \$4,485 ___ 1/4 page \$3,795

Houston Chronicle Multi-Media Bundle

___ Program 1 \$2,875 ___ Program 2 \$4,025 ___ Program 3 \$6,325

___ Program 4 \$8,625 ___ Program 5 \$11,500 ___ Program 6 \$10,350

MAGAZINES | Culinary & Culture

The Local Palate

Spring Travel South Road Trip Issue ___ 2026 ___ 2027

The Ultimate Southern Dining Guide ___ 2026 ___ 2027

Summer Get Outdoors & Entertaining Issue ___ 2026 ___ 2027

Small Town Getaway/ Southern Road Trips ___ 2026 ___ 2027

Fall Food Issue ___ 2026 ___ 2027

Holiday Entertaining/ Spring Travel Escapes ___ 2026 ___ 2027

Culinary Towns ___ 2026 ___ 2027

___ Package 1 \$5,665 ___ Package 2 \$4,175

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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 5

64 Parishes

___ Winter 2025 ___ Spring 2026 ___ Summer 2026
___ Fall 2026 ___ Winter 2026 ___ Spring 2027
___ Summer 2027
___ 1/4 page \$835 ___ 1/2 page \$1,195 ___ Full page \$1,870

\$ _____

Country Roads Magazine

___ Jan 2026 ___ Feb 2026 ___ Mar 2026
___ Apr 2026 ___ May 2026 ___ June 2026
___ July 2026 ___ Aug 2026 ___ Sept 2026
___ Oct 2026 ___ Nov 2026 ___ Dec 2026
___ Jan 2027 ___ Feb 2027 ___ Mar 2027
___ Apr 2027 ___ May 2027 ___ June 2027
___ Double page spread \$3,200

\$ _____

Oxford American

___ Spring 2026 ___ Summer 2026 ___ Fall 2026
___ Winter/Music 2026 ___ Spring 2027 ___ Summer 2027
Premium Placements
___ Full page \$3,439 ___ Spread \$6,877 ___ Inside Back Cover \$4,347
Special Section "Somewhere in Louisiana"
___ Full page \$2,714 ___ 1/2 page \$1,875

\$ _____

LIFESTYLE

AARP The Magazine

___ Feb/Mar 2026 ___ Apr/May 2026 ___ Oct/Nov 2026
___ 1/2 page \$11,349 ___ 1/4 page \$5,675 ___ 1/8 page \$2,838

\$ _____

Houstonia Magazine

___ Spring 2026 ___ Summer 2026 ___ Fall 2026
___ Winter 2026 ___ Spring 2027 ___ Summer 2027
___ Fall 2027 ___ Winter 2027
___ Full page \$6,650 ___ 1/2 page \$3,590 ___ 1/3 page \$2,545

\$ _____

okra Magazine

___ Winter 2025 ___ Spring 2026 ___ Summer 2026
___ Fall 2026 ___ Winter 2026 ___ Spring 2027
___ Summer 2027
___ 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 Co-op

___ March 2026 ___ May 2026 ___ August 2026
___ September 2026 ___ November 2026 ___ March 2027
___ May 2027
___ Full page \$8,645 ___ 1/2 page \$6,629 ___ 1/3 page \$4,278

\$ _____

OUTDOOR TRAVEL

American Road Magazine

___ Winter 2025 ___ Spring 2026 ___ Summer 2026
___ Autumn 2026 ___ Winter 2026 ___ Spring 2027
___ Summer 2027
___ 1/2 page \$2,210 ___ 1/4 page \$1,105

\$ _____

ROVA-The Magazine for Epic Road Trips

___ Feb/Mar 2026 ___ Apr/May 2026 ___ June/July 2026
___ Aug/Sept 2026 ___ Oct/Nov 2026 ___ Dec/Jan 2027
___ Feb/Mar 2027 ___ Apr/May 2027 ___ June/July 2027
___ Full page \$4,500 ___ 1/2 page \$2,900 ___ 1/4 page \$1,950

\$ _____

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 6

NEWSPAPER

Louisiana Newspaper Program [Circle your selection(s)]

Ad week runs Sunday-Saturday, any week Jan 2026-June 2027

Coverage	Impressions	Medium	Large
1 DMA	250,000	\$4,215	\$4,732
2 DMAs	500,000	\$7,038	\$7,929
3 DMAs	750,000	\$9,792	\$11,034
4 DMAs	1,000,000	\$12,616	\$13,915
5 DMAs	1,250,000	\$14,950	\$16,770
Entire State	1,500,000	\$17,526	\$19,539

___ LPA Ad messenger \$440

DIRECTORIES & GUIDES

Good Sam RV Travel Guide Series

___ 1/6 page ad \$2,900 ___ 1/12 page ad \$1,500

DIGITAL CAMPAIGNS | DISPLAY & AWARENESS

AARP Digital Campaign

___ Program 1 \$3,800 ___ Program 2 \$8,000 ___ Program 3 \$11,250
 ___ Program 4 \$5,750 ___ Program 5 \$11,000

American Road Magazine Digital Packages

___ Package 1 \$1,295 ___ Package 2 \$2,300 ___ Package 3 \$2,980
 ___ Package 4 \$1,300 ___ Package 5 \$4,830 ___ Package 6 \$2,545

Atlanta Magazine Digital Packages

___ \$9,200 ___ \$2,300 ___ \$4,025

Garden & Gun Digital Campaign

___ Option 1 \$11,500 ___ Option 2 \$5,750
 ___ Option 3 \$11,500 ___ Option 4 \$9,200

GDM360 by Gray Media

___ \$16,000

Houstonia Magazine's Digital Campaigns

___ \$2,500 ___ \$5,000

NOLA.com Digital Campaign

___ Package 1 \$1,150 ___ Package 2 \$3,500 ___ Package 3 \$6,000

Oxford American Digital Campaign

___ Package 1 \$8,533 ___ Package 2 \$3,278 ___ Package 3 \$2,174

Sojern Match Back Digital Campaign

___ Tier 1 \$3,450 ___ Tier 2 \$5,750 ___ Tier 3 \$11,500

Texas Monthly Digital Campaign

___ Program 1 \$3,500 ___ Program 2 \$5,000 ___ Program 3(a) \$3,225
 ___ Program 3(b) \$4,275 ___ Program 4 \$5,625 ___ Program 5 \$7,000

USA Today Digital Campaign by LocalIQ

___ \$1,300 ___ \$1,600 ___ \$2,190

DIGITAL CAMPAIGNS | EMAIL MARKETING

Advance Travel & Tourism Targeted Email Campaign

___ Option 1 \$1,500 ___ Option 2 \$2,800 ___ Option 3 \$4,250

Country Roads Dedicated eNewsletter

___ \$2,700

Hoffman Media Food Email Marketing Campaign

___ Louisiana Cookin' \$2,650 ___ Taste of the South \$3,600
 ___ Cooking with Paula Deen \$6,150

\$ _____

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 7

ROVA-The Magazine for Epic Road Trips eNewsletter Program

___\$1,950

The Local Palate eNewsletter Campaign

___Package 1 \$8,700

___Program 2 \$7,695

DIGITAL CAMPAIGNS | SPONSORED & BRANDED CONTENT

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

___\$3,450

Hoffman Media StoryMaker Campaign

___\$4,945

NOLA.com Content Campaigns

___\$7,000

StyleBlueprint's Targeted Social Media Campaign

___Standard \$4,773

___Premium \$7,475

The Local Palate Digital & Social Campaigns

___Program 1 \$8,550

___Program 2 \$7,690

DIGITAL CAMPAIGNS | THEMED & SEASONAL CAMPAIGNS

Madden Media's A 2nd Date with Louisiana

___Gold \$13,225

___Silver \$8,625

NOLA.com Mardi Gras for All Y'all Campaign

___\$5,750

LEAD GENERATION

The Travel Guide Group 'Louisiana Virtual Travel Show' Lead Generation & Economic Development

___Option 1 \$930

___Option 2 \$1,860

___Option 3 \$3,725

CONTENT PRODUCTION

Advance Originals | Long Form Video Production by Advane Travel & Tourism

Starting Rates

___Standard \$8,600

___Premium \$17,000

___Custom \$27,000

Short Form Content Production by Odyssey Studios and Miles Partnership

___\$14,375

SPORTS MARKETING

Sports Travel Digital Campaign

___Program 1 \$9,000

___Program 2 \$5,750

SportsEvents Magazine

___March 2026

___August 2026

___December 2026

___March 2027

___August 2027

___1/4 page \$1,400

___1/2 page \$2,185

___Full Page \$3,350

SportsEvents Digital Campaign

___\$4,515

MEETING & CONVENTION MARKETING

Convention South Magazine

___January 2026

___March 2026

___July 2026

___August 2026

___September 2026

___January 2027

___March 2027

___June 2027

___ Full page ad + Eblast \$5,475

___ 1/2 page ad + Eblast \$4,475

___ Full page ad only \$3,500

___ 1/2 page ad only \$2,500

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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 8

Convention South Digital Campaigns

___Option 1 \$5,475 ___Option 2 \$2,250
___Option 3 \$1,100 ___Option 4 \$1,725

Meetings Today Digital Campaigns

___Package 1 \$5,175 ___Package 2 \$9,200

Small Market Meetings Digital Packages

___Package 1 \$2,500 ___Package 2 \$4,000 ___Package 3 \$5,500

Small Market Meetings Magazine

___Feb 2026 ___March 2026 ___April 2026
___June 2026 ___September 2026 ___Nov/Dec 2026
___Feb 2027 ___April 2027 ___June 2027
___1/3 page \$1,265 ___1/2 page \$1,725 ___2/3 page \$2,070
___Full page \$2,425

Southeast Meetings + Events

___Spring/Summer 2026 ___Fall/Winter 2026 ___Spring/Summer 2027
___Package 1(a) \$5,750 ___Package 1(b) \$3,450
___Full Page \$8,500 ___1/2 Page \$6,000 ___1/3 Page \$4,500

Texas Meetings + Events

___Winter 2025 ___Spring 2026 ___Summer 2026
___Fall 2026 ___Winter 2026 ___Spring 2027
___Full Page \$8,500 ___1/2 Page \$6,000 ___1/3 Page \$4,000

GROUP TRAVEL MARKETING

LTA AAA eNewsletter

___January 2026 ___June 2026 ___October 2026
___January 2027 ___June 2027
___Side Banner \$350 ___Advertorial \$495

LTA Group Travel eNewsletter

___January 2026 ___March 2026 ___June 2026
___Oct 2026 ___January 2027 ___March 2027
___June 2027
___Side Banner \$400 ___Advertorial \$575

Destinations Magazine

___Jan/Feb 2026 ___Sept/Oct 2026 ___Nov/Dec 2026
___Jan/Feb 2027 ___Sept/Oct 2027
___Full page \$3,500 ___1/2 page \$1,960 ___1/4 page \$980

Destination Reunions

___March 2026 ___March 2027
___Option 1 \$4,300 ___Option 2 \$3,300 ___Option 3 \$1,670

Group Travel Leader Magazine

___January 2026 ___March 2026 ___May 2026
___September 2026 ___Nov/Dec 2026 ___January 2027
___March 2027 ___May 2027
___Full Page \$3,565 ___2/3 Page \$2,990
___1/2 Page \$2,415 ___1/3 Page \$1,495

Group Travel Leader Digital Campaign

___Package 1 \$2,400 ___Package 2 \$4,200

Leisure Group Travel

___December 2025 ___April 2026 ___Dec 2026
___April 2027
___Full Page \$4,595 ___1/2 Page \$2,825 ___1/3 Page \$2,200
___Custom Itinerary \$2,500

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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: _____

MARKETING PLAN STAFF

JOSIE EVANS, Chief Marketing Officer

josie@louisianatravelassociation.org | marketing@louisianatravelassociation.org

LAINÉ GARNER, Chief Sales Officer

laine@louisianatravelassociation.org

CHARLIE WALTMAN, Membership & Sales Manager

charlie@louisianatravelassociation.org

Copyright Clause:

By participating in Louisiana Travel Associations cooperative marketing programs, The Advertiser represents that it is fully authorized and licensed to use all materials within or related to advertising placed with Louisiana Travel Association's partners. The Advertiser and/or Agency agrees to indemnify and hold harmless Louisiana Travel Association and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement.



LOUISIANA
TRAVEL
ASSOCIATION

louisianatravelassociation.org



LTA STAFF

Chris Landry

President/CEO

chris@louisianatravelassociation.org

Josie Evans

Chief Marketing Officer

josie@louisianatravelassociation.org

Madeline Brown

Chief Communications Officer

madeline@louisianatravelassociation.org

Laine Garner

Chief Sales Officer

laine@louisianatravelassociation.org

Charlie Waltman

Membership & Sales Manager

charlie@louisianatravelassociation.org

Charlotte Hawkins

Director of Finance & Human Resources

charlotte@louisianatravelassociation.org

Trudie Burchfield

Office Manager

trudie@louisianatravelassociation.org

Natalie Clay Hutchinson

Art Director

natalie@louisianatravelassociation.org

Avery Hebert

Marketing Manager

avery@louisianatravelassociation.org

Megan Ryburn

Director of External Affairs

megan@louisianatravelassociation.org

Kristen Johns

Director of Business Strategy

kristen@louisianatravelassociation.org

Vivian Ely

Communications & Events Intern

vivian@louisianatravelassociation.org



LOUISIANA
TRAVEL
ASSOCIATION

LouisianaTravelAssociation.org