



LOUISIANA **TRAVEL** ASSOCIATION
MARKETING PLAN
2027-28

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!

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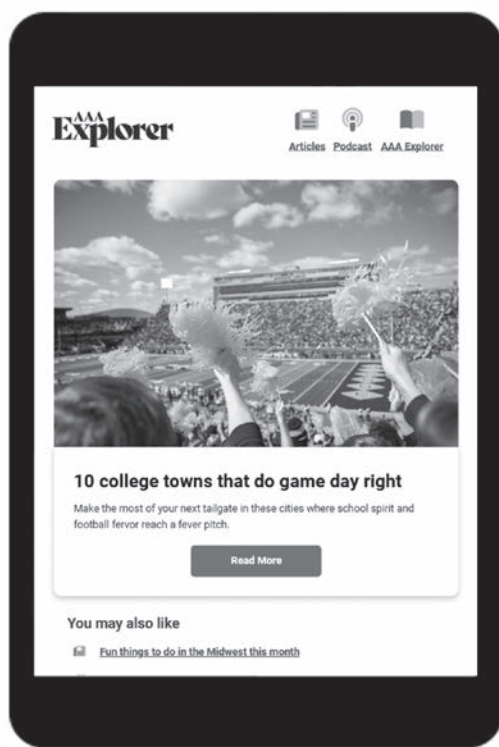
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HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer eNewsletter

Explorer Texas and Explorer Southern Individual Buy



Reach more than 707,000 travel-ready AAA members directly in their inbox—every month.

WHY IT WORKS:

- Huge Reach
 - o Texas: 465,000+ opt-in subscribers
 - o Southern Region (LA, MS, AR): 242,000+ opt-in subscribers
- High-Intent Audience
 - Content reaches users already seeking travel experiences, events, and destinations
- Exceptional ROI
 - A comparable lead acquisition campaign would cost millions in paid media

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.

2027 ISSUE DATES

Sent during the first week of each month:
January - December 2027

AAA EXPLORER TEXAS ENEWSLETTER LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page \$8,910

Banner Ad \$5,940

Property/Business Showcase \$3,341

AAA EXPLORER SOUTHERN ENewsletter LTA MEMBER RATE

Sponsored Content with dedicated

AAA.com landing page \$4,851

Banner Ad \$3,416

Property/Business Showcase \$2,079

SPACE & MATERIALS DEADLINES

January 2027 - October 16, 2026

February 2027 - November 15, 2026

March 2027 - December 20, 2026

April 2027 - January 27, 2027

May 2027 - February 25, 2027

June 2027 - March 24, 2027

July 2027 - April 25, 2027

August 2027 - May 26, 2027

September 2027 - June 27, 2027

October 2027 - July 25, 2027

November 2027 - August 27, 2027

December 2027 - September 25, 2027

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

AAA Explorer

AAA Explorer Southern/DISCOVER Special Section

CO-OP | PRINT + ADVERTORIAL

Individual Buy

KENNER – FAMILY FRIENDLY FUN

Just minutes from New Orleans, Kenner invites visitors to experience fun with a welcoming, historic feel. Start your getaway by exploring Kenner's vibrant art scene, where delectable restaurants serve everything from classic Louisiana seafood and Creole favorites to international flavors that reflect the city's rich cultural mix. Local hot lake parks in Belle Fosse, Lake Independence, and warm hospitality that make every road memorable. Whether you're craving a casual bite or an elevated dining experience, Kenner's culinary options satisfy every appetite. When it's time to unwind, step in comfort and style. Kenner offers a wide range of boutique accommodations, from rustic national brands to modern design and historic, designed for relaxation and ease. Modern amenities, friendly service, and easy access to nearby attractions ensure a stress-free and enjoyable stay. Discover one of a kind beds when you sleep local. Kenner's historic shops and specialty



Visit Kenner for Family Friendly Fun. VisitKenner.com

Must be at least 21 to gamble. Please gamble responsibly. Please don't drink and drive or use illegal drugs.



AAA EXPLORER SOUTHERN | ADVERTORIAL SECTION | 7

Tell your destination's story through a combination of traditional advertising and editorial-style content in **DISCOVER**, a special advertising section published annually in the Spring issue of *AAA Explorer Southern*.

Each participating destination receives a **full- or half-page print ad plus matching advertorial content**, providing additional space to showcase experiences, attractions, events, and travel inspiration.

Audience Highlights

- 289,000 AAA Southern households
- Distributed to AAA members in **Louisiana, Mississippi, and Arkansas**
- Reaches engaged, affluent travelers
- Spring timing reaches consumers actively planning summer vacations

HOW IT WORKS

- Choose a **Full Page or Half Page** package.
- Your paid print ad appears alongside a matching advertorial feature.
- Provide copy, images, CTA, and contact information for the advertorial.
- DISCOVER appears once annually in the **Spring issue** of *AAA Explorer Southern*.

ADVERTORIAL SPECS

Full Page

- Headline: up to 45 characters
- Copy: up to 3,600 characters
- CTA/Offer: up to 120 characters
- Up to 2 images, JPG, 300 dpi+
- Image sizes: 5" x 7" or 7" x 5"

Half Page

- Headline: up to 45 characters
- Copy: up to 1,900 characters
- CTA/Offer: up to 120 characters
- 1 image, JPG, 300 dpi+
- Image size: 5" x 7" or 7" x 5"

PRINT AD SPECS

Full Page

- 7.75" w x 10.5" h trim
- .125" bleed on all sides
- Live copy at least .25" from trim

Half Page

- 6.875" w x 4.625" h

File Requirements: PDF/X1a, flattened, 300 dpi, CMYK or grayscale, fonts embedded, with trim/bleed/center marks and .1667" offset.

MEDIA/DELIVERY

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

ISSUE

Spring 2027 (April-June)

LTA MEMBER RATE

Full Page Ad + Full Page Advertorial
\$10,890

- Full-page paid ad
- Full-page matching advertorial
- Up to 3,600 characters of advertorial copy
- Up to 2 images

Half Page Ad + Half Page Advertorial
\$6,050

- Half-page paid ad
- Half-page matching advertorial
- Up to 1,900 characters of advertorial copy
- 1 image

SPACE & MATERIALS DEADLINES

January 8, 2027

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

AJR MEDIA GROUP

Integrated Media Solutions

AJR Media's Festival & Event Amplifier

Individual Buy



Promote your event with a turnkey digital campaign designed to reach Louisiana-bound travelers through custom content, exclusive audience data, and strategic media placements.

Ideal For:

- Music, food, and cultural festivals
- Events looking to boost attendance and awareness

Start Anytime

- Campaigns are flexible and can align with your event calendar
- eNewsletter placements are subject to availability

LTA MEMBER RATE

Package \$1,053

SPACE & MATERIALS DEADLINES

One month from campaign start date

WHAT'S INCLUDED:

EVENT CONTENT PLAN ON TOURLOUISIANA.COM

Drive discovery and lead generation with a dedicated event plan featured on TourLouisiana.com—a trusted resource for Louisiana-bound travelers. Your content plan includes:

- Unlimited Event Listings (music acts, vendors, activities, etc.)
- Referral Links to your website, ticketing page and social platforms
- Lead Capture Tools (newsletter sign-ups, PDF downloads and postal requests)
- SEO-optimized content for enhanced search visibility

ENEWSLETTER FEATURES

- 2 placements in *Hot & Happening Events* eNewsletter
- Reaches 15,000+ opt-in subscribers
- Scheduled to align with your event's promotion and travel planning cycle
- eNewsletter placements – subject to availability

CREATIVE DEVELOPMENT + 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

PACKAGE SNAPSHOT

- Custom Event Content Plan - Dedicated content hub + unlimited event listings
- eNewsletter Features - 2 placements in *Hot & Happening Events* eNewsletter (15,000+ subscribers)
- Creative & Reporting - 24/7 access to live reports

Ad Representative

Nicole Juel Sánchez
nicole@ajrmediagroup.com

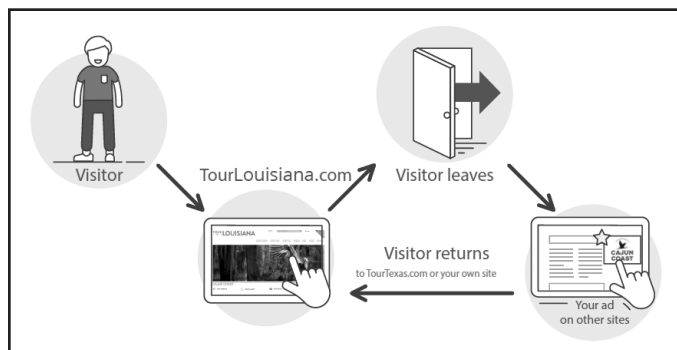
AJR MEDIA GROUP
Integrated Media Solutions

TOUR
LOUISIANA

AJR Media's TourLouisiana.com Audience Targeting Campaign

WEB + SOCIAL ADS

Individual Buy



Reach Louisiana-bound travelers across the web and social platforms using exclusive, first-party audience data—available only through TourLouisiana.com. This high-intent audience is not accessible through any other vendor or public exchange.

WHY IT WORKS

- **Exclusive Access** - Reach an audience that no other vendor can offer
- **Traveler Relevance** - Target people actively researching Louisiana trips
- **Efficient Spend** - Deliver ads only to those most likely to convert
- **Transparent Results** - Receive detailed campaign performance and engagement metrics

WHAT'S INCLUDED

Display Ads

- Serve ads to users who've recently visited TourLouisiana.com and shown interest in Louisiana travel.

Social Media Ads (Facebook & Instagram)

- Run targeted campaigns on Facebook and Instagram using TourLouisiana's exclusive first-party data, expanded with look-alike audiences.

Retargeting Power

- Keep your destination top of mind as users browse other websites after visiting.

Performance Reporting

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

DELIVERABLES

Display Ads - 390,000 impressions, static or animated banners

Social Ads - 9,600 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. Campaign runs for 30 days.

LTA MEMBER RATE

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

Display Ads Only **\$3,750**

Facebook/Instagram Ads Only **\$2,750**

SPACE & MATERIAL DEADLINES

One month before campaign start

Ad Representative

Nicole Juel Sánchez

nicole@ajrmediagroup.com

TOUR
LOUISIANA
AJR MEDIA
GROUP
Integrated Media Solutions

Sky Elements Drone Shows by AJR Media Group

Individual Buy | Experiential



Create a memorable centerpiece for festivals, grand openings, celebrations, and special events with a **custom-choreographed drone light show** from Sky Elements.

Each show is built around your event and can incorporate custom imagery, animation, and synchronized music, offering a modern alternative or complement to traditional fireworks.

WHY SKY ELEMENTS

- Produces an estimated **60% of all drone shows in the U.S.**
- Operates the country's largest drone fleet
- **16x Guinness World Record holder**
- America's Got Talent finalist
- Full-service production including custom show design, synced music, staffing, travel, and lodging

HOW IT WORKS

1. **Storyboard:** Sky Elements creates a custom storyboard based on your event concept.
2. **Mock-Up:** Your storyboard is rendered at your selected drone count for approval.
3. **Animation Preview:** Review a fully timed animated preview before the event for final approval.
4. **Showtime:** Sky Elements handles production and execution of your custom drone show.

WHAT'S INCLUDED

- Fully custom show design
- Custom storyboard and animation
- Drone equipment and operation
- Synchronized music
- Staffing
- Travel and transportation
- Lodging for staff

OPTIONAL ADD-ON

Pyro Drones: Add streaming firework drone effects to your show.

- Starting at **\$15,000 for 12 pyro drones**

REQUIREMENTS & PLANNING

- Lead Time: 12 weeks prior to show date
- Client provides event security to assist with site/launch-area clearance
- Ground permitting or venue rental fees may apply separately
- Space requirements vary by show size
- Smaller shows require approximately a **tennis-court-sized area**
- Larger shows may require up to approximately **half a football field**

Lead Time: 12 weeks prior to show date
Weather Policy: Shows canceled due to weather may be rescheduled up to one year later at no additional cost.

Blackout Dates: July 1-5 and December 31-January 1 (peak-date pricing available upon request)

LTA MEMBER RATE

100 Drones	\$16,316
150 Drones	\$24,316
200 Drones	\$32,211
300 Drones	\$47,053
400 Drones	\$61,474
500 Drones	\$75,263

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 engagement. 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

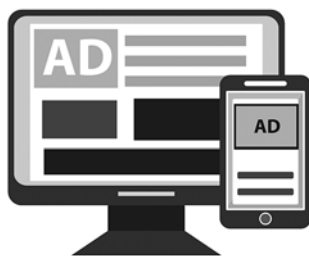
To allow adequate time to produce your story, we need to start the editorial process six weeks prior to your target launch date. For example, to have a story live on your website and a Google Display Network campaign started on July 1, we would need to begin working on your story by May 15.

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, 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.

TARGETING

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

LTA MEMBER RATE

Program 1	\$1,725
Program 2	\$2,800
Program 3	\$5,575
Program 4	\$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 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.

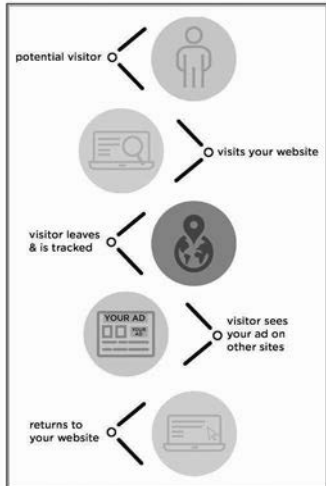


Ad Representative

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 visitors who have already demonstrated interest in traveling to your destination through prior visits to your website and/or engagement with your social channels. Consumer research indicates that potential customers need repeated, consistent exposure to build brand trust and prompt action. A robust remarketing strategy ensures ongoing engagement with pre-qualified audiences, maximizing the probability of action.

HOW DOES IT WORK

- A tracking code will need to be placed on each page of your website.
- When a user visits your website, they are tracked and later served your ad across the Google Display Network, reaching over 2 million websites, as well as throughout the Meta ecosystem, including Facebook, Instagram, and their extended Audience Network.
- To expand your reach even further, Compass Media also uses your remarketing lists to build Lookalike Audiences on Facebook. These audiences share similar characteristics and browsing behaviors with people who have already engaged with your website or social channels - helping you connect with new, highly relevant potential visitors.

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. Consumers check their email every day, presenting a vast opportunity for brands to engage with their target audience directly. 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 2027

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, 2027

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, Interests, Behaviors, Demographics, etc.)
- Ads will be displayed on ALL three of the following platforms:

Facebook, Google Display Network, and Search Engine Marketing

- Comprehensive reporting

CAMPAIGNS

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

AD SPECS

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

File Size 150kb or less

Accepted File Formats: jpg/gif*/png

*Animated ads (GIF) Animation length and speed:

Animation length must be 30 seconds or shorter

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

Animated GIF ads must be slower than 5 FPS

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

MEDIA/DELIVERY

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

CAMPAIGN

Starts any time.

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

LTA MEMBER RATE

Program 1 \$2,875

Program 2 \$4,100

Program 3 \$5,750

SPACE & MATERIAL DEADLINES

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

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media'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

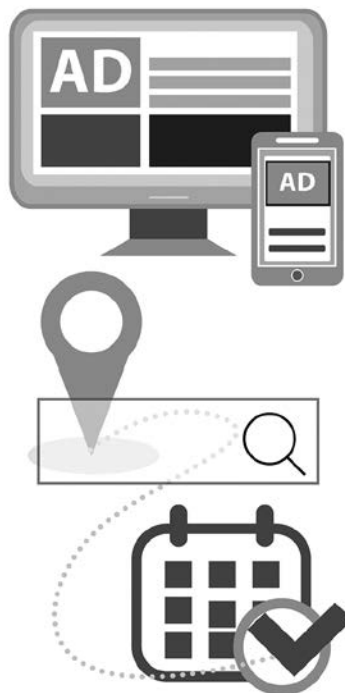
Ad materials are due 15 days prior to deployment of campaign.

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media's 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, Interests, 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 52 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 laine@louisianatravelassociation.org
or charlie@louisianatravelassociation.org,
emails must specify program and
company name in the subject line.

ISSUE

June 2027 & 2028

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

2027 - April 17, 2027

2028 - April 16, 2028

Ad Representatives

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



Louisiana Bed & Breakfast Digital Program



The Louisiana Travel Association (LTA) is proud to produce and manage the Louisiana Bed & Breakfast Digital Marketing Program—a dynamic initiative designed to showcase the unique charm and hospitality of bed and breakfasts across the state.

This digital guide serves as a powerful marketing tool, connecting travelers with Louisiana's most welcoming and distinctive lodging experiences, while supporting our members through increased visibility, targeted promotion, and statewide reach.

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:** Rack Card with QR code 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



ISSUE

December 2026/December 2027

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 \$1,595**

1/2 page \$995*

1/4 page \$695

Photo Listing \$450

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

Non-members pay additional 20%

SPACE & MATERIALS DEADLINES

December 2026 - October 19, 2026

December 2027 - October 15, 2027

Louisiana Christmas Campaign



The **Christmas in Louisiana Campaign** showcases the state's most festive holiday experiences — from parades and festivals to fireworks, shopping, bonfires, and dazzling light displays. Scheduled for release in October 2027 and 2028, this brochure puts your destination in front of holiday travelers eager to experience the magic of Louisiana.

Secure a listing for as little as \$150 and highlight your events, attractions, or seasonal offerings. With 15,000 brochures printed and distributed statewide, plus digital exposure, this campaign ensures your holiday spirit reaches thousands of visitors.

ADDED VALUE

- Full-page advertisers receive **4 event listings**.
- Full-page ads include a **regional social media post**.
- Half-page advertisers receive **2 event listings**.
- Quarter-page advertisers receive **1 event listing**.
- Digital brochure also available for download at **ExploreLouisiana.com**.
- Featured in the November LTA AAA Newsletter

AD SPECS

Full page ad 3.5"w x 8.5"h

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

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

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

LISTING SPECS

Photo Listing: 25 words of copy and high resolution color photo.

This includes a listing on the calendar of events

Basic Listing: 25 words of copy

Calendar of Event Listing: Event Name, Website and Number

Media/Delivery

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

ISSUE

October 2027 & 2028

MARKET/CIRCULATION

- **15,000 copies** printed and distributed statewide.
- Available at **Welcome Centers** across Louisiana and through **Certified Folder Display**.
- Promoted through **LTA digital ad campaigns**.
- **Digital flipbook** version of the brochure with live links to each participant's website.

LTA MEMBER RATE

ADVERTISING

Full page \$1,525

1/2 page \$995

1/4 page \$575

LISTINGS

Photo Listing \$425

Basic Listing \$250

Calendar Event Listing \$150

SPACE & MATERIALS DEADLINES

2027 - July 20, 2027

2028 - July 21, 2028

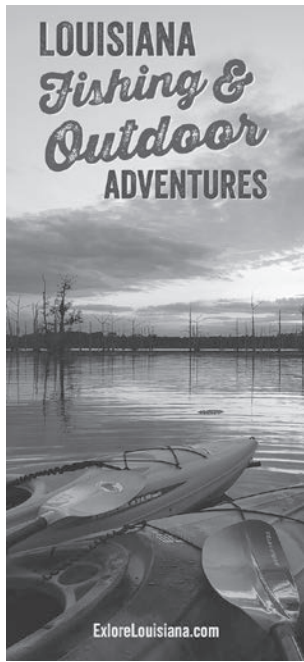
Ad Representatives

Laine Garner • laine@louisianatravelassociation.org

Charlie Waltman • charlie@louisianatravelassociation.org



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.

ADVERTISING LEVELS

PLATINUM PACKAGE - \$4,950

- Full-page ad in guide
- 10 photo listings in guide
- LTA representation at shows
- 2-Pages - digital stories with photos for outdoor writers (OWAA)
- Opportunity to attend the LA Outdoor Expo
- Opportunity to provide a door prize for OWAA writers/Outdoor shows

GOLD PACKAGE - \$2,950

- Half-page ad in guide
- 5 photo listings in guide
- LTA representation at shows
- 1-Pages - digital stories with photos for outdoor writers (OWAA)
- Opportunity to attend the LA Outdoor Expo
- Opportunity to provide a door prize for OWAA writers/Outdoor shows

SILVER PACKAGE - \$1,950

- Qtr.- page ad in guide
- 3 photo listings in guide
- LTA representation at shows
- ½ -Page - digital stories with photos for outdoor writers (OWAA)
- Opportunity to attend the LA Outdoor Expo
- Opportunity to provide a door prize for OWAA writers/Outdoor shows

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: 1,000 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 2027 - due Feb 1, 2027
- Sep 2027 - due Aug 2, 2027
- Mar 2028 - due Feb 1, 2028
- Sep 2028 - due Aug 1, 2028

RATES

- **Side Banner - \$400** (75 words + link to website) (Max 2 per issue)
- **Advertorial - \$575** (Additional photo + link to website) (Max 2 per issue)

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

PRINTED

Spring of 2027 & 2028

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 \$1,895

1/2 page \$1,195

1/4 page \$675

Photo Listing \$450

Basic Listing \$275

Coupons \$400

***Charter Fisherman & Outfitters Rate**

***Photo Listing *\$350**

SPACE & MATERIALS DEADLINES

2027 - February 19, 2027

2028 - February 18, 2028

MEDIA/DELIVERY

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

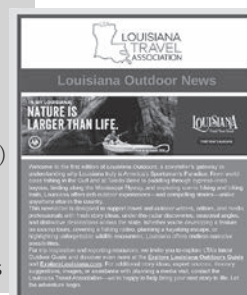
Ad Representatives

Laine Garner

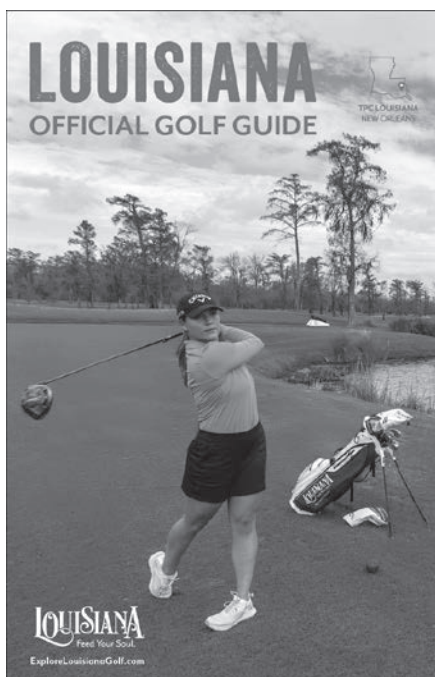
laine@louisianatravelassociation.org

Charlie Waltman

charlie@louisianatravelassociation.org



Louisiana 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 laine@louisianatravelassociation.org or 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



GUIDE

Winter 2027

Winter 2028

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 2027 - October 1, 2027

Winter 2028 - October 1, 2028

Taste Louisiana



In Louisiana, every bite tells a story and every meal brings a smile. Ranked as one of the nation's happiest states, we believe our incredible cuisine plays a big part. From savoring a beignet to diving into a bowl of gumbo, Louisiana's iconic dishes and culinary experiences will leave you craving more. Explore Louisiana's Food Culture — the flavors, culture and traditions that make Louisiana a food lover's paradise.



ExploreLouisiana.com/Culinary

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.

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



A PREMIER CULINARY MARKETING OPPORTUNITY

Taste Louisiana is LTA's flagship culinary initiative, designed to position Louisiana as a world-class food and culture destination. Through immersive culinary experiences, strategic media outreach, digital storytelling, and the Taste Louisiana Recipe Guide, this program creates meaningful exposure for sponsors while celebrating the flavors that make Louisiana unforgettable.

PROGRAM HIGHLIGHTS:

- Signature culinary activation hosted annually in a major U.S. market
- Chef-driven experiences showcasing Louisiana's regional flavors
- Production and distribution of the Taste Louisiana Recipe Guide (print + digital)
- Strategic media outreach and story pitching
- Year-round digital and social promotion
- Premium sponsor visibility across consumer and industry touchpoints

WHY SPONSOR

- Align your brand with Louisiana's culinary identity
- Reach consumers, media, and travel decision-makers
- Gain year-round exposure beyond a single event
- Be part of a statewide storytelling initiative

SPONSORSHIP LEVELS

Choose the investment level that best aligns with your goals:

Emerald Sponsor – \$25,000

Includes TWO featured chef sponsorships for maximum visibility across all Taste Louisiana assets, including premier event branding, top-tier recipe guide placement, and the highest level of digital and media exposure.

Platinum Sponsor – \$14,500

Includes ONE featured chef sponsorship with premium visibility through event branding, recipe guide placement, and enhanced digital and media exposure.

Gold Sponsor – \$6,000

Strong brand presence across Taste Louisiana through event recognition, recipe guide inclusion, and digital promotion.

Silver Sponsor – \$3,000

Recipe guide inclusion, event recognition, and digital visibility with meaningful exposure to engaged culinary audiences.

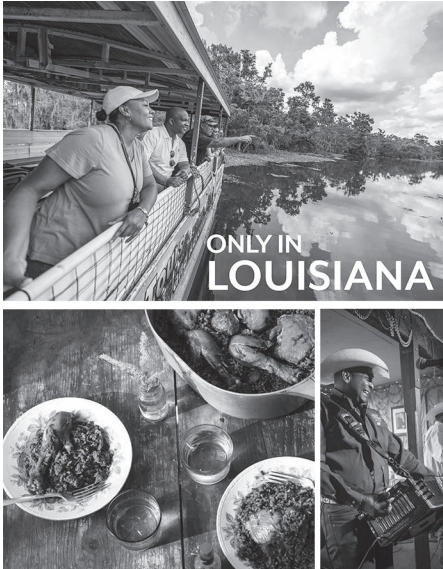
Culinary Partner – \$500

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

TRAVEL & TRADE SHOWS

American Bus Association Marketplace

Conference Profile



The American Bus Association facilitates relationships between North American 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 1,500 motor coach and tour companies in the United States and Canada. Another 3,500 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 suppliers and DMOs.

ADDED VALUE

- Pamphlet mailed to entire American Bus Association operator 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 March issue
- Pamphlet digital link uploaded to ABA's website with URL link of participants.

AD SPECS

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

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

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

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

MEDIA/DELIVERY

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

SHOWS

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

2028: Jan. 22-25, 2028-Charlotte, NC

MARKET/CIRCULATION

750

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2027 - December 1, 2026

2028 - November 17, 2027

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org





Going On Faith is the nation's leading organization of church and religious travel planners. The Going On Faith Conference (GOF) is an association of 3,000+ church and religious travel planners, serving the religious travel community. GOF is generating the newest sales markets and creating opportunities for travel companies, destinations, and suppliers that want new group sales. Market your business to church and religious travel directors who choose their desired destinations. Religious Travel is one of the fastest growing segments in travel today, with an estimated value of US \$18 billion and 300 million travelers strong.

ADDED VALUE

- Pamphlet and digital flip book mailed/emailed to entire GOF membership
- Digital flip book link added to LTA's Group Travel Newsletter January 2027/2028

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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2027 - Salt Lake City, UT

2028 - TBD

MARKET/CIRCULATION

350 faith travel planners

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2027 - July 2, 2027

2028 - July 3, 2028

Ad Representatives

Charlie Waltman • charlie@louisianatravelassociation.org





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 a 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, 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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2027 - June TBD

2028 - June TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

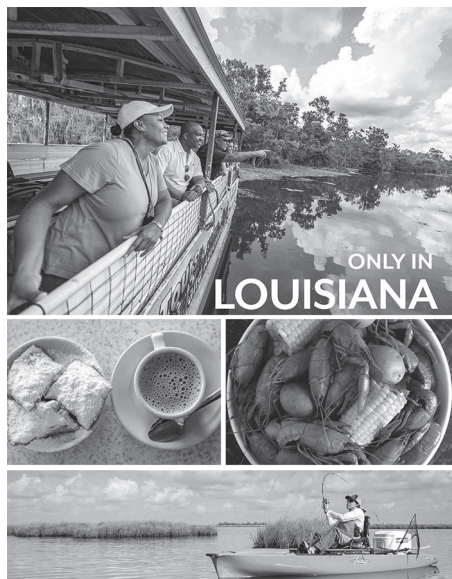
2027 - April 29, 2027

2028 - April 28, 2028

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org





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 suppliers 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, 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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

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

2028: NTA- Nov. 12-15 Albuquerque, NM

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2027 - Sept 10, 2027

2028 - Sept 8, 2028

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



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, 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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2027 - Fall 2027 - TBD

2028 - Fall 2028 - TBD

MARKET/CIRCULATION

400

LTA MEMBER RATE

Full page \$800

1/2 page \$450

SPACE & MATERIALS DEADLINES

2027 - Aug 10, 2027

2028 - Aug 8, 2028

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

SHOWS

2027: Aug 13-16 - Ottawa, ON
2028: Aug 18-21 - St. Louis, MO

MARKET/CIRCULATION

400

LTA MEMBER RATE

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

SPACE & MATERIALS DEADLINES

2027 - July 1, 2027
2028 - July 7, 2028

Ad Representatives
Laine Garner • laine@louisianatravelassociation.org



DESIGN & DISTRIBUTION

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 - \$1,585

15,000 - \$1,735

25,000 - \$2,060

BROCHURE

2 Panel (8"x9")

80# GLOSS WHITE TEXT

10,000 - \$1,670

15,000 - \$1,835

25,000 - \$2,245

3 Panel (8.5"x11")

70# GLOSS WHITE TEXT

10,000 - \$1,750

15,000 - \$1,960

25,000 - \$2,500

4 Panel (8.5" x 14")

70# GLOSS WHITE TEXT

10,000 - \$1,950

15,000 - \$2,200

25,000 - \$2,700

- 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.

- Copywriting: 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



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
1460 Ted Dunham Ave
Baton Rouge, LA 70802

****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.

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")	\$450
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 name and quantity of brochures contained for inventory and distribution report accuracy. Boxes must not exceed 12" x 12" x 10".
- Brochures **must be banded or shrink-wrapped** in multiples of 25 or 50 for inventory tracking. 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 cancellation 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



Advance Travel & Tourism's Spotify Campaign

Individual Buy



Louisiana is a destination for music lovers, and Spotify is where music lovers live. As a Spotify Premier Partner, we place your message inside the playlists and podcasts your traveler is already enjoying.

Target jazz fans, country music lovers, road-trippers, festival-goers, or culinary adventurers by geographics, interests, AND what they're listening to – ensuring your message connects with the right people.



Your campaign works in two stages: first, the audio ad plants the idea while your prospect is relaxed and receptive. Then, Google Display retargeting reinforces the message as they browse – turning inspiration into a trip search.

With precise targeting, creative flexibility, and measurable performance, Spotify and display advertising are impactful tools to influence travelers and are an essential component of any modern tourism marketing strategy.

TARGETING

- Geo (state + DMA)
- Behavioral
- Contextual

REPORTING

Reporting provided monthly using our ACE Performance Dashboard which you will have 24/7 access to. 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 AMERICAN ROAD was again named a Top Travel Magazine on not one, but three lists in 2026. AMERICAN ROAD was voted #1 in Enjoy TravelLife'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%.

In a 2026 survey, Globetrender identified that interest in road trip travel continues to climb. Inheritourism continues to dominate (the travel bug runs in the family—adults want to recreate the road trips of their youth). Multigenerational and heritage travel are also climbing. 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 listeners
- 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

Option 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

1 month prior to launch

Ad Representative

Becky Repp

becky@americanroadmagazine.com



Gray Media's GDM Excursions

Individual Buy



DESTINATION MARKETING

Move away from guesswork in your advertising by using real-world travel behavior, not just online data, to target the right audience for your destination. This solution identifies the markets your visitors come from and focuses your advertising budget on the audiences most likely to visit your destination. It also sets this solution apart by providing the ability to track how physically visits are after seeing your campaign, giving you clear and measurable proof of impact.

HOW IT WORKS

1. Gray identifies travelers who match your target audience based on real-world travel behavior.
2. Your ads are delivered across display, video, and streaming TV.
3. After the campaign, Gray measures whether exposed users physically visited your destination or attraction, providing proof of impact.

Ideal for: Destinations, Attractions, & Events

ACTIVATION OPTIONS

Feeder Market Targeting (Pre-Trip Planning)

Best for destinations looking to get more heads in beds and attractions/events wanting to bring in travelers from out of town.

- Reach travelers still in the inspiration, planning, and booking phase.
- Utilize display, video, and streaming TV.
- Data from a pre-campaign showing ideal visitor types and locations provided.
- Post-campaign proof of impact data (in-market or on-location foot traffic provided).

In-Market Visitor Targeting (Things to Do in Market/Events)

Best for attractions and events that want to drive visitation from travelers currently in market visiting.

- Reach travelers already in market with ideas on things for them to do.
- Utilize display, video, and streaming TV.
- Data from a pre-campaign showing ideal visitor types and locations provided.
- Post-campaign proof of impact data (in-market or on-location foot traffic provided).

CREATIVE SPECS

- File type: MP4, H.264
- Resolution: 720p
- Video dimensions: 1920 × 1080 HD or 720 × 480 SD
- Display creative: JPG or Animated HTML

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 A \$8,625

- 90-day campaign
- 326,000 impressions

Option B \$6,325

- 90-day campaign
- 217,000 impressions

Option C \$4,025

- 90-day campaign
- 152,000 impressions

SPACE & MATERIALS DEADLINES

30 days before launch

Ad Representative

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



DESTINATION
MARKETING

Gray Media's Travel-Intender Targeting Program

Individual Buy



DESTINATION MARKETING

You choose the geography and demographic audience, then Gray layers in travel-intender behavior to reach people actively planning travel. Coordinated messaging is delivered across multiple devices and channels to increase reach, frequency, and conversions.

HOW IT WORKS

1. Select your target geography and audience.
2. Gray identifies consumers actively researching or planning travel.
3. Your campaign is delivered across multiple digital channels and devices.
4. Reporting measures website attribution and GTM-powered conversions to evaluate campaign performance.

Ideal for: Destinations, Attractions & Events

PLATFORMS INCLUDED

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

WHAT YOU RECEIVE

- Multi-device digital advertising campaign
- Geographic and demographic targeting
- Travel-intender audience targeting
- Delivery across five digital platforms
- Website attribution reporting
- GTM-powered conversion reporting
- Creative optimization recommendations from Gray Media

WHY CHOOSE THIS PROGRAM?

- Reaches consumers actively planning travel.
- Delivers coordinated messaging across multiple devices and platforms.
- Increases campaign reach and frequency.
- Measures website activity and conversions to demonstrate campaign performance.
- Flexible targeting based on your destination's goals and markets.

REPORTING

- Website Attribution
- GTM-Powered Conversions

ESTIMATED DELIVERY

125,000 estimated monthly impressions

TIMEFRAME

Minimum campaign length:

3 months minimum

LTA MEMBER RATE

\$15,000 for 3 months

SPACE & MATERIALS DEADLINES

4 weeks before the campaign start date

CREATIVE SPECS

- Video lengths: :15 or :30
- File type: MP4, H.264
- Resolution: 720p
- Video dimensions: 1920 x 1080 HD or 720 x 480 SD
- Display creative: JPG or Animated HTML

MEDIA/DELIVERY

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

Ad Representative

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



DESTINATION MARKETING

Nexstar Media's OTT Video Everywhere

Individual Buy



Inspire your next visitor while they unwind and stream their favorite shows. Nexstar's OTT campaigns deliver verified impressions across premium streaming platforms where audiences consume long-form content. Campaigns are optimized to deliver to real households using advanced audience targeting and premium, brand-safe inventory.

HOW IT WORKS

1. Your video ad is placed across premium streaming platforms.
2. Campaigns target households based on geography and audience characteristics.
3. Ads are delivered only through trusted publisher partnerships.
4. Performance is tracked through a digital reporting dashboard.

Ideal for: Destinations, Attractions & Events looking to reach travelers through Connected TV and premium streaming services.

PLATFORMS INCLUDED

- Hulu
- Disney+
- MAX
- Discovery+
- Peacock
- Paramount+
- NFL Network
- ESPN
- MLB Network
- FOX Sports
- NBC
- HGTV
- A&E
- History
- CBS Sports
- Travel Channel
- Sling
- Fubo
- Roku
- ABC
- Philo
- And more

KEY FEATURES

- Brand-safe, premium environments
- Verified, fraud-free impressions (TAG certified)
- Advanced geo and audience targeting
- Direct partnerships with top publishers
- No open exchanges (no wasted spend)

WHAT YOU RECEIVE

- OTT/Connected TV campaign
- Premium streaming inventory
- Audience and geographic targeting
- Fraud-free, verified impressions
- Digital reporting dashboard with 24/7 access

WHY CHOOSE THIS PROGRAM?

- Reach travelers while they're watching premium streaming content.
- Advertise across many of the nation's most popular streaming services.
- Brand-safe inventory with verified impressions.
- Highly targeted campaigns with measurable delivery.

REPORTING: Digital dashboard with 24/7 access

MEDIA/DELIVERY

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

CAMPAIGN

- Campaigns may begin at any time.
- No cap on campaign length within the fiscal year.
- **3-month campaign recommended.**

LTA MEMBER RATE

Tier 1 \$4,025

Approximately **75,000 impressions**

Tier 2 \$2,588

Approximately **50,000 impressions**

Tier 3 \$1,725

Approximately **35,000 impressions**

SPACE & MATERIALS DEADLINES

4 weeks prior to the campaign start date

CREATIVE SPECS

- Video length: :15 or :30
- File type: MP4 or .MOV
- Resolution: 1920 x 1080 or 1280 x 720
- Aspect ratio: 16:9

Ad Representative

Leslie Lewis • llewis@nexstar.tv
Cassidy Moore • cmoore@nexstar.tv



Nexstar Omnichannel Targeting Program

Individual Buy



Connect with travelers at every stage of their journey using Nexstar's omnichannel strategy. This program combines advanced behavioral data with highly relevant messaging delivered across premium video, display, streaming audio, and OTT/CTV channels to maximize reach and engagement.

You define your ideal geography and audience. Nexstar handles the rest, ensuring your message appears across the screens and platforms your audience uses most, delivering consistent, high-impact visibility throughout the travel decision-making process.

HOW IT WORKS

1. Define your target geography and audience.
2. Nexstar identifies travel-intenders using behavioral targeting.
3. Your campaign is delivered across multiple digital channels with coordinated messaging.
4. Performance is tracked through a digital dashboard with 24/7 reporting access.

PLATFORMS INCLUDED

- Online Video
- Online Display
- Streaming Audio
- OTT / Connected TV

WHAT YOU RECEIVE

- Omnichannel digital advertising campaign
- Geographic targeting
- Travel-intender audience targeting
- Delivery across four digital channels
- Creative optimization assistance
- Digital reporting dashboard with 24/7 access

WHY CHOOSE THIS PROGRAM?

- Reach travelers throughout the entire planning journey.
- Deliver consistent messaging across multiple devices and platforms.
- Utilize advanced travel-intender targeting.
- Maximize reach and frequency through an integrated campaign.
- Measure campaign performance with real-time reporting.

REPORTING: Digital dashboard with 24/7 access

MEDIA/DELIVERY

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



CAMPAIGN

- **Minimum campaign length: 3 months**
- Includes geographic targeting and travel-intender behavioral targeting.
- Runs across multiple digital channels and devices.

LTA MEMBER RATE

3-month campaign **\$18,113**
Approximately **450,000 impressions**
per month

SPACE & MATERIALS DEADLINES

4 weeks prior to the campaign start date

CREATIVE SPECS

Display

- 300 × 250
- 300 × 50
- 336 × 280
- 320 × 50
- 728 × 90
- 300 × 600
- 160 × 600
- File types: JPG, PNG, GIF

Video

- :15 or :30
- File type: MP4 or .MOV
- Resolution: 1920 × 1080 or 1280 × 720
- Aspect ratio: 16:9

Audio

- :15 or :30
- File types: MP3, MP4A, WAV, OGG

225 Magazine Multi-Media Bundle

Individual Buy



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

STATS

- 250,000+ pageviews per month on 225batonrouge.com & 225 app
- 22,000 FREE copies distributed monthly to the Greater Baton Rouge Area
- 8,000+ online e-edition reads per month
- 35,000+ 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
- Article promoted through 225 Daily headline
- Organic Social Post on 225 FB/Instagram
- 970 x 250 & 300 x 250 banner campaign live for 30 days, guaranteed 50K impressions
- Monthly analytics provided

Option 2

- Full page Sponsored Article written by 225 writer in 225 Magazine issue of your choice
- Article published on 225batonrouge.com
- Article promoted through paid social on 225 FB & Instagram
- Article promoted through 225 Daily headline
- 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
- Writer will contact directly for article

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 \$4,025

SPACE & MATERIALS DEADLINES

2 weeks before start date (digital)

6 weeks before issue date (print)

Ad Representative

Andre Savoie
andre@225batonrouge.com



Atlanta Magazine's Quarterly Travel Bundle

Individual Buy

Atlanta

MAGAZINE

Reach seasonal travelers across the Southeast with a bundled print and digital campaign that combines advertising in **Atlanta Magazine** and **Southbound** magazine with exclusive email marketing. This package is designed to put your destination in front of travelers as they're planning seasonal getaways.

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

ADDED VALUE: 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 2027 - Southbound (Winter issue) + Atlanta Magazine (January)

Spring 2027 - Southbound (Spring) + Atlanta Magazine (March)

Summer 2027 - Southbound (Summer) + Atlanta Magazine (June)

Fall 2027 - Southbound (Fall) + Atlanta Magazine (October)

LTA MEMBER RATE

1/4 page package \$4,600

1/2 page package \$9,775

SPACE & MATERIALS DEADLINES

Winter 2027 - November 1, 2026

Spring 2027 - January 1, 2027

Summer 2027 - April 1, 2027

Fall 2027 - June 1, 2027

MEDIA/DELIVERY

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

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com

Atlanta

MAGAZINE

Country Roads 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

MEDIA/DELIVERY

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

ISSUE

Magazines published monthly
January - December 2027

LTA MEMBER RATE

Option 1

Event Promotion Package
\$3,000

Option 2

Multi-Platform Content Bundle
\$3,800

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

Delta Digital Outdoor Multi-Platform Packages

Individual Ad



Reach passionate outdoor enthusiasts across trusted paddling, fishing, and kayak angling brands. Delta Digital's network, including *Paddling Magazine*, *Kayak Angler*, and *Wired2fish*, connects destinations with highly engaged travelers looking for their next outdoor adventure. This cross-platform campaign combines print, digital, and email placements to build awareness among readers actively planning paddling, fishing, and nature-based experiences.

CAMPAIGN INCLUDES

- (2) ½-page magazine ads in Paddling Magazine and Kayak Angler
- (1) Paddling Magazine newsletter sponsorship (94,000 subscribers)
- (1) Kayak Angler newsletter sponsorship (50,000 subscribers)
- (1) Wired2fish newsletter sponsorship (62,000 subscribers)
- Display banner advertising with 107,857 guaranteed impressions across one or more Delta Digital outdoor brands

AUDIENCE HIGHLIGHTS

- 1.7 million average monthly pageviews
- 1.1 million monthly unique visitors
- 2.4 million social media followers
- 764,000 annual print audience
- Reaches paddling, fishing, kayak angling, and outdoor recreation enthusiasts

SPECS

1/2 Page Magazine Ads (*Paddling Magazine & Kayak Angler*)

- 1/2 page bleed: 8.875" × 5.5"
- Trim: 8.375" × 5", Live area: 7.875" × 4.5", CMYK, 300 dpi, PDF/X-1a

Newsletter Sponsorships

(*Paddling Magazine, Kayak Angler & Wired2fish*)

- Banner ad: 728 × 90 px

Display Banner Advertising

Accepted IAB display sizes, including: 300×250, 728×90, 970×250, 300×600, 160×600, 320×50 and other standard display formats.

LTA MEMBER RATE
\$11,000

SPACE & MATERIALS DEADLINES

Spring 2027 Issue: Space closes late February 2027 (final date TBD)

Summer 2027 Issue: Space closes mid-May 2027 (final date TBD)

MEDIA/DELIVERY

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

Ad Representative

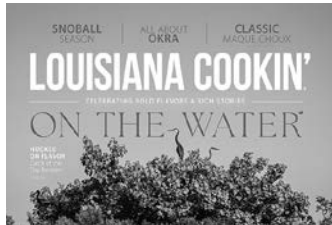
Carl Benson
Carl.benson@deltadigital.co



Hoffman Media Culinary Bundle

Louisiana Cookin' + Taste of the South

Individual Buy



Reach passionate Southern food and travel enthusiasts through two trusted culinary brands. This bundled campaign combines the audiences of *Louisiana Cookin'* and *Taste of the South*, giving destinations, attractions, restaurants, and culinary experiences the opportunity to showcase their story across print, email, and social media. It's an ideal fit for organizations looking to connect with readers who actively seek authentic Southern food, culture, and travel inspiration.

LOUISIANA COOKIN'
taste OF THE south

Audience Highlights

Louisiana Cookin'

- Print audience: 25,000
- Digital audience: 583,000
- Total audience: 608,000

Taste of the South

- Print audience: 75,000
- Digital audience: 688,000
- Total audience: 763,000

Best For

- Culinary destinations
- Food trails
- Restaurants
- Festivals
- Culinary events
- Agritourism
- DMOs promoting local food culture

AD SPECS (for both titles)

Full page ad

Trim Size: 7.875" x 10.5"

Bleed Size: 8.125" x 10.75" (full bleed)

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

Social 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.

CAMPAIGN

Choose your issue:

January/ February 2027 & 2028
March/April 2027 & 2028
May/June 2027 & 2028
July/August 2027
September/October 2027
November/December 2027

LTA MEMBER RATE

Option 1 \$3,450

(2) Full-page ads (1 in each publication)

Option 2 \$1,610

(2) Half-page ads (1 in each publication)

Option 3 \$805

(2) Quarter-page ads (1 in each publication)

Option 4 \$6,095

(2) Dedicated e-newsletters
(2) Social media posts
(2) E-newsletter mentions
(2) E-newsletter box ads (added value)
One placement in each brand.

Option 5 \$4,830

(2) Full-page print ads
(2) Social media posts
One placement in each brand.

SPACE & MATERIALS DEADLINES

Jan/ Feb 2027 - October 21, 2026
Mar/Apr 2027 - December 30, 2026
May/Jun 2027 - February 7, 2027
Jul/Aug 2027 - April 18, 2027
Sep/Oct 2027 - June 19, 2027
Nov/Dec 2027 - August 22, 2027
Jan/ Feb 2028 - October 21, 2027

Ad Representative

Lindsay Edmonds • ledmonds@hoffmanmedia.com
Amy Robertson • arobertson@hoffmanmedia.com



Houston Chronicle Multi-Media Bundle

Individual Buy



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.

High Impact Display Campaign: Capture the attention of visitors on Chron.com with High Impact Display Ads (Desktop/Mobile or Mobile Only). Delivers a 267% higher click-through rate than standard display impressions. Targeting and audience are determined by the participant.

Travel Newsletters: Targeted newsletter topics deployed weekly on Fridays to an audience of 200,000 Houstonians. Content features popular destinations with calls-to-action 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 A \$2,875

Targeted Display Campaign
(250,000 impressions)

Program 1 B \$3,450

High Impact Display Campaign
(250,000 impressions)

Program 2 \$4,025

Chron Sponsored Facebook Post
Travel Newsletter

Program 3 \$7,475

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

Program 4 \$11,500

Traditional Story Studio

Program 5 \$15,812

High Impact Story Studio

Program 6 \$12,105

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



Local Palate Multi-Platform Campaign

Individual Buy



Connect with food-inspired travelers through The Local Palate's trusted culinary platform. These digital campaigns showcase destinations, restaurants, festivals, and local experiences to an engaged audience seeking authentic Southern food and travel inspiration. Whether you're promoting a culinary itinerary or a signature event, these packages help drive awareness and trip planning among highly targeted travelers.

PACKAGE 1

Culinary Road Trip

Curated 48-hour culinary travel itinerary that highlights restaurants, markets, local food traditions, and experiences in your destination, tapping into an audience of food-motivated travelers who plan trips around dining and regional flavor.

Includes:

- Partnered feature on thelocalpalate.com for 24 hours
- Instagram Reel or Story
- 30-day website ROS banner ad

PACKAGE 2

Festival & Event Promotion

Promote your signature festival, cultural celebration, or seasonal event to a regional audience of highly engaged food and experience travelers in drive markets.

Includes:

- 30-day event listing on thelocalpalate.com
- Partnered section in the Festival Focus newsletter
- Facebook post

Audience Highlights

Digital + Social Reach

- Average monthly web page views: 250,000+
- Average monthly new web users: 50,000+
- Instagram followers: 65,000+
- Facebook followers: 32,000+

SPECS

- **Partnered Post article on thelocalpalate.com:** 300-500 words of text with headline, title and subtitles, 4-6 high res images (at least one horizontal), and 3-5 embedded links
- **Instagram Reel:** High res, post-ready 1080x1920 video file, max 60 seconds (10-30 seconds is optimal), copy to be included in the reel and/or caption, max 80 words for descriptive text for video clip overlay, short brand hashtags, reel posts must be approved by partner tag to be labeled as "Paid Partnership with [advertiser]."
- **Instagram Story:** Minimum 2-5 slides with max 25 words per slide, high res images (1080x1920 or approx. 30 second video), provide any desired profiles, links and short hashtags, posts must be approved by partner tag to be labeled as "Paid Partnership with {advertiser}."
- **30-day website ROS banner ad:** jpeg, gif or .mov (150kb max), URL link, Leaderboard 728w:90h, Skyscraper 160w:600h, half page 300w:250h, Mobile Leaderboard 320w:50h
- **Event listing on thelocalpalate.com:** 150-200 words of introductory text, event location, event URL to link for tickets, 2-3 high res images (at least one horizontal), event schedule, sponsors and logos, talent and headshots if relevant.
- **Partnered section in the Festival Focus newsletter:** 75-150 words, subject line, 2-4 high res horizontal images, URL for link
- **Facebook post:** 80 words or less, 3-5 high res images or video (30 seconds is optimal), any profiles, link, and hashtag requests

CAMPAIGN

Can start at any time.

LTA MEMBER RATE

Package 1 \$4,083

Package 2 \$6,038

SPACE & MATERIALS DEADLINES

- Space is available on a first-come, first-served basis.
- Materials are due 30 days prior to launch.

MEDIA/DELIVERY

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



Ad Representative

Molly McWhorter • molly@thelocalpalate.com

Oxford American Print and “Somewhere in Louisiana” Bundles

Individual Buy

Cultural, Music, Food, Experiential



The *Oxford American* (OA) is a highly acclaimed publication that enhances the cultural fabric of the South. It is part of a well-respected brand that has won multiple National Magazine Awards over its 35 year history, as well as the 2026 Firecracker Award for General Excellence.

The OA's mission is to explore the complexity and vitality of the American South through exceptional writing that covers music, food, and the visual arts. The magazine delivers an intensely engaged and dedicated audience that is compelled to enjoy all the experiences that the South, and Louisiana, has to offer.

MARKET / CIRCULATION - NATIONAL

Average Audience: 50,000

Includes subscribers, targeted distribution at select outlets, and presence at a wide variety of cultural and educational partnered experiences

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

87% spend at least one hour reading the magazine

Frequent consumers of books, music, and spirits

SPONSORED CONTENT E-NEWSLETTER PERFORMANCE

- Average Open Rate: 32.9%

- Average Opens: 8,475

- Average Clicks: 764

ADDED-VALUE: Provided based on a minimum commitment of one (1) NEP (National Equivalent Page)

- One (1) 585x120 Weekly Editorial e-Newsletter Banner Ad (\$1,450 Value)

SPECIAL SECTION “SOMEWHERE IN LOUISIANA” MEDIA BUNDLES

“Good Living, Good Reading, Good Tasting, Good Listening” Print Section

PLUS Custom Content e-Newsletters featuring the Best of Louisiana Culture:

Food, Arts, Music, created exclusively for LTA members

Package A

- Full-page ad in the “Good Living” special section

- “Somewhere in Louisiana” sponsored content e-newsletter

- Social media package (Facebook, Instagram & X)

- Total Value: \$6,505

Package B

- ½-page ad in the “Good Living” special section

- “Somewhere in Louisiana” sponsored content e-newsletter

- Social media package (Facebook, Instagram & X)

- Total Value: \$5,720

Package C

- Full-page ad in the “Good Living” special section

- “Somewhere in Louisiana” sponsored content e-newsletter

- Total Value: \$5,505

Package D

- ½-page ad in the “Good Living” special section

- “Somewhere in Louisiana” sponsored content e-newsletter

- Total Value: \$4,720

CAMPAIGN

Issue Schedule (Tentative/Subject To Change)

Spring (March - June) 2027 & 2028

Summer Issue (June – Sept.) 2027

Fall Issue (Sept. – Nov.) 2027

Annual Southern Music Issue (Dec. - March) 2027

LTA MEMBER RATE

Premium Placement

Full Page \$3,784

Spread \$7,567

Cover Placement

Inside Back Cover \$4,784

Note: Inside Back Cover position is available as part of an integrated Print/Digital package, predicated on a minimum total net investment of \$6,500.

SPECIAL SECTION “SOMEWHERE IN LOUISIANA” MEDIA BUNDLES

Package A \$6,100

Package B \$5,600

Package C \$5,200

Package D \$4,450

SPACE & MATERIALS DEADLINES

Spring (Food) 2027: Dec 28, 2026

Summer 2027: April 2, 2027

Fall 2027: July 2, 2027

Southern Music 2027: Sept 17, 2027

Spring 2028: December 29, 2027

SPECS & DELIVERY: Contact marketing@louisianatravelassociation.org

Ad Representative

Kelsey Mangiapane • kmangiapane@oxfordamerican.org

Ray Wittenberg • rwittenberg@oxfordamerican.org

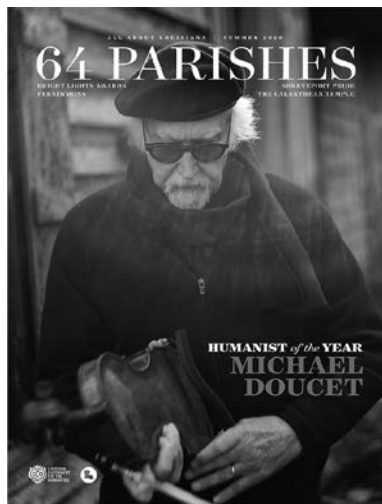
Cristen Hemmins • cristenhemmins@gmail.com

**OXFORD
AMERICAN**

64 Parishes

Individual Ad

CULTURE/HISTORY/FOOD/EDUCATION



Published by the Louisiana Endowment for the Humanities, *64 Parishes* is Louisiana's statewide magazine dedicated to telling the stories that shape our culture, history, and way of life. Through thoughtful writing, strong photography, and beautiful design, each issue highlights people, places, and traditions from across the state. Its readers are engaged, curious, and deeply connected to Louisiana's culture and heritage.

ADDED VALUE

Full Page Purchase Benefit: Includes a banner (750px x 192px) featured in three editions of the *64 Parishes* monthly e-newsletter. (This placement has a public value of \$300 and is offered as a complimentary benefit exclusively for LTA members.)

AD SPECS

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

Trim: 8.25" w x 10.875" h

Non bleed 7" w x 9.625" h

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

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

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

Media/Delivery

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

Ad Representative

Laura Escobar-Agon • escobar-agon@leh.org
Josh-Wade Ferguson • ferguson@leh.org



ISSUE

Winter 2026 Issue: December 2026 – February 2027

Spring 2027 Issue: March – May 2027

Summer 2027 Issue: June – August 2027

Fall 2027 Issue: September – November 2027

Winter 2027 Issue: December 2027 – February 2028

Spring 2028 Issue: March – May 2028

Summer 2028 Issue: June – August 2028

MARKET/CIRCULATION

Louisiana, Texas, Mississippi, Georgia
116,125 Annual Readers

LTA MEMBER RATE

Full page \$1,985

1/2 page \$1,275

1/4 page \$855

Regular column: includes parish spotlights, literature, foodways, music: (1-3 pgs.): **\$275**

Feature story (3-6 pgs.): **\$607**

SPACE & MATERIALS DEADLINES

Winter 2026- September 28, 2026

Spring 2027 -January 4, 2027

Summer 2027 - March 25, 2027

Fall 2027 - June 24, 2027

Winter 2027 - September 22, 2027

Spring 2028 - January 4, 2028

Summer 2028 -March 25, 2028

Country Roads Magazine + Content

Individual Ad

CULTURE



With more than 40 years of award-winning publishing, Country Roads has built a loyal, deeply engaged audience through its print magazine, digital platforms, and e-newsletters. Committed to high-quality local storytelling, Country Roads offers advertisers a trusted environment to connect with readers. Maximize your investment by pairing paid content with print display in a double-page spread for greater visibility and impact.

READER PROFILE

75% female

63% between 35 & 64 year old

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

Full page: 9.75" x 13.5"

- 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 2027 - June 2028

LTA MEMBER RATE

Option 1 \$3,400

Double Page spread

Option 2 \$4,400

(1) Full page Paid Content Article in Country Roads print + digital edition

(1) Full page Display ad adjacent to Content page

SPACE & MATERIALS DEADLINES

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

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com

 **Country Roads**

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.

Print Distribution

- Readership: 300,000+
 - Circulation: 50,000 print and 28,000 digital
- In addition to subscribers, the publication has national distribution throughout airports, bookstores, retail stores, supermarkets, drugstores, controlled public places, hotels, visitors' centers, and more.
- Digital edition is also available to all subscribers, digital-only subscribers, and through third-party platforms including Apple App Store, Google Play, Amazon, Magzter, Flipster, and more.

Demographics:

- 65% female / 35% male
- **Age:** 45% between 25–49; 52% between 50–64
- **Median household income:** \$188,000
- **Top affinities:** shoppers, cooking enthusiasts, book lovers, travel buffs, art & theater aficionados, foodies, aspiring chefs, health & fitness buffs, family-focused, outdoor enthusiasts, and green living enthusiasts
- Readers travel an average of 4x per year
- **Top 15 session states:** NC, TX, FL, CA, GA, SC, IL, VA, NY, TN, LA, AL, PA, MD
- **Top 15 session cities:** Chicago, Atlanta, Charlotte, NYC, DC, Nashville, Dallas, Charleston, Houston, Raleigh, Austin, New Orleans, Orlando, Jacksonville, Birmingham

AD SPECS

Camera Ready Artwork PDF at high resolution (300 dpi) with fonts and images embedded, images converted to CMYK

- **Spread Trim Size:** 18" x 10.875"
- **Full Page Trim Size:** 9" x 10.875"
- **½ Page Horizontal:** 7.25" x 4.553"

MEDIA/DELIVERY

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

ISSUE

Spring Travel South (March 2027)
Restaurants Issue (April 2027)
Fall Road Trips (Sept 2027)
Best Culinary Towns (December 2027)

LTA MEMBER RATE

Spread: \$9,775
Full Page: \$5,750
½ Page: \$4,315

SPACE & MATERIALS DEADLINES

Spring Travel South (March 2027)
Dec 18, 2026
Restaurants Issue (April 2027)
Jan 29, 2027
Fall Road Trips (Sept 2027)
July 23, 2027
Culinary Towns (December 2027)
Oct 8, 2027

Ad Representative

Molly McWhorter • molly@thelocalpalate.com

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

AARP, The Magazine

Co-op Ad

LIFESTYLE



AARP The Magazine is one of the nation's most powerful and trusted media platforms, uniquely positioned to connect travel destinations with one of the most valuable audiences in the market. With a readership of more than **38 million**, AARP delivers unmatched scale among adults 50+, a demographic with greater discretionary income, fewer time constraints, and a strong desire to explore. **AARP members take longer, more frequent, and higher-value trips** than any other age group and turn to the magazine as a **trusted authority for travel inspiration and planning.**

AUDIENCE HIGHLIGHTS

- **Readership:** 38 million+
- **Audience:** Adults 50+
- 56% female / 44% male
- **Median household income:** \$103,164
- 97% of AARP members will book a trip within the next year.
- AARP members accounted for 42% of all 50+ visitors to Louisiana in the last year.
- More likely to spend \$7,000+ annually on domestic travel.
- More likely to stay 7+ nights.
- Strong interest in live music, fine dining, and cultural/historic attractions.
- Reaches more domestic travel intenders than all other magazines combined.

ADDED VALUE

- Bonus advertorial included with any full- or half-page media buy.
- National reader service listing generates opt-in leads from 19.5 million AARP households nationwide.
- Leads are generated over a 16-week period and distributed weekly.
- Lead reports include names and mailing addresses, with email addresses provided when available.

AD SPECS

Full Page: 7.375" × 9.75"

½ Page: 7.375" × 4.875"

⅓ Page: 2.5" × 9.75" or 4.675" × 4.675"

Non-bleed

CMYK

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.

ISSUE (Travel Issues)

February/March

April/May

August/September

October/November

TEXAS DISTRUBUTION

276,000 Texas Households

TEXAS 2026 LTA MEMBER RATE

Full Page Package \$15,675

- Full-page advertisement
- Bonus full-page advertorial
- National reader service listing with 16 weeks of lead generation

Half Page Package \$10,175

- Half-page advertisement
- Bonus half-page advertorial
- National reader service listing with 16 weeks of lead generation

One-Third Page \$7,315

- One-third page advertisement
- National reader service listing with 16 weeks of lead generation

SPACE & MATERIALS DEADLINES

February/March- November 3

April/May - January 8

August/September - May 7

October/November - July 9

Ad Representative

Brittanie Buchanan

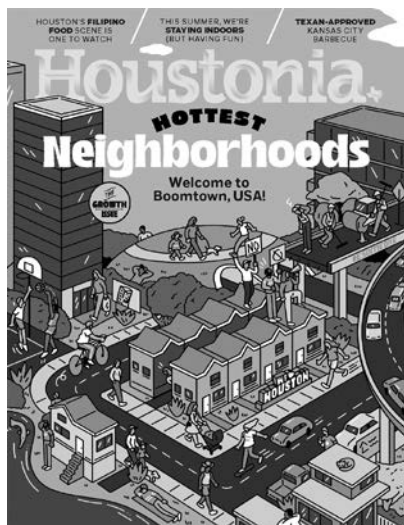
brittanie@b2mediagroup.com

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

Houstonia Magazine

Individual Ad

LIFESTYLE/CULTURE/CULINARY



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

AD SPECS

Full page bleed - 8.625"w x 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 x 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 2027

Summer 2027

Fall 2027

Winter 2027

Spring 2028

Summer 2028

Fall 2028

Winter 2028

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 2027 - Jan 18, 2027

Summer 2027 - April 1, 2027

Fall 2027 - July 1, 2027

Winter 2027 - Sept 17, 2027

Spring 2028 - Jan 18, 2028

Summer 2028 - April 18, 2028

Fall 2028 - Jul 24, 2028

Winter 2028 - Oct 16, 2028

Ad Representative

Kevin Gober • kgober@sagacitymedia.com

Houstonia

okra. Magazine

Individual Ad

SOUTHERN/CULTURE/LIFESTYLE



okra. Magazine celebrates the South as a living story, exploring the people, places, traditions, food, and culture that define the region. Through thoughtful storytelling and striking photography, okra. highlights unique destinations and authentic Southern experiences. This package combines premium print advertising with editorial-style opportunities to showcase your destination in a trusted Southern lifestyle publication.

Why okra.

- Celebrates Southern culture, creativity, food, and travel
- Features stories about people, places, and traditions across the South
- Highlights off-the-beaten-path destinations
- Recognized as a Top 20 Finalist for Hottest Magazine Launch by the MPA Association of Magazine Media

Campaign Options

Option 1

- Full-page print advertisement
- Added Value: Digital display ad on okramagazine.com for 30 days

Option 2

- Half-page print advertisement

Option 3

- Full-page print advertisement
- Full-Page matching advertorial
- Added Value: Digital leaderboard display ad on okramagazine.com for 30 days

Option 4

- Half-page print advertisement
- Half-Page matching advertorial

AD SPECS

Full Page

- Trim: 9" × 10.875"

Half Page

- Trim: 9" × 5.25"

General Specs

- Add 1/8" bleed outside trim
- Keep live elements 3/8" inside trim
- PDF/X-1a preferred

Matching Advertorial Specifications

- Client supplies copy and available high-resolution photography.
- okra. Magazine's designer will work with the client to determine the appropriate amount of copy, photo selection, and final layout.

MEDIA/DELIVERY

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

ISSUE

Winter 2027

Spring 2027

Summer 2027

Fall 2027

Winter 2028

Spring 2028

MARKET/CIRCULATION

TX, MS, LA, AL, AR, FL, GA, KY, NC, SC, TN, VA, and WV

54,000

LTA MEMBER RATE

Option 1 \$3,800

Option 2 \$2,600

Option 3 \$8,900

Option 4 \$5,575

SPACE & MATERIALS DEADLINES

Winter 2027: September 17, 2026

Spring 2027: December 20, 2026

Summer 2027: March 18, 2027

Fall 2027: June 17, 2027

Ad Representative

Scott Speakes • Scott@okramagazine.com

okra.
REAL SOUTHERN CULTURE



Reach one of Louisiana's strongest drive markets through the trusted voice of Texas Monthly. With more than **3 million readers per issue**, Texas Monthly connects destinations with affluent, travel-minded Texans who actively seek road trips, outdoor recreation, cultural experiences, culinary adventures, and weekend getaways. Print advertising appears alongside award-winning editorial, helping build destination awareness while benefiting from the credibility of one of Texas' most respected publications. Seasonal travel issues and exclusive added-value opportunities provide additional ways to showcase Louisiana destinations throughout the year.

Audience:

- 3+ million readers per issue
- Trusted Texas publication with 50+ years of editorial authority
- 92% of readers take action after reading Texas Monthly
- 71% plan to stay at a hotel, spa, or resort within the next 12 months
- Subscribers take 4+ domestic trips annually
- Readers are:
 - 109% more likely to visit cultural and historical sites
 - 47% more likely to visit a national park
 - 46% more likely to go backpacking or hiking
 - 43% more likely to take long road trips
 - 42% more likely to choose lesser-known destinations

ADDED VALUE OPPORTUNITIES

In-Book Travel Planners (March, May, September & November issues)

- 200-word feature
- Images
- Digital reader reply card
- TexasMonthly.com calendar listing

Louisiana Travel Special Section (August 2027)

- Destination feature
- Contact information
- Images

Best Game in Town Special Section (August 2027)

- Destination feature
- Headline & copy
- Image & logo
- Website & phone

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.

Ad Representative

Lorna Jennische • ljennische@texasmonthly.com

TexasMonthly

ISSUE

March 2027 – Spring Travel

May 2027 – Summer Travel

August 2027 – Gaming & Louisiana State Guide

September 2027 – Fall Travel

November 2027 – Winter Travel

March 2028 – Spring Travel

May 2028 – Summer Travel

MARKET/CIRCULATION

Total Circulation: 270,853

Primary Market: Texas with regional interest in Louisiana travel

LTA MEMBER RATE

Full Page \$9,941

1/2 Page \$7,623

1/3 Page \$4,919

SPACE & MATERIALS DEADLINES

March 2027: December 22, 2026

May 2027: February 19, 2027

August 2027: May 22, 2027

September 2027: June 22, 2027

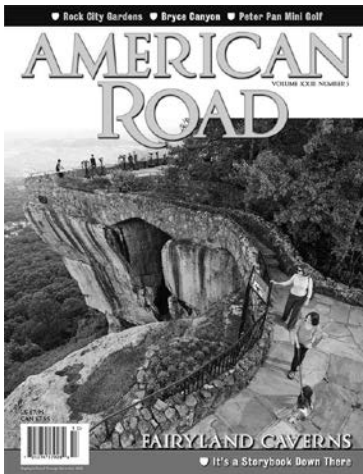
November 2027: August 24, 2027

March 2028: December 22, 2027

May 2028: February 20, 2028

American Road Magazine Co-op Ad

TRAVEL



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.

American Road continues to receive critical acclaim. American Road was again named a Top Travel Magazine on not one, but three lists in 2026. American Road was voted #1 in Enjoy TravelLife'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%.

In a 2026 survey, Globetrender identified that interest in road trip travel continues to climb. Inheritourism continues to dominate (the travel bug runs in the family—adults want to recreate the road trips of their youth). Multigenerational and heritage travel are also climbing. 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.

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 2026

Spring 2027

Summer 2027

Autumn 2027

Winter 2027

Spring 2028

Summer 2028

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 2026 – Nov 15, 2026

Spring 2027 – Feb 15, 2027

Summer 2027 – May 15, 2027

Autumn 2027 – August 15, 2027

Winter 2027 – Nov 15, 2027

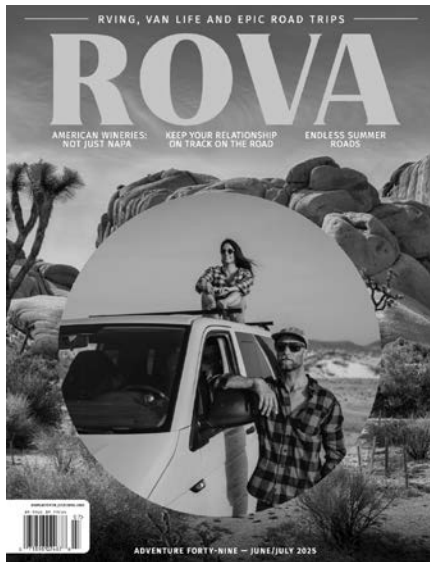
Spring 2028 – Feb 15, 2028

Summer 2028 – May 15, 2028

ROVA - The Magazine for Epic Road Trips

'Louisiana's Best Road Trips' - Individual + Co-Op Buy

OUTDOOR TRAVEL



ROVA – The Magazine for Epic Road Trips is the travel lifestyle magazine dedicated to road trips, outdoor adventure and heritage tourism. ROVA – The Magazine for Epic Road Trips 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 – The Magazine for Epic Road Trips 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 \$569M* economic impact on Louisiana alone, ROVA – The Magazine for Epic Road Trips offers a strategic media opportunity to reach **The New Travel Leaders!**

*RVIA Economic Impact Study 2026

AUDIENCE PROFILE

ROVA readers are passionate about:

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

ADDED VALUE

1/4 Page - 4-week banner ad on ROVAmag.com

1/2 Page - 8-week banner ad on ROVAMag.com

Choose one: Blog **or** Inclusion in the Louisiana Road Trips eBlast

- Both the Blog and eBlast include: 200 words, 2 photos, Links and URL
- Blog remains live on ROVAMag.com 24/7

Full Page - NEW: Bonus 1/6-page ad in the December/January issue

- 8-week banner ad on ROVAMag.com
- Louisiana Trip Planner Blog
- Blog includes: 400 words, 2 photos, Links and URL
- Blog remains live on ROVAMag.com 24/7

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

ISSUES

Feb/Mar 2027: Annual Louisiana Trip Planner Section

April/May 2027: Fishing & Birdwatching

June/July 2027: Outdoor Adventure Trips

Aug/Sep 2027: Annual Brewery Round-Up

Oct/Nov 2027: Louisiana Holiday Trip Section & Mountain Biking

Dec/Jan 2028: Annual State Parks Round-Up

Feb/Mar 2028: Annual Louisiana Trip Planner Section

April/May 2028: Family Adventure

June/July 2028: Epic Summer Trips

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

LTA Member Deadlines

Feb/Mar 2027: December 8, 2026

Apr/May 2027: February 11, 2027

Jun/Jul 2027: April 9, 2027

Aug/Sep 2027: June 9, 2027

Oct/Nov 2027: August 12, 2027

Dec/Jan 2028: October 5, 2027

Feb/Mar 2028: December 7, 2027

Apr/May 2028: February 10, 2028

Jun/Jul 2028: April 10, 2028

Ad Representative

Madelyn A. Roberts

Madelyn.roberts1@gmail.com

ROVA

THE MAGAZINE FOR EPIC ROAD TRIPS

LPA Newspaper Print & Digital Program with Ad Ticker

Individual Ad

GENERAL INTEREST

Reach travelers across Louisiana through a network of trusted local newspapers and digital news sites. Campaigns can target one or multiple Designated Market Areas (DMAs) or run statewide using print or digital advertising, allowing destinations to reach audiences where they live, work, and travel.

HOW IT WORKS

Select print or digital advertising, choose one or more Louisiana DMAs, and your campaign will run for one month across a network of trusted local news outlets. Each DMA delivers approximately 250,000 impressions.

LTA MEMBER RATES • ONE MONTH PRINT NETWORK

Coverage	Estimated Impressions	Medium (2 col x 4")	Large (2 col x 6")
1 DMA	250,000	\$4,214	\$4,732
2 DMAs	500,000	\$7,038	\$7,929
3 DMAs	750,000	\$9,792	\$11,034
4 DMAs	1,000,000	\$12,615	\$13,915
5 DMAs	1,250,000	\$14,959	\$16,770
Statewide	1,500,000	\$17,526	\$19,538

LTA MEMBER RATES • ONE MONTH DIGITAL NETWORK

Coverage	Estimated Impressions	Display Ads
1 DMA	250,000	\$2,760
2 DMAs	500,000	\$4,651
3 DMAs	750,000	\$6,624
4 DMAs	1,000,000	\$8,671
5 DMAs	1,250,000	\$10,737
Statewide	1,500,000	\$12,816

LPA AD TICKER

LPA Ad Ticker is a mobile-first advertising solution that delivers customizable scrolling text ads across mobile websites and more than 15,000 apps. Using audience targeting based on demographics, location, weather, and behavior, campaigns help destinations reach travelers with timely messaging and can include interactive features such as links to websites, videos, maps, calendars, phone calls, and email. Designed to drive higher engagement than traditional display advertising, the platform also provides detailed reporting, including impressions, taps, heat maps, and campaign performance analytics.

SCROLLING AD TICKER \$2,530

A customizable scrolling text ad that stays visible as users browse mobile websites and apps. 100,000 guaranteed impressions

tap-to-expand ad ticker \$2,875

An interactive mobile ad that expands to showcase videos, images, maps, websites, and other engagement features with a tap. 100,000 guaranteed impressions

ISSUE

Weekly

AUDIENCE HIGHLIGHTS

- Six Louisiana DMA networks
- Print and digital advertising available
- Regional or statewide targeting
- Up to 1.5 million impressions
- Trusted local news brands throughout Louisiana
- Significant savings compared to purchasing placements individually

AVAILABLE MARKETS

- Shreveport
- Monroe
- Alexandria / Lake Charles
- Lafayette
- Baton Rouge
- New Orleans

SPACE & MATERIALS DEADLINES

1 month prior to publication

Ad Representative

McHugh David • mchugh@lapress.com



Good Sam Print + Digital Enhancement

Co-op Ad

TRAVEL



The **Good Sam RV Travel Guide** is one of the most trusted and comprehensive resources for RVers and camping enthusiasts, with more than 50 years of continuous publication. Distributed in print, on GoodSam.com, and through the Good Sam Mobile App, it serves as a go-to resource for trip planning, campground information, and travel inspiration across the U.S. and Canada.

ADDED VALUE

- Premium placement in the Louisiana Welcome Section
- Free full-color listing on GoodSam.com
- Free listing in the Good Sam Mobile App
- Free online destination listing that appears in relevant city searches on GoodSam.com
- Opportunity to add a discounted Digital Destination Package for \$650 (50% off standard pricing). Includes: Up to 12 photos, Destination logo, Phone number, Website link, Email link, Facebook link, Instagram link, Link to attractions or activities, Interactive map location, Embedded YouTube video (if provided)

AD SPECS

LTA formatted ad

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

1/12 page ad - 300 dpi full color logo saved as an .EPS, .JPG 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

2028

AUDIENCE & REACH

- Reaches more than 2 million Good Sam members and travel enthusiasts
- Connects with family campers, snowbirds, RV renters, and glampers
- Extends visibility to Camping World and Gander Outdoors customers (approximately 5 million)
- Features campgrounds, destinations, attractions, and travel resources throughout North America

LTA MEMBER RATE

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

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

SPACE & MATERIALS DEADLINES

July 1, 2027

Ad Representative

Don & Peggy Holloway • hollowaysgsc@gmail.com



AARP Digital Campaign

Individual Buy



AARP.org is a premier digital destination for adults 50+, delivering rich, premium travel content that inspires year-round travel planning. Reaching **24 million monthly unique visitors** on average, AARP connects with a highly engaged travel audience researching travel destinations. With greater discretionary income, fewer time constraints, and a strong desire to explore, **AARP members take longer, more frequent, and higher-value trips than any other age group.** With an average click-through rate double the industry standard and an audience motivated to travel, AARP.org can deliver Louisiana's best travel prospects.

TARGETING

- 24 million average monthly unique visitors
- Targets Travel Enthusiasts & Active Vacation Planners
- First-party audience targeting
- Geographic targeting available anywhere in the US

ADDED VALUE

- National reader service listing included with every program
- Generates opt-in travel leads over a two-month period

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.

Video

- File types: MP4, 3GP, or MOV
- Resolution: 1920 x 1080
- :15 or :30 second video
- Maximum file size: 512 MB

MEDIA/DELIVERY

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

CAMPAIGN

Campaign length: One month
Campaigns can begin at any time

LTA MEMBER RATE

Program 1 \$4,025

200,000 display impressions
National reader service listing
Two months of opt-in lead generation

Program 2 \$8,000

410,000 display impressions
National reader service listing
Two months of opt-in lead generation

Program 3 \$5,750

160,000 video impressions
:15 or :30 second video
National reader service listing
Two months of opt-in lead generation

Program 4 \$5,750

175,000 social media impressions
Image, video, or carousel ads
National reader service listing
Two months of opt-in lead generation

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Brittanie Buchanan

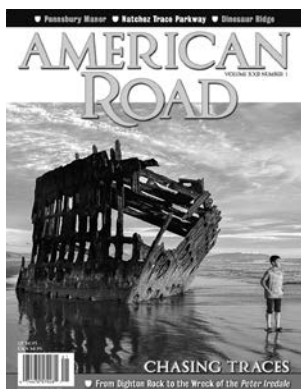
brittanie@b2mediagroup.com

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

American Road Magazine Digital Campaigns

Individual Buy

TRAVEL



American Road continues to receive critical acclaim. American Road was again named a Top Travel Magazine on not one, but three lists in 2026. American Road was voted #1 in Enjoy TravelLife'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%.

In a 2026 survey, Globetrender identified that interest in road trip travel continues to climb. Inheritourism continues to dominate (the travel bug runs in the family—adults want to recreate the road trips of their youth). Multigenerational and heritage travel are also climbing. 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



Reach highly engaged Southeastern audiences through Atlanta Magazine's trusted digital platforms.

Whether you're promoting a destination, attraction, restaurant, or special event, Atlanta Magazine offers digital advertising solutions designed to reach travelers and food enthusiasts where they spend their time online. Choose from a comprehensive multi-channel digital package or a food-focused campaign targeting Atlanta's passionate dining audience.

OPTION 1: ATLANTA MAGAZINE TOTAL DIGITAL PACKAGE

Build awareness across multiple digital touchpoints through Atlanta Magazine's website, newsletters, social media, sponsored content, and targeted display advertising. This package reaches travelers throughout their planning journey while providing multiple opportunities to engage your audience.

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 & 300 engagements per post)
- 1 custom 100% SOV e-blast (sent to 50,000 targeted recipients)
- 1 sponsored content article (2,730 avg. pageviews, 2,600 avg visitors, 100k min. ad impressions)
- 1 listing in semi-monthly *Travel eNewsletter* (Avg 350 imp, 99.95% delivery rate, 1.3% avg CTR)
- 50,000 ROS website impressions
- Listing in the semi-monthly *Travel eNewsletter* (3,500 avg. impressions, 1.3% CTR)

OPTION 2: ATLANTA FOODIE PACKAGE

Designed specifically for restaurants, culinary destinations, food festivals, and attractions

Package Includes

- Food & Drink Newsletter Takeover (Sent weekly to 16,000 opt-in subscribers)
- Food & Drink Page on AtlantaMagazine.com (Featured for 1 month, Approximately 600,000 forecasted impressions)
- Full-page Display Ad in the Destinations section of the Food & Drink issue of your choice (Includes a bonus advertorial)

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 \$10,925

Option 2 \$8,625

SPACE & MATERIALS DEADLINES

One month prior to launch.

Ad Representative

Mary Derzis • mderzis@atlantamagazine.com



Garden & Gun Digital Campaigns

Individual Buy



G&G is celebrating our 20th Anniversary in 2027! Join in the celebration while reaching a national audience of 2.5M+ culturally curious, experience-driven travelers through high-impact display advertising, sponsored newsletters, and custom seasonal content. These digital opportunities allow destinations to build awareness, promote events, and drive qualified traffic through trusted *Garden & Gun* platforms.

AUDIENCE HIGHLIGHTS

- National audience interested in travel, food, culture, music, sporting, and Southern experiences
- 79% are inspired by *Garden & Gun* editorial content to visit new destinations
- 77% have visited the Southeast
- 42% spend \$10,000 or more on travel annually
- 42% use state or city tourism websites when planning trips

PACKAGE 1: RUN-OF-SITE DISPLAY

Extend your message across *GardenandGun.com* with broad national visibility.

- 500,000 Run-of-Site Impressions

PACKAGE 2: PREMIUM LANDING PAGE TAKEOVER

Own the advertising positions on a selected *Garden & Gun* landing page for one week.

Available Channels: Homepage, Travel, Weddings, Bourbon, Food, Home & Garden, Arts & Culture, Music, Sporting

- One-week premium landing-page takeover
- High-impact placement across the selected page

PACKAGE 3: NEWSLETTER SPONSORSHIP

Reach highly engaged subscribers through one *Garden & Gun* newsletter. *Garden & Gun* editors create the sponsored content using advertiser-supplied imagery, talking points, call to action, and URL. **Choose one:**

- **Talk of the South** (127k+ active subscribers, 4.75% avg CTR, includes one sponsored section within the newsletter)
- **The Skillet** (93k+ active subscribers, 5.8% avg CTR, fully sponsored food-and-drink edition)
- **Due South** (58k+ active subscribers, 4.75% avg CTR, fully sponsored travel edition)
- **Distilled** (49k+ active subscribers, 7.5% avg CTR, fully sponsored spirits-focused edition)

PACKAGE 4: PREMIUM DIGITAL TAKEOVER

Combine broad display reach with targeted travel exposure and homepage visibility.

Includes 400,000 run-of-site impressions, 190,000 Travel Channel impressions, and one-week homepage takeover

PACKAGE 4: SUMMER LINEUP

Promote seasonal events through *Garden & Gun's* annual summer travel content. Includes up to three event listings, Partner section on an interactive landing page, Brand story, Social media support, Newsletter inclusion

- Launch timed with the June/July 2027 Travel Issue

MEDIA/DELIVERY

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

CAMPAIGN

Will confirm availability for package options.

LTA MEMBER RATE

Package 1	\$6,325
Package 2	\$6,325
Package 3	\$9,200
Package 4	\$11,500
Package 5	\$17,250

SPACE & MATERIALS DEADLINES

45 days prior to launch

Ad Representatives

Michael Stafford • Michael@lewisstafford.com

Ellen Lewis • Ellen@lewisstafford.com

GARDEN & GUN

Houstonia Magazine's Digital Campaigns

Individual Buy

Houstonia.

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

PROGRAM 1

- **High Impact Display Ads: 15,000** minimum ad impressions on the channel of your choice or ROS on Houstoniamag.com.
- **Sponsored Email:** reach 28k opted-in *Houstonia* subscribers with a dedicated email
- **Co-Branded Paid Social Ad:** branded from *Houstonia* and running over approximately 4 weeks based on META algorithms targeting *Houstonia* followers and website audience

PROGRAM 2

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

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

Kevin Gober • kgober@sagacitymedia.com

Houstonia.

Miles Partnership Premium Display or Native Campaigns

Individual Buy



Reach travelers through premium programmatic advertising powered by Miles Partnership's AdGenuity platform. Choose between **Display** or **Native** advertising to build awareness, drive qualified traffic, and reach travelers based on their interests, behaviors, demographics, and location.

Campaigns run across brand-safe, **verified websites and premium inventory**, with targeting tailored to your destination and campaign goals.

PROGRAM HIGHLIGHTS

- Premium, brand-safe digital inventory
- Choice of Display or Native advertising
- Minimum 625,000 impressions
- Advanced audience and geographic targeting
- Full campaign management and optimization
- Transparent performance reporting
- Dedicated campaign support

TARGETING OPTIONS

- Behavioral: Travel intent, destination research and browsing behavior
- Demographic: Ages 25–54, HHI \$50K+, families and couples
- Interest & Contextual: Travel, food, dining, arts, culture and outdoor recreation
- Retargeting: Website visitors and previous campaign engagers
- Geographic: Target feeder markets or broader national audiences

CHOOSE YOUR AD FORMAT

Display Advertising

Traditional digital ads designed to build awareness and drive traffic.

Best for:

- Leisure travelers
- Repeat visitors
- Broad destination awareness
- Retargeting previous website visitors

Native Advertising

Ads designed to blend naturally with surrounding editorial content.

Best for:

- Leisure travelers
- Family vacation planners
- Travel content readers
- Mid-funnel travelers researching and planning trips

MEDIA/DELIVERY

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

CAMPAIGN LENGTH

30–60 days

LTA MEMBER RATE

\$5,750

Minimum Impressions: 625,000

SPACE & MATERIALS DEADLINES

30 days prior to launch

SPECS

Display Ads

Required Sizes:

- 300 × 250
- 728 × 90
- 300 × 600
- 970 × 250

Optional Sizes:

- 160 × 600
- 320 × 50
- 300 × 50

File Types: JPG, GIF, PNG, HTML5

Max File Size: 200 KB

Animation: Maximum 15 seconds and/or 3 loops

Border: Creative must be clearly separated from site content by a border or contrasting background

Native Ads

- **Main Image:** 1200 × 627 px, 1.91:1 ratio
- **Logo/Icon:** 240 × 240 px, 1:1 ratio
- **Max File Size:** 200 KB
- **File Type:** JPG or PNG
- **Headline:** 20 characters recommended, up to 25 characters accepted on most inventory
- **Body Copy:** 90 characters
- **Brand Name:** 25 characters

Ad Representative

Maggie Heller • Maggie.Heller@MilesPartnership.com



NOLA.com Digital Campaign

Individual Buy



Reach Louisiana travel intenders through targeted digital campaigns across **NOLA.com, TheAdvocate.com, and TheAcadianaAdvocate.com**. Choose from display advertising or a combination of display and Amazon OTT streaming video to build awareness and reach potential travelers across screens.

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

Amazon OTT Streaming Video

Reach targeted audiences through premium streaming TV content across Amazon's advertising ecosystem. Amazon's first-party data allows campaigns to reach viewers based on factors such as Geography and ZIP code, Demographics, Lifestyle and interests, Travel intent and consumer behavior.

Streaming video ads provide high-impact, TV-like exposure on connected devices.

CAMPAIGNS

Package 1: Display

- 155,555 impressions
- Louisiana travel intender targeting

Package 2: Display + Amazon OTT

- 94,444 display ad impressions
- 62,500 Amazon OTT impressions
- Louisiana travel-intender targeting

Package 3: Extended Display + Amazon OTT

- 338,888 display ad impressions
- 108,928 Amazon OTT impressions
- Louisiana travel-intender targeting

REPORTING

Campaign reporting includes delivery and performance metrics, conversion tracking, website event tracking, campaign attribution. The team can also work with participating members' Google Analytics, Google Business Profile, and Google Tag Manager to support more detailed attribution and performance measurement.

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

CAMPAIGN

Starts at any time. 30 day campaign.

LTA MEMBER RATE

Package 1 \$1,610

Package 2 \$4,025

Package 3 \$7,015

SPACE & MATERIALS DEADLINES

One month before start date.

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

Ad Representative

Angela Rowell • arowell@theadvocate.com
Courtney Troulliet • courtney.troulliet@theadvocate.com



Sojern Match Back Digital Campaigns

Individual Buy

Reach travelers who are actively researching and planning trips using Sojern's real-time travel intent data. Sojern uses billions of travel signals to identify in-market travelers and deliver your message when they are most likely to engage and book.

Choose from Display, Native, or Video advertising at one of three investment levels. Sojern provides a 50% match in media value, giving LTA members a 2:1 value on their investment.

HOW IT WORKS:

- Choose **one channel** at your selected investment tier: Display, Native, or Video
- Tiers may be mixed and matched to create a multi-channel campaign
- Sojern matches your investment with **50% additional media value**
- Ads drive travel intenders directly to your website

AUDIENCE & REACH

- **350M** in-market travelers
- **15+ years** of travel industry experience
- **500+ tourism accounts**
- Travel-intender targeting based on real-time search and booking behavior

CAMPAIGN

3 month campaign

LTA MEMBER RATE

Tier 1 \$3,450

Tier 2 \$5,750

Tier 3 \$11,500

SPACE & MATERIALS DEADLINES

Three weeks prior to launch

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

AD SPECS

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.

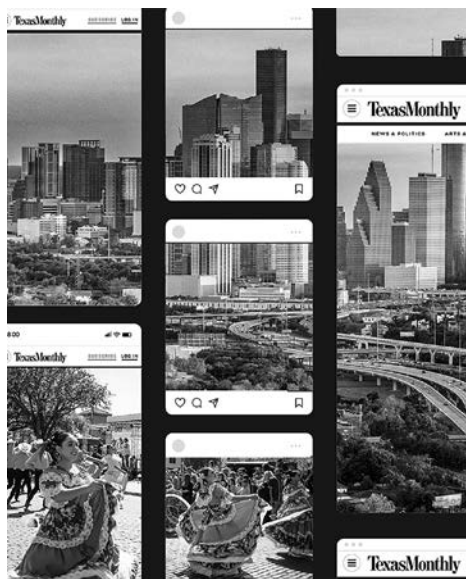
Ad Representative

Joaquin Salazar • Joaquin.Salazar@sojern.com



Texas Monthly Digital Campaign

Individual Buy



Reach Texans at every stage of the travel planning journey through Texas Monthly's trusted digital platforms. From immersive destination storytelling to targeted newsletters and display advertising, these programs connect Louisiana destinations with highly engaged travelers actively researching their next getaway. Flexible digital options help build awareness, drive website traffic, and inspire visitation across one of Louisiana's strongest drive markets.

CAMPAIGN

Starts at any time.

LTA MEMBER RATE

Program 1 \$4,025

Program 2 \$3,105

Program 3 \$6,460

SPACE & MATERIALS DEADLINES

30 days prior to launch

AUDIENCE HIGHLIGHTS

- **43.3 million** monthly audience across digital, print, social, broadcast, newsletters, podcasts, and Apple News
- **58% year-over-year audience growth**
- Engagement rates **3 to 4 times higher** than the national average
- Seasonal travel content reaches Texans actively planning trips
- Geo-targeting available to reach key Texas drive markets
- Multiple digital touchpoints including travel guides, newsletters, sponsored content, display advertising, and social media campaigns

CAMPAIGNS

Option 1: Digital Travel Guides

- One (1) featured article on the Travel Guide Collections page for 90 days (750 words of copy, 10 images, and 1 optional video)
- Placement in one (1) of four seasonal Digital Travel Guides: Spring, Summer, Fall, Winter
- One (1) Trip Planner listing
- 150,000 native ad impressions
- 100% share-of-voice display advertising surrounding your content (970×250, 970×90, 728×90, 300×600, 300×250, 320×50)
- One (1) additional listing in the shared Trip Planner newsletter
- 250,000 estimated total impressions per season

Program 2: Traveling Texan Trip Planner + Display Ads

- Exclusive Trip Planner listing (1200×800 image, 5–10 word headline, and 10–20 word description with CTA)
- Sent to 47,000+ subscribers
- 75,000 geo-targeted display impressions
- 122,000 estimated total impressions

Program 3 - Sponsored Content Article

- 100% share of voice on one sponsored article on TexasMonthly.com (content supplied by advertiser)
- Roadblock display advertising surrounding the article (970×250, 970×90, 728×90, 300×600, 300×250, 320×50)
- 150,000 Run of Site display impressions outside of the sponsored content
- One (1) custom Facebook ad linking to the article
- One (1) featured listing in the Traveling Texan Trip Planner newsletter
- 250,000 estimated total impressions

Ad Representative

Lorna Jennische • ljennische@texasmnthly.com

TexasMonthly

Tripadvisor Targeted Travel Advertising

Individual Buy



Reach high-intent travelers while they are actively researching, planning, and booking their next trip on Tripadvisor, the world's largest travel guidance platform. Using billions of first-party travel behaviors, campaigns can target travelers based on destination interest, traveler type, and real-time planning behavior.

Choose from Display, Native, or Video advertising, with campaigns customized around your audience, target markets, and campaign goals.

HOW IT WORKS

1. Choose Your Format: Select Display, Native, or Video advertising.
2. Set Your Investment: Campaigns start at \$3,300.
3. Build Your Audience: Target high-intent travelers based on geography, destination interest, and travel behavior.
4. Launch Your Campaign: Tripadvisor manages campaign setup, delivery, and optimization.
5. Track Performance: Access real-time campaign results through a live reporting dashboard.

DMO/CVB campaigns investing \$15,000+ also receive ad-exposed visitation measurement in a post-campaign report.

AUDIENCE HIGHLIGHTS

- 223M total monthly visitors
- 1B reviews and contributions
- 8M+ listings
- Reach travelers actively researching where to go, where to stay, and what to do
- First-party audiences include Family Travel, Arts & Culture, Food, History, Amusement Parks, Casinos, and more

TARGETING OPTIONS

- Travel Intent: Reach travelers actively researching and planning trips
- First-Party Audiences: Target by destination interest and traveler type
- Geography: Louisiana, Texas, Arkansas, Mississippi, and additional markets based on campaign objectives
- Devices: Desktop, tablet, and mobile

SPECS

Display

- 728 × 90
- 300 × 250
- 320 × 50
- 300 × 600

Native

- Static Native

Video

- Specifications provided based on campaign selection

MEDIA/DELIVERY

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

LTA MEMBER RATES

\$3,300

- Display or Static Native: 136,900+ estimated impressions
- Video: 130,700+ estimated impressions
- Customized targeting based on geography, travel intent, and audience interests
- Recommended campaign length: 6–8 weeks

SPACE & MATERIALS

DEADLINES

30 days prior to launch

Ad Representative
Angelica Stelling
astelling@tripadvisor.com



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.

CAMPAIGNS
Package 1

- Impressions: 30,000
- Momentum High Impact Impressions: 30,000

Package 2

- Impressions: 60,000
- Momentum High Impact Impressions: 40,000

Package 3

- Impressions: 100,000
- Momentum High Impact Impressions: 45,000

CAMPAIGN
30-day flight. Can start anytime.

LTA MEMBER RATES

Package 1	\$1,130
Package 2	\$1,600
Package 3	\$2,190

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.

Advance Travel & Tourism's Targeted Email Campaign

Individual Buy



Instead of following a "send once and hope" targeted email strategy, we send twice and follow you home.

Our Targeted Email Package combines a primary email, an automated resend to non-openers, and cross-device display ads that follow your prospects to every screen they use, turning a single email investment into a three-touch conversion journey.

Whether you're an attraction, business, or destination, this package offers a powerful strategy to engage and convert prospects into loyal customers.

Our audiences aren't rented lists. They're built. We combine our proprietary first-party data with signals from more than 50 third-party data partners to construct travel-intent personas specific to Louisiana's top experiences. We can also include your CRM lists to reengage previous customers and extend your reach.

Join us in unlocking the potential of targeted outreach and propel your business toward 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 using our ACE Performance Dashboard which you will have 24/7 access to. 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 \$3,135

30,000 new recipients receive email, 25,000 re-email, and 2 cross-device display ads (38k display impressions)

Option 2 \$2,585

One email deployment
30k email recipients

Option 3 \$4,500

Three email deployments
20k email recipients each
(60k total recipients)

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 more than 40 years, Country Roads has connected readers with the people, places, and stories that define Louisiana through trusted, high-quality local storytelling. This integrated digital campaign places your destination or attraction alongside compelling editorial content, helping you reach an engaged audience actively seeking travel inspiration and authentic Louisiana experiences.

CAMPAIGN COMPONENTS

- 1 Dedicated E-Newsletter with three paid content articles- 100% SOV
- 1 Website Medium Rectangle Ad (300 x 25)
- 2x Medium Rectangle ad on “Country Roads This Week” e-newsletter

AD SPECS

Medium Rectangle: 300 X 250 px

MEDIA/DELIVERY

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

CAMPAIGN
Starts anytime. One month campaign

LTA MEMBER RATE
\$2,900

SPACE & MATERIALS DEADLINES
One month prior to launch.

Ad Representative

Ashley Fox-Smith • ashley@countryroadsmag.com



Hearst Targeted Email Advertising Packages

Individual Buy



Reach a highly targeted audience through Hearst's opt-in email database. Campaigns are customized using demographic, geographic, interest, and behavioral targeting to deliver your message to the right consumers. With comprehensive reporting and flexible audience selection, this program is ideal for destinations looking to drive awareness and engagement with travelers most likely to visit

CAMPAIGN OPTIONS

Option 1

25K Email Deployment

Includes:

- 25,000 targeted email recipients
- Audience targeting based on geography, interests, and behaviors
- Custom creative messaging

Option 2:

50K Email Deployment

Includes:

- 50,000 targeted email recipients
- Audience targeting based on geography, interests, and behaviors
- Custom creative messaging

Option 3:

100K Email Deployment

Includes:

- 100,000 targeted email recipients
- Audience targeting based on geography, interests, and behaviors
- Custom creative messaging

Option 4:

Optional Enhancement

Redeployment

Includes:

- Resends campaign to recipients who opened but did not click
- Reinforces messaging and improves overall campaign performance

REPORTING

- Emails delivered
- Open rate
- Click-through rate
- Engagement metrics

SPECS

- Subject line (50 characters recommended)
- Preheader text
- HTML creative or assets for build
- Click-through URL(s)
- Images must be high resolution

LTA MEMBER RATE

Option 1 **\$720**
25K Email Deployment

Option 2 **\$1,375**
50K Email Deployment

Option 3 **\$2,875**
100K Email Deployment

Option 4 **\$290**
Optional Enhancement
Redeployment

SPACE & MATERIALS DEADLINES

Creative assets due 2 weeks prior to deployment

MEDIA/DELIVERY

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

Ad Representative

Brittany Brinson • brittany.brinson@hearst.com

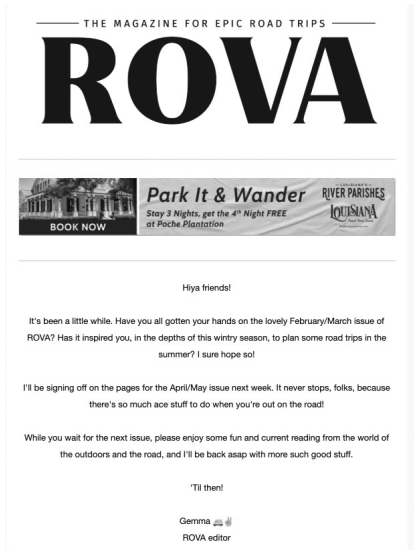


ROVA – The Magazine for Epic Road Trips

eNewsletter Program

Individual Buy

OUTDOOR TRAVEL



The ROVA – The Magazine for Epic Road Trips 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 enthusiasts. With a \$569M* economic impact from this travel sector in Louisiana alone, this platform provides strategic value for destinations focused on road trips and all activities these visitors engage in. ROVA reaches **The New Travel Leaders!**

PROGRAM

- ROVA Select eNewsletter Banner
- 100% Share of Voice
- 600 × 90 px banner + destination URL

ADDED VALUE OPTIONS

Option 1: When placing a banner in one eNewsletter

- 728 × 90 px banner, Destination URL
- Featured on ROVAMag.com for 4 weeks

Option 2: When placing a banner in two eNewsletters

- 728 × 90 px banner, Destination URL
- Featured on ROVAMag.com for 4 weeks
- Includes 50 words and 1 image in one eNewsletter

Note: Added value banner placement on ROVAMag.com rotates.

MEDIA/DELIVERY

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

CAMPAIGN DETAILS

- Frequency: Deployed **2x per month**
- Reach: Sent to **4,125 opt-in 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 - The Magazine for Epic Road Trips

LTA MEMBER RATE

\$1,950 per eNewsletter Ad Banner

SPACE & MATERIALS DEADLINES

One month prior to the scheduled newsletter month.

*RVIA Economic Impact Study 2026

StyleBlueprint's 'Louisiana Uncharted' Sponsored Email Campaign

Individual Buy



Showcase your destination in a Louisiana-exclusive sponsored email reaching StyleBlueprint's audience of engaged Southern lifestyle readers. The email will feature six Louisiana destinations and highlight outdoor adventures, natural attractions, and memorable travel experiences across the state.

Each participating destination receives its own featured section with a large image, destination copy, and a direct link to learn more. The email will also receive added promotion through StyleBlueprint's social media Stories.

Audience Snapshot:

- 200,000+ active email subscribers
- Reaches readers throughout the Southeast
- Texas is StyleBlueprint's third-largest readership state
- Expected 40% to 55% open rate
- Estimated 1,200 to 4,000 total clicks
- Audience interested in curated experiences, local businesses, lifestyle content, and Southern travel

CAMPAIGN DETAILS

Louisiana Uncharted: A Guide to the State's Most Spectacular Outdoor Adventures and Natural Wonders

- Reaches a large, engaged Southern lifestyle audience
- Provides Texas and broader Southeast exposure
- Keeps the email exclusive to Louisiana destinations
- Combines direct email placement with social media support
- Offers six price points for different member budgets

What's Included

- One featured destination section in the sponsored email
- One full-size image
- Up to 75 words of copy
- Direct link to the participating destination's website
- Social media Story promotion
- Category exclusivity, with only Louisiana destinations featured
- Louisiana tourism logo and link included at the bottom of the email

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

March 2027

LTA MEMBER RATE

Spot 1: \$2,978

Spot 2: \$2,777

Spot 3: \$2,512

Spot 4: \$2,317

Spot 5: \$2,116

Spot 6: \$1,983

SPACE & MATERIALS DEADLINES

One month before start date

SPECS

- One high-resolution horizontal image
- Up to 75 words of copy
- Destination URL
- Call to action
- Logo, if requested by StyleBlueprint
- Additional specifications provided upon reservation

MEDIA/DELIVERY

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

Ad Representative

Amanda Stanfill • amanda.stanfill@blueprintinc

StyleBlueprint

NOLA.com Content Campaign

Individual Buy



Put your destination's story front and center across NOLA.com's digital platforms and print properties. A custom article is created to highlight your destination or offering, then published across Louisiana's largest media network and promoted through **digital, print, and social channels.**

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
- Homepage placement on:
 - NOLA.com
 - TheAdvocate.com
 - TheAcadianaAdvocate.com
 - ShreveportBossierAdvocate.com
 - Gambit.com
- Article published in **3 newspapers**:
 - o The Times-Picayune
 - o The Advocate
 - o The Acadiana Advocate
- **300,000 impressions** to drive traffic to the story
- **Social Media Handshake:** Article shared across 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



DIGITAL CAMPAIGNS - THEMED & SEASONAL CAMPAIGNS

Gray Media's TikTok Social Video & Search

Individual Buy



DESTINATION MARKETING

Reach travel-intenders with engaging video content both in their TikTok feed and when they're actively searching for their next adventure. This program targets a consumption-focused audience that is ready to take action based on the content they're viewing.

HOW IT WORKS

1. Your video is served to users in their TikTok feed as they browse content.
2. Your destination is also promoted within TikTok Search when users look for travel-related content.
3. Campaigns are optimized to reach travel-intenders actively planning their next trip.

Ideal for: Destinations, Attractions & Events looking to reach highly engaged travelers on TikTok.

PLATFORMS INCLUDED

- TikTok In-Feed Social Video
- TikTok Search Results

WHAT YOU RECEIVE

- TikTok In-Feed video advertising
- TikTok Search placement
- Monthly impression delivery
- Campaign performance reporting

WHY CHOOSE THIS PROGRAM?

- Reach travelers where they're discovering and planning trips.
- Combine social video and search within a single campaign.
- Connect with a highly engaged, mobile-first audience.
- Flexible monthly investment options.

CREATIVE SPECS

- Video length: :07, :12, or :15 seconds recommended
- File type: .mp4 or .mov (H.264 recommended)
- Resolution: 9:16 vertical (1080 x 1920 ideal)
- Bitrate: Target 2,500 kbps

MEDIA/DELIVERY

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

CAMPAIGN

- 1 month minimum (longer campaigns are recommended for stronger results)

LTA MEMBER RATE

Option #1 \$4,140 per month

- Approximately 144,000 impressions per month

Option #2 \$2,818 per month

- Approximately 98,000 impressions per month

Option #3 \$1,438 per month

- Approximately 50,000 impressions per month

SPACE & MATERIALS DEADLINES

2 weeks before the campaign start date

Ad Representative

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



DESTINATION MARKETING

KHM's (Madden) Event Conquesting Campaigns

Individual Buy



Reach highly engaged audiences while they are attending relevant festivals and events. Event Conquesting allows destinations to select three key events and serve Display or Video ads to attendees in real time while they are on-site. After the event, those same users are retargeted with follow-up messaging to keep your destination top-of-mind.

HOW IT WORKS

- Select **three key events** that align with your target audience.
- Madden serves your **Display or Video ads** to attendees while they are on-site.
- Attendees are **retargeted after the event** with follow-up messaging.
- Campaigns are monitored and optimized throughout the flight.

CAMPAIGN OPTIONS

Programmatic Display

Reach event attendees with display ads while they are on-site, then continue the conversation through retargeting after the event.

- Estimated Deliverable: 299,000 impressions
- Format: Display advertising

Programmatic Video

Reach event attendees with video ads while they are on-site, then retarget those same users after the event to extend campaign impact.

- Estimated Deliverable: 145,000 impressions
- Format: Video advertising

Estimated impression delivery is dependent on event attendance and scale.

MONITORING & REPORTING

Participating destinations receive access to Madden's Voyage Beacon paid media intelligence service, including a Looker Pro dashboard with campaign performance insights, transparency, and customized reporting. Madden also provides ongoing campaign monitoring and optimization

SPECS

Ad Specifications

Programmatic Display

Accepted Sizes:

- 300 × 250
- 336 × 280
- 300 × 600
- 728 × 90
- 160 × 600
- 970 × 250
- 20 × 100

Maximum File Size: 150 KB

Programmatic Video (Pre-Roll)

Accepted Dimensions:

- 1280 × 720 (preferred)
- 640 × 360

Aspect Ratios:

- 16:9 preferred
- 4:3 accepted

Maximum File Size: 40 MB

Video Length:

- :15 or :30 recommended
- :60 maximum

CAMPAIGN

Starts at any time

30 day campaign

LTA MEMBER RATE

Programmatic Display **\$2,875**

Programmatic Video **\$3,450**

SPACE & MATERIALS DEADLINES

30 days prior to launch

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@khm.agency



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 2026:

- 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 2027

LTA MEMBER RATE

\$5,750

SPACE & MATERIALS DEADLINES

- All print creative is due by November 1, 2026
- Digital materials due one month before campaign start

Ad Representative

Angela Rowell • arowell@theadvocate.com
Courtney Troulliet • courtney.troulliet@theadvocate.com



NOLA.Com Spring Travel Guide

Individual Buy



Reach Louisiana travelers as they plan spring and summer getaways through the annual **Spring Travel Guide**. This special travel section combines full-color print advertising with targeted digital impressions, giving destinations exposure across multiple platforms and key South Louisiana markets.

The guide reaches audiences through **The Times-Picayune, The Advocate, The Acadiana Advocate,** and **Gambit**, with digital reach extending across the publisher's online network.

AUDIENCE HIGHLIGHTS

- **10M** monthly unique website visitors*
- **2.1M** monthly uniques in the New Orleans DMA
- **952.8K** monthly uniques in the Baton Rouge DMA
- **382K** monthly uniques in the Acadiana DMA
- Print and digital distribution across key South Louisiana markets

WHAT'S INCLUDED

- Full-color print ad in the Spring Travel Guide
- Digital display impressions based on package selected
- Exposure alongside seasonal travel content
- Distribution across key South Louisiana markets
- Full Page: Includes one additional printed logo spot

AD SPECS

- Full Page: 9.221" w × 9.999" h
- Half Page: 9.221" w × 4.937" h
- Quarter Page: 4.551" w × 4.937" h
- Eighth Page: 2.216" w × 4.937" h
- Format: Full color

CAMPAIGN

February - March 2027

LTA MEMBER RATE

Full Page + Digital **\$7,475**

250,000 digital impressions +
1 printed logo spot

Half Page + Digital **\$4,140**

100,000 digital impressions

Quarter Page + Digital **\$2,070**

66,000 digital impressions

Eighth Page + Digital **\$865**

25,000 digital impressions

SPACE & MATERIALS DEADLINES

January 15, 2027

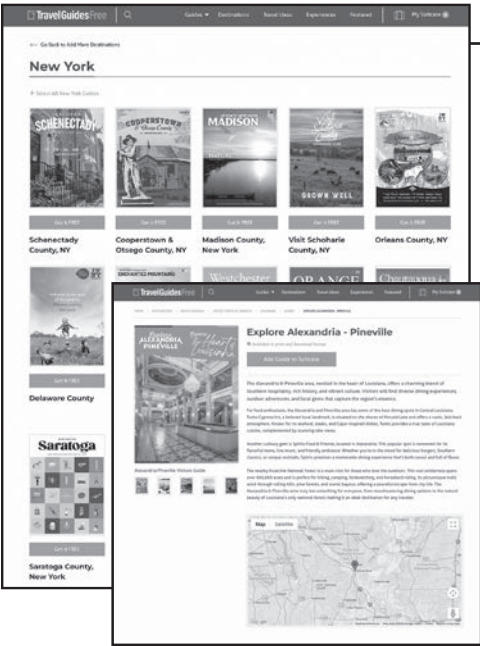
Ad Representative

Angela Rowell • arowell@theadvocate.com

Courtney Troulliet • courtney.troulliet@theadvocate.com



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



Lead Generation & Digital/Print Travel 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, or 12-month options.

2027

• January, February, March

• April, May, June, July

• August, September, October

• November, December

2028

• 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	\$990	Destination Microsite page + click-out button to your website for 3 months
2	1,200	6 months	\$1,980	Destination Microsite page, click-out for 6 months + 2 Featured Guide eNewsletter placements (135,000 travelers)
3	2,400	12 months	\$3,960	Destination Microsite, click-out for 12 months + 2 Featured Guide eNewsletter placements (135,000 travelers)

OPTIONAL ADD-ON: Add additional travel guides for \$180/month each for unlimited leads

PROGRAM HIGHLIGHTS:

- Each destination receives:
- **Dedicated Travel Guide Page**
 - Your Travel Guide featured on the **Louisiana Virtual Consumer Travel Show** page on TravelGuidesFree.com
 - **Weekly lead reports** with verified detailed contact info and opt-in permissions
 - **Destination Microsite** with a call-to-action button linking to your website

LEAD REPORT INCLUDES:

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

PROGRAM SPECS

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

Ad Representative

Madelyn Roberts
Madelyn.roberts1@gmail.com



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

*The Travel Guide Group Proprietary Research 2024

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: 18,000
- Average open rate: 19.32%

PACKAGES

PROGRAM 1

“3 DAYS IN...” EXCLUSIVE CONTENT FEATURE

A custom three-day itinerary showcasing everything your destination has to offer to Northstar Meetings Group’s audience of sports event planners. This exclusive digital feature highlights attractions, venues, and experiences while encouraging extended event stays and directing planners to your website for additional information.

Inclusions:

- Professionally produced digital landing page featuring “3 Days in [Your Destination]”
- Featured homepage module on SportsTravelMagazine.com with a direct URL to your website
- Two (2) custom email promotions highlighting your destination feature
- Two (2) targeted custom eBlasts delivered directly to more than 18,000 active sports event organizers
- **Estimated Total Impressions: 100,000**

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 18K+ verified sports event planners
- One (1) run-of-site banner ad (30 days) on SportsTravelMagazine.com
- **Estimated Total Impressions: 50,000**

AD SPECS

Contact marketing@louisianatravelassociation.org

MEDIA/DELIVERY

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

CAMPAIGN

Starts at any time, based on availability.

LTA MEMBER RATE

Program 1 \$10,200

Program 2 \$5,750

SPACE & MATERIALS DEADLINES

One month before start date.

Ad Representative

Peter Ciriello • pciriello@ntmllc.com





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	\$3,625	\$4,930
1/2 page	\$2,415	\$3,325
1/4 page	\$1,325	\$2,465

ADDED VALUE

- Hyperlinked Ad in Digital E-Pub Online for 12 Months
- 24/7 Access to Online Bid Sheet, Tools, Directories, Digital Magazine and More
- Issue Sponsor Index Listing: Company Name, Phone, Website and Page Number
- Enhanced Print Directory Listing in December with Ad
- Bonus Distribution of issues at S.P.O.R.T.S. Conference and Sports ETA
- Free Ad Design Consultation from the *SportsEvents* Design Team

AD SPECS

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

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 2027 & March 2028

"Small Markets Big on Sports" + Sponsored Content

• July 2027

"State Spotlight on Louisiana"

• August 2027

"Volleyball Sourcebook"

• October 2027

"Baseball & Softball Sourcebook"

• **December 2027**: Annual Planner's Guide to Sports Commissions & CVBs – Free Sponsored Content with 1/2 pg+ ad

TARGET AUDIENCE

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

SPACE & MATERIALS DEADLINES

March 2027: February 3, 2027

July 2027: June 1, 2027

August 2027: July 2, 2027

October 2027: September 4, 2027

December 2027: November 3, 2027

March 2028: February 2, 2028



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



Ultimate Sports Planners Guide

Individual Buy



Reach sports event planners, governing bodies, and industry professionals nationwide through the **Ultimate Sports Planners Guide**, the premier annual resource for the sports tourism industry. This comprehensive publication provides the insights, tools, and connections needed to plan, schedule, manage, and host tournaments of every scale, from local youth competitions to national championships.

Published by **Greenspring Media**, the team behind the award-winning Meetings + Events and Group Tour brands, the **Ultimate Sports Planners Guide** delivers unmatched editorial authority and national reach. In addition to broad print distribution, advertisers receive expanded exposure through a dedicated digital edition eblast to more than **250,000 qualified sports planners**, helping connect destinations directly with decision-makers in the **\$11+ billion sports tourism industry**.

AUDIENCE HIGHLIGHTS

- 30,000+ print circulation
- 250,000+ qualified digital subscribers
- 280,000 total national reach
- 39,000+ e-newsletter subscribers
- 15,500+ average monthly website users
- National distribution to sports planners, sports managers, tournament directors, event operations managers, and other industry professionals

ADDED VALUE

- Two additional facility listings included with each advertisement (a \$1,000 value)

AD SPECS

2-Page Spread

- Trim: 16" x 10.5"
- Bleed: 16.25" x 10.75"
- Live Area: 15" x 9.625"

Full Page

- Trim: 8" x 10.5"
- Bleed: 8.25" x 10.75"
- Live Area: 7" x 9.625"

Half Page

- 7" x 4.75"

Quarter Page

- 3.45" x 4.75"

ISSUES

2027 Edition
2028 Edition

LTA MEMBER RATE

2 Page Spread with 8 Facility Listings
\$11,000

Full Page with 4 Facility Listings
\$5,500

Half Page with 2 Facility Listings
\$3,750

Quarter Page with 2 Facility Listings: \$2,000

SPACE & MATERIALS DEADLINES

2027 Edition - July 27, 2027
2028 Edition - July 26, 2028

Media/Delivery

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

Ad Representative
Ryan Miller • rmiller@greenspring.com

Ultimate
SPORTS
Planners Guide

ConventionSouth Print & eBlast Bundle 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 2027 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



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

Ad Representative Tiffany Burtnett
tburtnett@conventionsouth.com

ConventionSouth

ISSUES

January 2027 - Drive-In Meetings + Matching Advertorial

March 2027 - CVBs, Venues & Planners + Matching Advertorial

June 2027 - Southern Food & Flavors, Meet & Compete: Indoor Sports, & Theme Parks

July 2027 - Small Markets: Big on Meetings + Matching Advertorial

August 2027 - 2027/2028 Directory of Meeting Sites + Platinum Listing

September 2027 - Louisiana Event Planners' Guide + Integrated Breakout Spotlight

January 2028 - Drive-In Meetings + Matching Advertorial

March 2028 - CVBs, Venues & Planners + Matching Advertorial

June 2028 - Southern Food & Flavors, Meet & Compete: Indoor Sports, & Theme Parks

LTA MEMBER RATE

PRINT AD + CUSTOM E-BLAST

Full page \$5,750 - a \$6,615 value!

1/2 page \$4,700 - a \$5,250 value!

PRINT AD

Full page \$3,675 - a \$4,475 value!

1/2 page \$2,625 - a \$2,950 value!

SPACE & MATERIALS DEADLINES

January 2027 - November 17, 2026

March 2027 - January 15, 2027

June 2027 - April 15, 2027

July 2027 - May 17, 2027

August 2027 - June 15, 2027

September 2027 - July 15, 2027

January 2028 - November 15, 2027

March 2028 - January 17, 2028

June 2028 - April 17, 2028

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 meeting 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 - 23,000+

Average Monthly Engagement - 10,000+ Users/
1.67 pages per visit

Due South E-Newsletter - 17,000+ Subscribers

Custom E-Blasts - 17,000+ Subscribers

LTA MEMBER RATE

Option 1 \$5,750 – a \$7,325 value!

Option 2 \$2,365 – a \$2,950 value!

Option 3 \$1,150 – a \$1,420 value!

Option 4 \$1,800 – a \$2,215 value!

SPACE & MATERIALS DEADLINES

One month prior to campaign launch.

Ad Representative

Tiffany Burtnett

tburtnett@conventionsouth.com

ConventionSouth

Meetings Today Digital Campaigns

Individual Buy



Connect with qualified meeting and event planners through **Meetings Today's** targeted digital marketing opportunities. From regional e-blasts and sponsored content to webinars, these programs help destinations increase visibility, generate qualified leads, and inspire planners to book future meetings and events.

Audience Highlights

- Reach more than **64,000 meeting and event planners**
- Regional e-blast audience built from more than **21,000 planners** located throughout the South Atlantic and South-Central United States
- Regional e-blast campaigns deliver your message to approximately **7,500 targeted planners** based on your selected market
- **Midweek News** e-newsletter reaches approximately **50,000 planners** and is distributed Tuesday through Thursday
- Sponsored content is promoted through Meetings Today's **Midweek News** e-newsletter
- Webinar sponsorships include attendee registration and lead information for follow-up

DIGITAL PACKAGE OPTIONS

PACKAGE 1: Customized Targeted Regional E-Blast

Deliver your message directly to meeting and event planners in the geographic markets that matter most. This targeted e-blast allows you to reach planners within the regions you select, helping generate awareness and drive qualified leads for your destination.

Includes:

- One (1) customized regional e-blast
- Delivered to approximately **7,500 targeted meeting and event planners**
- Geographic targeting throughout the South Atlantic and South-Central United States

PACKAGE 2 – Newswire Takeover with Native Spotlight

Increase your destination's visibility with a sponsored content campaign combining display advertising, editorial storytelling, newsletter promotion, and social media exposure.

Includes:

- 728x90 homepage leaderboard advertisement
- Sponsored Spotlight article published on MeetingsToday.com
- Two (2) placements in the Meetings Today **Midweek News** e-newsletter
- One (1) organic social media post on Facebook, X, and LinkedIn
- Searchable article hosted on MeetingsToday.com

Content Specifications:

750-1,000 words, 1-5 images, Logo, URL or trackable link

PACKAGE 3 – Sponsored Native Content

Tell your destination's story through a professionally presented sponsored article promoted across Meetings Today's digital channels. This editorial-style feature provides planners with engaging content while directing readers back to your website.

Includes:

- Sponsored article published on MeetingsToday.com
- Homepage placement
- News page placement
- Sponsored Content page placement
- Two (2) placements in the Meetings Today Midweek News e-newsletter
- One (1) organic social media post on Facebook, X, and LinkedIn
- Searchable article archived on MeetingsToday.com

Content Specifications:

750-1,000 words, 1-5 images, Logo, URL or trackable link

CAMPAIGN

Available year-round. Scheduling based on Meetings Today editorial calendar and availability.

LTA MEMBER RATE

Package 1 \$2,300

Package 2 \$1,725

Package 3 \$2,875

SPACE & MATERIALS DEADLINES

Materials due 30 days prior to launch.

AD SPECS & DELIVERY

Contact marketing@louisianatravellassociation.org

Ad Representative

Kirk Lewis • Kirk.Lewis@meetingstoday.com

meetings
PEOPLE + PLACES
TODAY

Small Market Meetings Magazine

Individual Ad

MEETING PLANNING



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

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

MARKET/CIRCULATION:

- 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 ad 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 2027: The South Meeting Guide (in partnership with STS)

March 2027: Bleisure Destinations

April 2027: Louisiana Meeting Guide

June 2027: Convention Centers Feature

September 2027: Seasonal Destinations

November/December 2027:

Sustainable Venues

February 2028: The South Meeting Guide (in partnership with STS)

April 2028: Louisiana Meeting Guide

June 2028: Convention Centers feature

LTA MEMBER RATE

Full Page \$2,425

2/3 Page \$2,070

1/2 Page \$1,725

1/3 Page \$1,265

SPACE & MATERIALS DEADLINES

February 2027: December 20, 2026

March 2027: January 20, 2027

April 2027: February 20, 2027

June 2027: April 18, 2027

September 2027: July 18, 2027

November/Dec 2027: Sept 19, 2027

February 2028: December 19, 2027

April 2028: February 20, 2028

June 2028: April 20, 2028

Ad Representative

Telisa Reid-Rech • telisa@grouptravelleader.com

SMALL MARKET
MEETINGS

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

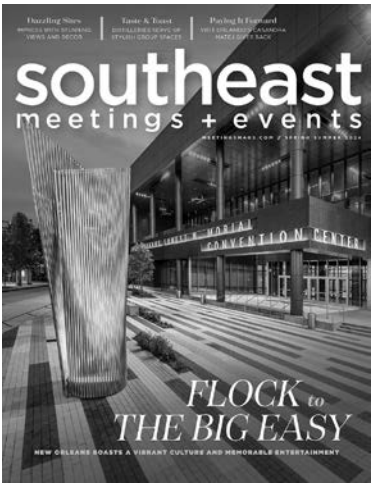
Telisa Reid-Rech • telisa@grouptravelleader.com

SMALL MARKET
MEETINGS

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

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 Content	\$6,000
1B	Half-page ad + Half-page Content	\$3,450

OPTION 2 – PRINT AD + YEAR-ROUND DIGITAL

AD SIZE	DETAILS	LTA MEMBER RATE
2/3 Page	1 print issue + Run of Site (ROS) for 6 months	\$3,250
1/3 page	1 print issue + ROS for 6 months	\$2,750

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
- **2/3 Page:** 4.625”w x 10”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 2027 (CVB Showcase)
Fall/Winter 2027 (Conference & Convention Centers Special Ad Section)
Spring/Summer 2028 (CVB Showcase)

SPACE & MATERIALS DEADLINES

Spring/Summer 2027: May 7, 2027
Fall/Winter 2027: November 4, 2027
Spring/Summer 2028: May 6, 2028

Ad Representative

Ryan Miller • rmiller@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 + Full Page Sponsored Content	\$5,000
Half page	1 print issue + Half Page Sponsored Content	\$3,000
2/3 page	1 print issue + ROS for 3 months	\$3,000
1/3 page	1 print issue + ROS for 3 months	\$1,750

AD SPECS

PRINT ADS

- **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)
- **Full Page Trim:** 8.375" x 10.875" (Bleed: 8.625" x 11.125")
- **Half Page:** 7" x 4.875"
- **2/3 Page:** 4.625" x 410"
- **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 2027 – Conference & Convention Centers Special Section
Spring 2027 – Meetings by the Water
Summer 2027 – Hotels with Meeting Space
Fall 2027 – CVB Showcase
Winter 2028 – Historic Destinations & Venues
Spring 2028 – TBD

SPACE & MATERIALS DEADLINES

Winter 2027: November 12, 2026
Spring 2027: February 7, 2027
Summer 2027: May 14, 2027
Fall 2027: August 13, 2027
Winter 2028: November 12, 2027
Spring 2028: February 7, 2028

Ad Representative

Ryan Miller • rmiller@greenspring.com

texas
meetings + events

GROUP TRAVEL MARKETING

LTA AAA eNewsletter

Individual Ad

GROUP TRAVEL (TRADE)



The screenshot shows the LTA AAA eNewsletter layout. At the top is the LTA Louisiana Travel Association logo. Below it is a section titled 'AAA News' with a paragraph about Louisiana's culture and a call to action to plan a getaway. This is followed by a 'JSR Hotels' section featuring logos for Comfort Suites, JSR Hotels, Home2 Suites, and Tru by Hilton, along with a detailed description of their amenities and a contact link for Mikya Broussard. At the bottom is an advertisement for 'New Orleans Hamburger & Seafood Company®'.

LTA will target the AAA offices (US and Canada) with a specially designed e-newsletter featuring travel ideas, DMOs, hoteliers, attractions and restaurants. This e-newsletter will also link to the participants' websites.

ISSUE

January 2027

June 2027

October 2027

January 2028

June 2028

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 2027 - December 15, 2026

June 2027 - May 15, 2027

October 2027 - September 15, 2027

January 2028 - December 15, 2027

June 2028 - May 15, 2028

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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representatives

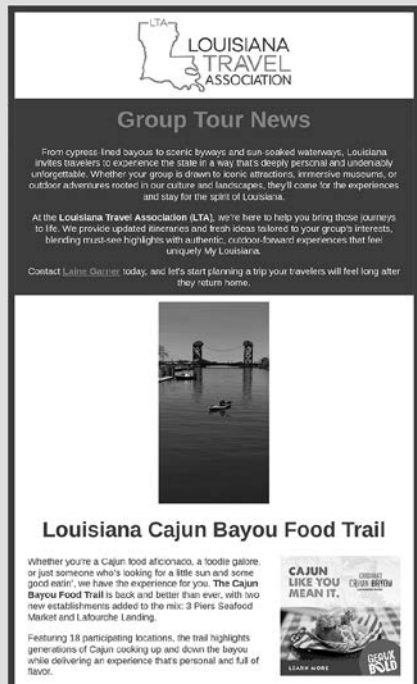
Laine Garner • laine@louisianatravelassociation.org



LTA Group Travel eNewsletter

Individual Ad

GROUP TRAVEL (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.

ISSUE

January 2027

March 2027

June 2027

October 2027

January 2028

March 2028

June 2028

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 2027 - December 15, 2026

March 2027- February 15, 2027

June 2027 - May 15, 2027

October 2027 - September 15, 2027

January 2028- December 15, 2027

March 2028 - February 15, 2028

June 2028 - May 15, 2028

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 or charlie@louisianatravelassociation.org, emails must specify program and company name in the subject line.

Ad Representatives

Laine Garner • laine@louisianatravelassociation.org



Destinations Magazine

Co-op Ad

GROUP TOUR/BUS TOUR OWNERS,
OPERATORS AND PLANNERS



Reach group travel decision-makers through **Destinations**, the American Bus Association's premier travel publication. Published six times annually, Destinations features state and regional travel content, industry news, and destination inspiration for tour operators and travel planners. Each issue reaches more than **3,800 print subscribers** and **13,000+ digital readers**.

The digital edition remains available online for two months and is distributed via email to ABA members and non-members. It is also archived on BusRates.org for extended exposure.

Audience & Reach

- **3,800+** print circulation
- **13,000+** digital distribution
- Overall readership of **44,000+** (including pass-along readership)

TARGET AUDIENCE

- Group tour operators
- Motorcoach operators
- Tour planners
- Travel agents
- Receptive operators
- Travel industry representatives

ADDED VALUE

Optional Add-Ons

- **Social Media Post:** \$500 per post
 - Available only with a Destinations Magazine ad purchase.
- **Destinations Newsroom Display Package:** \$1,200
 - Available only with a Destinations Magazine ad purchase.
 - Includes: Top Leaderboard (970 × 250 px) above Nav bar
 - Middle Leaderboard (728 × 90 px) that rotates throughout the news pages

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.

Ad Representative

Marshall Boomer

marshall.boomer@theygsgroup.com



AMERICAN BUS ASSOCIATION

ISSUE

January/February 2027 – Marketplace Issue
(Print & Digital) Bonus distribution at Marketplace 2027

September/October 2027 – Travel Resource: The South (Digital Edition Only)

November/December 2027 – Best of the Best
(Print & Digital) Bonus distribution at Marketplace 2028

January/February 2028 – Marketplace Issue
(Print & Digital) Bonus distribution at Marketplace 2028

September/October 2028 – Travel Resource: The South (Digital Edition Only)

November/December 2028 – Best of the Best
(Print & Digital) Bonus distribution at Marketplace 2029

LTA MEMBER RATE

Full Page \$3,600

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

January/February 2027 - TBD

September/October 2027 - TBD

November/December 2027 - TBD

January/February 2028 - TBD

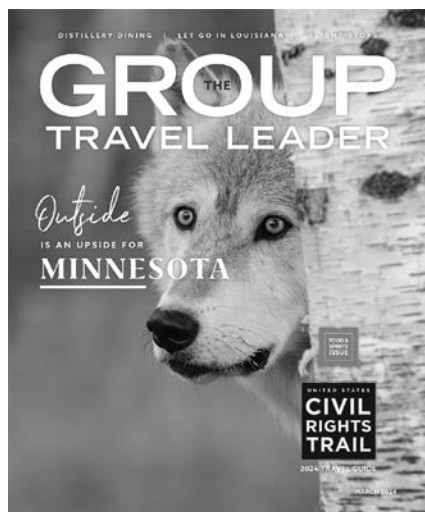
September/October 2028 - TBD

November/December 2028 - TBD

Group Travel Leader Magazine

Individual Ad

GROUP TRAVEL (TRADE)



Long regarded as the most trusted voice in the group travel industry, The Group Travel Leader is published 10 times per year and is read by 13,000 travel buyers and industry professionals in print, and another 16,000 in its digital edition format via our monthly eNewsletter, The Group Travel Minute. These travel buyers are professional tour operators who are members of ABA, NTA, SYTA, USTOA or group leaders who attend Group Travel Con, AATC or other industry tradeshow or events that qualify them each year. Our travel planners are looking for history and heritage sites, museums, shopping, culinary and one-of-a-kind experiences, as well as new attractions and destinations to visit.

MARKET/CIRCULATION: NATIONAL/30,000

Travel buyers are professional tour operators who are members of ABA, NTA, SYTA, and USTOA or group leaders that attend Group Travel Family conferences, state motorcoach shows or other industry tradeshow that qualify them each year.

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.

ISSUES

January 2027: Go South Tour Planner
(produced in partnership with STS)

March 2027: Louisiana Feature /
U.S. Civil Rights

May 2027: History & Heritage Feature /
River Parishes Feature

September 2027: Annual Buyers Guide
Directory issue (most popular of year)

January 2028: Go South Tour Planner
(produced in partnership with STS)

March 2028: Louisiana Feature – US Civil
Rights Trail

May 2028: History & Heritage Feature

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

January 2027- November 21, 2026

March 2027–January 23, 2027

May 2027- March 20, 2027

September 2027- July 17, 2027

January 2028- November 20, 2027

March 2028-January 22, 2028

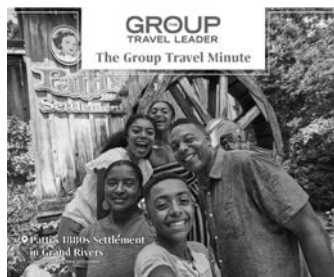
May 2028 – March 19, 2028

Ad Representative
Telisa Reid-Rech
telisa@grouptravelleader.com

THE GROUP
TRAVEL LEADER
INC.

Group Travel Leader Digital Campaign

Individual Buy



READ the
DIGITAL EDITION



For more than 30 years, The Group Travel Leader magazine has provided tour operators and travel planners with compelling stories about group friendly destinations throughout the United States. Several issues each year include a focus on Louisiana destinations and attractions.

We offer digital advertising opportunities in our twice monthly e-newsletter, The Group Travel Minute and on our website, grouptravelleader.com. We also have digital outlets for our other publications, Select Traveler and Going on Faith.

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 as a Travel Stories feature.
- (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 as a Travel Stories feature
 - *Faith Travel Minute* + website as a Travel Stories feature
 - *Select Traveler Minute* + website as a Travel Stories feature
- (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

GROUP
THE
TRAVEL LEADER
INC.

NOTES

[illegible]

CONTRACT & RESERVATION FORM I

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer eNewsletter

AAA Explorer Texas

___Sponsored Content \$8,910 ___Banner Ad \$5,940

___Property/Business Showcase \$3,341

AAA Explorer Southern

___Sponsored Content \$4,851 ___Banner Ad \$3,416

___Property/Business Showcase \$2,079

AAA Explorer Southern DISCOVER Special Section

___Spring 2027 ___Full page \$10,890 ___1/2 page \$6,050

AJR Media's Festival & Event Amplifier

___\$1,053

AJR Media's TourLouisiana.com Audience Targeted Display Campaign

___Display & Social \$6,000 ___Display Only \$3,750

___Facebook/Instagram Ads Only \$2,750

Sky Elements Drone Shows by AJR Media Group

___100 Drones \$16,316 ___150 Drones \$24,316

___200 Drones \$32,211 ___300 Drones \$47,053

___400 Drones \$61,474 ___500 Drones \$75,263

___Add-on 12 Pyro Drones \$15,000

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 ___2,100 Clicks \$2,800

___4,500 Clicks \$5,575 ___9,000 Clicks \$10,850

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

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 2027 ___Program 1 \$2,700 ___Program 2 \$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 Staycation

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

If minimum participation requirements are not met for any program, LTA has the right to cancel that program. Participants will be notified. The rates reflected are for LTA members. Non-members may participate in any LTA program at a rate increase of 20%.

Please complete and sign this contract form.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact _____

Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 2

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

June 2027 ___June 2028
___Full page \$1,895 ___1/2 page \$1,195 ___1/4 page \$675
___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
___Special Photo Listing Rate \$395

Louisiana Bed & Breakfast Digital Program

___December 2026 ___December 2027
___Full page \$1,595 ___1/2 page \$995 ___1/4 page \$695
___Photo Listing \$450

Louisiana Christmas Campaign

___October 2027 ___October 2028
___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 2027 ___Spring 2028
___Full Page \$1,895 ___1/2 page \$1,195 ___1/4 page \$675
___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
___Charter Rate \$350

eNewsletter

___March 2027 ___September 2027 ___March 2028
___September 2028 ___Side Banner \$400 ___Advertorial \$575

Louisiana Golf Program

___Winter 2027 ___Winter 2028
___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 2027

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

TRADE AND TRAVEL SHOWS

American Bus Association

___2027 ___2028
___Full page \$800 ___1/2 page \$450

Going on Faith Travel

___2027 ___2028
___Full page \$800 ___1/2 page \$450

Group Travel Con

___2027 ___2028
___Full page \$800 ___1/2 page \$450

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

\$_____

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

National Tour Association

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Small Market Meetings Conference

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Student Youth Travel Association

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Brochure & Rack Card Printing (Circle your selection)

	10,000	15,000	25,000
Rack Card	\$1,585	\$1,735	\$2,060
2 Panel (8"x9")	\$1,670	\$1,835	\$2,245
3 Panel (8.5"x11")	\$1,750	\$1,960	\$2,500
4 Panel (8.5"x14")	\$1,950	\$2,200	\$2,700

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) \$450
____ New festival/event one time distribution \$375
____ New festival/event annual distribution \$575

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's GDM Excursions

____ Option A 1 \$8,625 _____ Option B \$6,325 _____ Option C \$4,025

Gray Media's Travel-Intender Targeting Program

____ \$15,000

Nexstar Media's OTT Video Everywhere

____ Tier 1 \$4,025 _____ Tier 2 \$2,588 _____ Tier 3 \$1,725

Nexstar Media's Omnichannel Targeting Program

____ \$18,113

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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

MEDIA BUNDLES

225 Magazine Multi-Media Bundle

___Option 1 \$2,250 ___Option 2 \$4,025 \$_____

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 \$3,000 - ___Option 2 \$3,800 \$_____

Delta Digital Outdoor Multi-Platform Package

___Spring 2027 ___Summer 2027 \$_____
___\$11,000

Hoffman Media Culinary Bundle

___Jan/Feb 2027 ___Mar/Apr 2027 ___May/June 2027 \$_____
___July/Aug 2027 ___Sept/Oct 2027 ___Nov/Dec 2027
___Jan/Feb 2028 ___Mar/Apr 2028 ___May/June 2028
___Option 1 \$3,450 ___Option 2 \$1,610 ___Option 3 \$805
___Option 4 \$6,095 ___Option 5 \$4,830

Houston Chronicle Multi-Media Bundle

___Program 1A \$2,875 ___Program 1B \$3,450 ___Program 2 \$4,025 \$_____
___Program 3 \$7,475 ___Program 4 \$11,500 ___Program 5 \$15,812
___Program 6 \$12,105

Local Palate Multi-Platform Campaign

___Option 1 \$4,083 ___Option 2 \$6,038 \$_____

Oxford American Print and “Somewhere in Louisiana” Bundles

Premium Print Placement \$_____
___Spring 2027 ___Summer 2027 ___Fall 2027
___Annual Southern Music Issue 2027 ___Spring 2028
___Full Page \$3,784 ___Spread \$7,567 ___Inside Back Cover \$4,784
“Somewhere in Louisiana” Bundles
___Package A \$6,100 ___Package B \$5,600
___Package C \$5,200 ___Package D \$4,450

MAGAZINES | Culinary & Culture

64 Parishes

___Winter 2026 ___Spring 2027 ___Summer 2027 \$_____
___Fall 2027 ___Winter 2027 ___Spring 2028
___Summer 2028
___1/4 page \$855 ___1/2 page \$1,275 ___Full page \$1,985
___Regular column \$275 ___Feature story \$607

Country Roads Magazine

___Jan 2027 ___Feb 2027 ___Mar 2027 \$_____
___Apr 2027 ___May 2027 ___June 2027
___July 2027 ___Aug 2027 ___Sept 2027
___Oct 2027 ___Nov 2027 ___Dec 2027
___Jan 2028 ___Feb 2028 ___Mar 2028
___Apr 2028 ___May 2028 ___June 2028
___Option 1 \$3,400 ___Option 2 \$4,400

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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 _____

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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

The Local Palate

Spring Travel South 2027 2028
Restaurants Issue 2027 2028
Fall Road Trips 2027
Best Culinary Towns 2027
Spread \$9,775 Full Page \$5,750 1/2 Page \$4,315

LIFESTYLE

AARP The Magazine

Feb/Mar 2027 Apr/May 2027 Aug/Sept 2027
Oct/Nov 2027 Feb/Mar 2028 Apr/May 2028
Full Page Package \$15,675 1/2 Page Package \$10,175 1/3 Page Package \$7,315

Houstonia Magazine

Spring 2027 Summer 2027 Fall 2027
Winter 2027 Spring 2028 Summer 2028
Fall 2028 Winter 2028
Full page \$6,650 1/2 page \$3,590 1/3 page \$2,545

okra Magazine

Winter 2027 Spring 2027 Summer 2027
Fall 2027 Winter 2028 Spring 2028
Summer 2028
Option 1 \$3,800 Option 2 \$2,600 Option 3 \$8,900
Option 4 \$5,575

Texas Monthly Co-op

March 2027 May 2027 August 2027
September 2027 November 2027 March 2028
May 2028
Full page \$9,941 1/2 page \$7,623 1/3 page \$4,919

OUTDOOR & TRAVEL

American Road Magazine

Winter 2026 Spring 2027 Summer 2027
Autumn 2027 Winter 2027 Spring 2028
Summer 2028
1/2 page \$2,210 1/4 page \$1,105

ROVA-The Magazine for Epic Road Trips

Feb/Mar 2027 Apr/May 2027 June/July 2027
Aug/Sept 2027 Oct/Nov 2027 Dec/Jan 2028
Feb/Mar 2028 Apr/May 2028 June/July 2028
Full page \$4,500 1/2 page \$2,900 1/4 page \$1,950

NEWSPAPER

LPA Newspaper Print & Digital Program [Circle your selection(s)]

One Month Print Network One Month Digital Network

Coverage	Impressions	Medium	Large
1 DMA	250,000	\$4,214	\$4,732
2 DMAs	500,000	\$7,038	\$7,929
3 DMAs	750,000	\$9,792	\$11,034
4 DMAs	1,000,000	\$12,615	\$13,915
5 DMAs	1,250,000	\$14,959	\$16,770
Entire State	1,500,000	\$17,526	\$19,538

Coverage	Impressions	Display Ads
1 DMA	250,000	\$2,760
2 DMAs	500,000	\$4,651
3 DMAs	750,000	\$6,624
4 DMAs	1,000,000	\$8,671
5 DMAs	1,250,000	\$10,737
Entire State	1,500,000	\$12,816

Scrolling Ad Ticker \$2,530
Tap-to-expand ad ticker \$2,875

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Contact

Business

Address

City

State Zip

Phone

E-mail

Billing E-mail

Signature

Date

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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

DIRECTORIES & GUIDES

Good Sam Print + Digital Enhancement 2028

___ 1/6 page \$2,900 ___ 1/12 page \$1,500 ___ Digital Enhancement \$650

DIGITAL CAMPAIGNS | DISPLAY & AWARENESS

AARP Digital Campaign

___ Program 1 \$4,025 ___ Program 2 \$8,000 ___ Program 3 \$5,750
___ Program 4 \$5,750

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

___ \$10,925 ___ \$8,625

Garden & Gun Digital Campaign

___ Option 1 \$6,325 ___ Option 2 \$6,325 ___ Option 3 \$9,200
___ Option 4 \$11,500 ___ Option 5 \$17,250

Houstonia Magazine's Digital Campaigns

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

Miles Partnership Premium Display or Native Campaigns

___ \$5,750

NOLA.com Digital Campaign

___ Package 1 \$1,610 ___ Package 2 \$4,025 ___ Package 3 \$7,015

Sojern Match Back Digital Campaign

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

Texas Monthly Digital Campaign

___ Program 1 \$4,025 ___ Program 2 \$3,105 ___ Program 3 \$6,460

Tripadvisor Targeted Travel Advertising

___ \$3,300

USA Today Digital Campaign by LocaliQ

___ \$1,130 ___ \$1,600 ___ \$2,190

DIGITAL CAMPAIGNS | EMAIL MARKETING

Advance Travel & Tourism Targeted Email Campaign

___ Option 1 \$3,135 ___ Option 2 \$2,585 ___ Option 3 \$4,500

Country Roads Dedicated eNewsletter

___ \$2,900

Hearst Targeted Email Advertising Packages

___ Option 1 \$720 ___ Option 2 \$1,375 ___ Option 3 \$2,875
___ Option 4 \$290

ROVA-The Magazine for Epic Road Trips eNewsletter Program

___ \$1,950

StyleBlueprint's 'Louisiana Uncharted' Sponsored Email Campaign

___ Spot 1 \$2,978 ___ Spot 2 \$2,777 ___ Spot 3 \$2,512 ___ Spot 4 \$2,317
___ Spot 5 \$2,116 ___ Spot 6 \$1,983

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Billing address for card: _____

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Date: _____

CONTRACT & RESERVATION FORM 7

DIGITAL CAMPAIGNS | SPONSORED & BRANDED CONTENT

NOLA.com Content Campaigns

___ \$7,000

DIGITAL CAMPAIGNS | THEMED & SEASONAL CAMPAIGNS

Gray Media's TikTok Social Video & Search

___ Option 1 \$4,140

___ Option 2 \$2,818

___ Option 3 \$1,438

KHM's (Madden) Event Conquesting Campaign

___ Programmatic Display \$2,875

___ Programmatic Video \$3,450

NOLA.com Mardi Gras for All Y'all Campaign

___ \$5,750

NOLA.com Spring Travel Guide

___ Full Page + Digital \$7,475

___ 1/2 Page + Digital \$4,140

___ 1/4 Page + Digital \$2,070

___ 1/8 Page + Digital \$865

LEAD GENERATION

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

___ Option 1 \$990

___ Option 2 \$1,980

___ Option 3 \$3,960

SPORTS MARKETING

Sports Travel Digital Campaign

___ Program 1 \$10,200

___ Program 2 \$5,750

SportsEvents Magazine

___ March 2027

___ July 2027

___ August 2027

___ October 2027

___ December 2027

___ March 2028

___ 1/4 page \$1,325

___ 1/2 page \$2,415

___ Full Page \$3,625

SportsEvents Digital Campaign

___ \$4,515

Ultimate Sports Planners Guide

___ 2027

___ 2028

___ 2 Page Spread \$11,000

___ Full page \$5,500

___ 1/2 Page \$3,750

___ 1/4 Page \$2,000

MEETING & CONVENTION MARKETING

Convention South Print & eBlast Bundle

___ January 2027

___ March 2027

___ June 2027

___ July 2027

___ August 2027

___ September 2027

___ January 2028

___ March 2028

___ June 2028

___ Full page ad + Ebblast \$5,750

___ 1/2 page ad + Ebblast \$4,700

___ Full page ad only \$3,675

___ 1/2 page ad only \$2,625

Convention South Digital Campaigns

___ Option 1 \$5,750

___ Option 2 \$2,365

___ Option 3 \$1,150

___ Option 4 \$1,800

Meetings Today Digital Campaigns

___ Package 1 \$2,300

___ Package 2 \$1,725

___ Package 3 \$2,875

Small Market Meetings Magazine

___ Feb 2027

___ March 2027

___ April 2027

___ June 2027

___ September 2027

___ Nov/Dec 2027

___ Feb 2028

___ April 2028

___ June 2028

___ 1/3 page \$1,265

___ 1/2 page \$1,725

___ 2/3 page \$2,070

___ Full page \$2,425

Small Market Meetings Digital Packages

___ Package 1 \$2,500

___ Package 2 \$4,000

___ Package 3 \$5,500

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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CONTRACT & RESERVATION FORM 8

Southeast Meetings + Events

___ Spring/Summer 2027 ___ Fall/Winter 2027 ___ Spring/Summer 2028
___ Package 1(a) \$6,000 ___ Package 1(b) \$3,450
___ 2/3 Page \$3,250 ___ 1/3 Page \$2,750

Texas Meetings + Events

___ Winter 2027 ___ Spring 2027 ___ Summer 2027
___ Fall 2027 ___ Winter 2028 ___ Spring 2028
___ Full Page \$5,000 ___ 1/2 Page \$3,000 ___ 2/3 Page \$3,000
___ 1/3 Page \$1,750

GROUP TRAVEL MARKETING

LTA AAA eNewsletter

___ January 2027 ___ June 2027 ___ October 2027
___ January 2028 ___ June 2028
___ Side Banner \$350 ___ Advertorial \$495

LTA Group Travel eNewsletter

___ January 2027 ___ March 2027 ___ June 2027
___ Oct 2027 ___ January 2028 ___ March 2028
___ June 2028
___ Side Banner \$400 ___ Advertorial \$575

Destinations Magazine

___ Jan/Feb 2027 ___ Sept/Oct 2027 ___ Nov/Dec 2027
___ Jan/Feb 2028 ___ Sept/Oct 2028 ___ Nov/Dec 2028
___ Full page \$3,600 ___ 1/2 page \$1,960 ___ 1/4 page \$980

Group Travel Leader Magazine

___ January 2027 ___ March 2027 ___ May 2027
___ September 2027 ___ January 2028 ___ March 2028
___ May 2028
___ 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

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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Billing E-mail _____

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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: _____

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CHARLIE WALTMAN, Membership & Sales Manager

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Director of Community Engagement

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