

Compass Media Fall Travel Planner

Newspaper Co-op Ad and Individual Digital Campaign

GENERAL INTEREST



It's fall, and your target audience is ready to go somewhere. Whether they are reading their Sunday paper or searching online—you CAN afford to be there.

Compass Media's Fall Travel Planner Custom Print + Digital Program gives you the ability to be seen in subscriber households of geo-targeted newspapers and highly targeted digital websites at a fraction of the cost.



ADDED VALUE

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

GUARANTEED CLICKS (DISPLAY) OR VIEWS (YOUTUBE)

1/2 page: 4,220
1/4 page: 3,720
1/8 page: 3,220

AD SPECS

1/2 page 8" w X 4" h
1/4 page 3.875" w X 4" h
1/8 page 3.875" w X 2" h

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

MEDIA/DELIVERY

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

ISSUE

September 2023

MARKET/CIRCULATION

200,000 September 2023 (estimated readership 600,000) Reaching your core states of TX, LA, MS, and AL

Baton Rouge Advocate
Birmingham News
Dallas Morning News
Houston Chronicle
Jackson Clarion Ledger

LTA MEMBER RATE

1/2 page **\$18,000**
1/4 page **\$9,000**
1/8 page **\$4,800**

SPACE & MATERIAL DEADLINES

July 14, 2023

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Spring Travel Planner

Newspaper Co-op Ad and Individual Digital Campaign

GENERAL INTEREST



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

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



ADDED VALUE

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

GUARANTEED CLICKS (DISPLAY) OR VIEWS (YOUTUBE)

1/2 page: 2,750

1/4 page: 2,250

1/8 page: 1,750

AD SPECS

1/2 page 8" w x 3.875" h

1/4 page 3.875" w x 3.75" h

1/8 page 3.875" w x 1.875" h

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

MEDIA/DELIVERY

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

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



ISSUE

April 2023

April 2024

MARKET/CIRCULATION

563,000+

(estimated readership 1.4 million)

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

Arkansas Democrat Gazette (Little Rock)
Baton Rouge Advocate
Birmingham News
Columbus Dispatch (Ohio)
Dallas Morning News
Gwinnett Daily Post (Atlanta)
Houston Chronicle
Indianapolis Star
Jackson Clarion Ledger
Louisville Courier Journal
Memphis Commercial Appeal
Nashville Tennessean

2023 LTA MEMBER RATE

1/2 page \$17,500

1/4 page \$9,200

1/8 page \$4,600

SPACE & MATERIAL DEADLINES

April 2023 - December 15, 2023

April 2024 - December 15, 2024

Compass Media Family Travel Planner

Multi Magazine Insert Co-op Ad and Individual Digital Campaign

LIFESTYLE/WOMEN



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

- Our beautifully designed insert appears in the January/February issues of some of the most widely read women's magazines in the country. These publications together offer a combined circulation of **500,000+** of YOUR TARGET AUDIENCE in just one buy.
- As an individual advertiser, it would cost 3x more to place an ad in all of these publications.
- With our Family Travel insert, you get more targeted exposure in top women's magazines for a fraction of the cost, plus we offer a custom digital campaign.

Better Homes and Gardens

\$70,454 Median HHI

55 Median age

79% Female

35% Any children in home

Woman's Day

\$63,470 Median HHI

60.3 Median Age

93% Female

27% Kids in the home

Real Simple

\$97,448 Median HHI

55 Median age

30% Kids in the home

ADDED VALUE

• Each advertiser will receive a custom digital display campaign on the Google Display Network **OR** a Facebook Link ad campaign. Each digital ad campaign will target travel intenders within the preferred geo-targeted markets for that advertiser. Guaranteed clicks vary depending on print ad size.

• All advertisers will receive qualified leads every other week via email for 9 months following the first print issue delivery date.

AD SPECS

1/2 page 6.375" w x 4" h

1/4 page 3.125" w x 4" h

1/8 page 3.125" w x 2" h

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

MEDIA/DELIVERY

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

ISSUE

January/February 2023

MARKET/CIRCULATION

Core States - TX, LA, MS, AL, TN, GA & FL

500,000 - (2 million estimated readership)

LTA MEMBER RATE

1/2 page \$27,125

1/4 page \$13,560

1/8 page \$6,780

SPACE & MATERIAL DEADLINES

September 24, 2023



Ad Representative

Elise Ankerson • eankerson@compassmedia.com

Compass Media Custom Festival/ Event Promotion Campaign

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 individual campaign and will provide a comprehensive report at the conclusion. This is the perfect way to advertise your next big Festival or Event!

Each campaign includes:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on ALL three of the following platforms:
Facebook, Google Display Network, and Search Engine Marketing
- Comprehensive reporting

AD SPECS

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

File Size 150k 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

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 - 1,100 Guaranteed Clicks

\$1,725 *Only includes SEM and

Google Display campaigns

Program 2 - 2,100 Guaranteed Clicks

\$2,875

Program 3 - 4,250 Guaranteed Clicks

\$5,750

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Content + Click Campaign

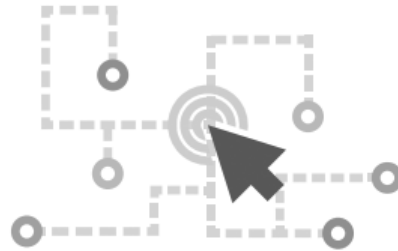
Individual Buy



Telling a compelling story about your destination is a crucial part of a successful marketing plan. Compass Media offers a few different content packages to meet the needs of any size destination. Packages include content writing in long or short form. Or with a Content + Clicks integrated program, we harness the power of the Google Display Network to reach a qualified, behaviorally targeted audience for the well-crafted content we produce. It truly is a powerful combination and one that delivers results for you.

CONTENT

- 1. Let's talk.** The best stories come when one of our writers spends time talking with you about your business or destination. We'll learn what makes you special.
- 2. We write.** We'll produce a long-form article (>800 words) and send it over for your review. We'll pair it with images from your library.
- 3. You post.** Once the article is approved, we'll provide it back to you to post it on your website, ideally in a blog section surrounded by other engaging content you have on your website. We'll include suggested meta data to optimize your post.



CLICKS

- 1. Let's talk.** We'll work with you to determine the ideal audience for this new piece of content.
- 2. We create.** To capture the attention of your target audience, we'll create 2-3 responsive display units using images you provide. We'll create headlines and ad copy to accompany your images so the responsive ad units will entice your audience to click through to your rich, site content.
- 3. We target.** We use numerous targeting methods to get your ads delivered to an audience that is interested in your custom article. We target your ideal audience through location, demographics, user interests, site topics and more.
- 4. We manage.** We'll assign a dedicated campaign manager to your account. He/she will closely monitor and optimize your display ad campaign to maximize results and relevant exposure.
- 5. We report.** Each month of the campaign, you'll receive a report and our strategic recommendations.

CAMPAIGNS

- **Program 1** - 3 short-form articles or lists (<500 words)
- **Program 2** - 3 long-form articles (>800 words)
- **Program 3** - 1 long-form article paired with a 6-week Google Display Network campaign to deliver 1,300 guaranteed clicks.
- **Program 4** - One story paired with a 2-month Google Display Network campaign to deliver 2,200 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 \$1,100

Program 2 \$1,950

Program 3 \$2,350

Program 4 \$3,400

SPACE & MATERIAL DEADLINES

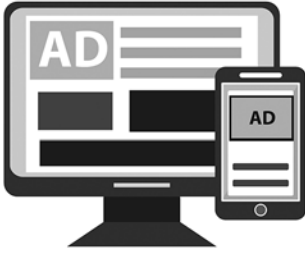
To allow adequate time to produce your story, we need to start the editorial process six weeks prior to your target launch date. For example, to have a story live on your website and a Google Display Network campaign started on July 1, we would need to begin working on your story by May 15.

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Display Campaign

Individual Buy



Compass Media offers a digital ad campaign made simple by working with you to define your target audience and drive traffic to your website. We will help you determine the best demographics, interests and behaviors of potential visitors. We then create an ad campaign and target those potential visitors through the Google Display Network. Our digital campaign managers 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.

*ESTIMATES are based on a 0.25% CTR. This estimate is above the national CTR average - we work on a daily basis to optimize campaigns to make sure we are driving the most relevant visitors to your site.

AD SPECS

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

File Size 150k 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

TARGETING

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

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks
\$1,665

Program 2 - 2,200 Guaranteed Clicks
\$2,760

*(estimated 1 million impressions)

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

*(estimated 2 million impressions)

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

*(estimated 4 million impressions)

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Digital Outdoor Travel Campaign

Individual Buy



Compass Media offers a **Digital Outdoor Travel** ad campaign made simple by providing you with three predetermined audiences to promote your destination's outdoor activities and drive traffic to your website. We have put together three audience groups that are important to Outdoor Travel in Louisiana. Within each of those, we have listed various interest categories, topics, and behaviors to reach those people. We work with each individual 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 managers will work to optimize each individual campaign and will provide a comprehensive report at the conclusion of each campaign.

OUTDOOR SAMPLE TARGETING

1 - Soft Adventure

Topics:

Water Activities
Boating
Cycling
Regional Parks & Gardens
Adventure Travel
Hiking & Camping
Outdoors

Interests:

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

2 - Hunting & Fishing

Topics:

Fishing
Hunting & Shooting
Wildlife
Outdoors

Interests:

Fishing
Hunting
Fishing Equipment
Fishing Destinations
Duck Hunting
Hunting Trips
Fishing Tips
Places to Fish

3 - Birding

Topics:

Wildlife
Birds
Ecotourism
Louisiana
Travel Guides & Travelogues

Interests:

Birding
Louisiana Travel
Nature
Birdwatching Experiences
Bird Identification
& Information

CAMPAIGN

Starts any time

LTA MEMBER RATE

Program 1 - 1,300 Guaranteed Clicks
\$1,650

Program 2 - 2,200 Guaranteed Clicks
\$2,750

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

Program 4 - 9,000 Guaranteed Clicks
\$10,800

SPACE & MATERIAL DEADLINES

Two weeks before start date

AD SPECS

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

File Size 150k 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.

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Display & Social Media Remarketing

Individual Buy



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

HOW DOES IT WORK

- A tracking code is provided to be placed across all pages of your website and Facebook page.
- When a user leaves your website, they are tracked and served with your display ad via the 2+ million websites along the Google Display Network, Facebook, Instagram and the Audience Network.
- Tracking codes can be specific to portions of your website as well.



For extended reach, Compass Media can utilize your remarketing lists, to create “Lookalike Audiences” and reach them through Digital Display, Facebook and Instagram. This group of users show similar characteristics and browsing patterns to those who have engaged with your site and social channels. This will create a new group of potential Louisiana visitors.

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

AD SPECS

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

File Size 150k 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

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

LTA MEMBER RATE

Program 1 - 1,100 Guaranteed Clicks
\$1,650

Program 2 - 1,920 Guaranteed Clicks
\$2,760

Program 3 - 4,000 Guaranteed Clicks
\$5,500

Program 4 - 8,400 Guaranteed Clicks
\$10,800

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

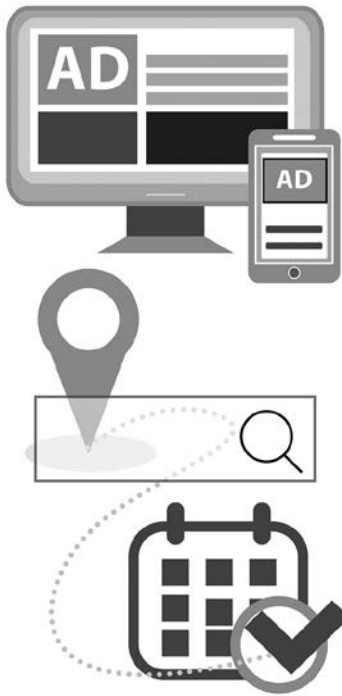


Ad Representative

Elise Ankerson • eankerson@compassmedia.com

Compass Media Staycation Campaign/ 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 managers 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 has to offer!

EACH CAMPAIGN INCLUDES:

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

AD SPECS

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

File Size 150k 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

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

LTA MEMBER RATE

Program 1 - 1,100 Guaranteed Clicks

\$1,725 *Only includes SEM and
Google Display

Program 2 - 2,100 Guaranteed Clicks

\$2,875

Program 3 - 4,250 Guaranteed Clicks

\$5,750

Program 4 - 7,000 Guaranteed Clicks

\$8,600

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Social Media 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 TrueView Ads, YouTube Partner Apps, and Facebook & Instagram Video Ads with guaranteed View levels.

Each Video Campaign can be targeted by:

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

AD SPECS

YouTube:

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

Video Ad:

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

MEDIA/DELIVERY

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

CAMPAIGN

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

LTA MEMBER RATE

Program 1 - 5,900+ Video Views
\$2,275

Program 2 - 15,400+ Video Views
\$5,700

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

SPACE & MATERIAL DEADLINES

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

Ad Representative
Elise Ankerson · eankerson@compassmedia.com



Compass Media Digital Girlfriend Getaways Campaign

LIFESTYLE



Whether catering to females planning a get-together or a close-knit group choosing their destination, be there where those women find inspiration to travel. This Girlfriend Getaway campaign utilizes a multi-faceted approach through CONNECTED TV and FACEBOOK/INSTAGRAM to target women and promote a trip that includes dining, shopping, and leisure activities. Compass Media's digital campaign managers will work closely with you to fine-tune targeting, optimize the campaign, and provide a comprehensive report at the conclusion of the campaign.

Each campaign includes:

- Custom Targeting (Age, Behaviors, Demographics, etc.)
- Ads will be displayed on Facebook/Instagram and videos played through Connected TV
- Comprehensive reporting

AD SPECS

Display Ads - 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

CTV Video - Dimensions: 960x720px and 960x540px

Audio Bitrate: 128 kbps or higher

Video Bitrate: 2.0 MBps or higher

Preferred format: mp4 (h.264)

Max video file size: 200 MB

MEDIA/DELIVERY

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

ISSUE

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

LTA MEMBER RATE

Program 1 - 1 - Month Program

ESTIMATED Connected TV

Impressions - 40,000+

ESTIMATED Facebook/Instagram

1,150+ clicks and 100,000+ impressions

\$4,300

Program 2 - 2 - Month Program -

ESTIMATED Connected TV

Impressions - 40,000+

ESTIMATED Facebook/Instagram

2,250+ clicks and 200,000+ impressions

\$7,850

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative

Elise Ankerson • eankerson@compassmedia.com



Compass Media Food Focused Digital Campaign

Individual Buy



Make your destination stand out by showcasing your culinary delights! Compass Media's experienced campaign managers 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 managers 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 150k 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

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

\$8,500

SPACE & MATERIAL DEADLINES

Ad materials are due two weeks prior to deployment of campaign

Ad Representative
Elise Ankerson • eankerson@compassmedia.com



Compass Media Targeted Email Campaign

Individual Buy



Email is a powerful marketing tool that we can put to work for your business or organization. In an increasingly competitive advertising market, 77% of people report that they prefer to get permission-based promotional email messages via email over direct mail, text, phone, or social media. (Exact Target 2017)

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.

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

