2018 LOUISIANA ATTRACTIONS DIRECTORY

DON’T MISS OUT ON THE
2018 LOUISIANA ATTRACTIONS DIRECTORY.
OUR MOST POPULAR AND MOST REQUESTED DIRECTORY!

In 2017, LTPA distributed 100,000 of these brochures to 600
domestic and international tour operators, as well as to thousands
of visitors at welcome centers and travel shows.

NEW THIS YEAR! A Digital Flipbook that includes live links to your
attraction and destination webpages AND a Digital Campaign to promote
the Attractions Directory that links back to the NEW Digital Flipbook.

We offer several ways to be included:

**ADS**
- Full Page $1650- includes two coupons
- 1/2 Page $935- includes one coupon
- 1/4 Page $525

**LISTINGS**
- Photo Listing $385- one color photo, 35 words of copy & contact info
- Basic Listing $225- 35 words of copy & contact info
- Coupons $400 - Logo, offer & contact info, disclaimer on back side for blackout
dates or special events

**ADDED VALUE**
- Each advertiser that purchases a FULL PAGE would receive TWO COUPONS, and any
  HALF PAGE advertiser would receive ONE COUPON.
- Brochure available for download on louisianatravel.com
- Digital Brochure link from louisianatravel.com also available on Group Tour pieces
  (SYTA, ABA, and Travel South).

<table>
<thead>
<tr>
<th>AD SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page ad</strong></td>
</tr>
<tr>
<td>trim 4”w x 9”h</td>
</tr>
<tr>
<td>non bleed ad - 3.5”w x 8.5”h</td>
</tr>
<tr>
<td>keep live matter .25” from trim</td>
</tr>
<tr>
<td>bleed 4.25”w x 9.25”h</td>
</tr>
<tr>
<td><strong>1/2 page ad</strong></td>
</tr>
<tr>
<td>3.5” w x 4.125” h</td>
</tr>
<tr>
<td><strong>1/4 page ad</strong></td>
</tr>
<tr>
<td>3.5” w x 2.125” h</td>
</tr>
<tr>
<td>- PDFx1a files preferred</td>
</tr>
<tr>
<td>- CMYK, high resolution ad saved as PDF</td>
</tr>
<tr>
<td>- Fonts embedded or converted to outlines</td>
</tr>
<tr>
<td>- eps, jpeg or tif files are accepted</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>LISTING SPECS</th>
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<tbody>
<tr>
<td><strong>Photo listing</strong></td>
</tr>
<tr>
<td>35 words of copy &amp; contact info</td>
</tr>
<tr>
<td>1.75”w x 1.85”h 300 dpi color photo saved as an</td>
</tr>
<tr>
<td>.eps, .jpg or .tif</td>
</tr>
<tr>
<td><strong>Basic listing</strong></td>
</tr>
<tr>
<td>35 words of copy &amp; contact info</td>
</tr>
<tr>
<td><strong>Coupon Specs:</strong> Logo, offer, disclaimer on back side</td>
</tr>
<tr>
<td>for blackout dates or special events.</td>
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**MEDIA/Delivery**
Email ad materials to tschultz@ltpa.org, emails must
specify program and company name in the subject line.
LTPA Contract & Reservation Form

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DEADLINE MAY 18, 2018

☐ Full Page $1650 - includes two coupons
☐ 1/2 Page $935 - includes one coupon
☐ 1/4 Page $525
☐ Photo Listing $385 - one photo, and 35 words of copy & contact info.
☐ Basic Listing $225 - 35 words of copy & contact info.
☐ Coupons $400- Logo, offer & contact info, disclaimer on back side for blackout
dates or special events

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

Please complete and sign this contract form.

Contact

Business

Address

City __________________________ State ____________ Zip __________
Phone __________________________ Fax __________
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 __________________________ Fax __________
E-mail __________________________ Billing E-mail

Signature __________________________ Date __________

PAYMENT INFORMATION

Check (made payable to LTPA) _____ Bill Me _____

Credit Card: Circle Type of Card Master Card Visa American Express Discover

Amount to charge $ ______________________

Card # ______________________ Expiration date: ______________________

Name as it appears on card: ______________________

Billing address for card: ______________________

Signature: ______________________ Date: ______________________

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