



**IGLTA**  
ADVANCING  
LGBTQ+ TRAVEL

## **IGLTA FEATURED BUSINESS PACKAGE**

INCLUDES THE FOLLOWING MARKETING BENEFITS:

- 1 annual IGLTA membership with a dynamic profile on the website including:
  - Enhanced listing upgrade (moves listing to the top of search results)
  - **Featured Business** banner on profile
- 1 Registration for the IGLTA Global Convention
- 2 eBlasts (business or consumer)
- 2 IGLTA eNewsletter sponsorships (business or consumer)
- TravelOutNewsWire® press release distribution or Press FAM consulting package
- Destination specific cover photo postings on IGLTA Facebook page
  - Up to three per year
- Social media integration using dedicated posts
  - 6x posts: Facebook, Twitter or LinkedIn
- Complimentary Supplier access to #IGLTAgo – Virtual Marketplace
- 1-month banner ad on IGLTA.org homepage

### ***Large Business (100+ employees): US \$15,000***

- 1 annual IGLTA membership with a dynamic profile on the website including:
  - Enhanced listing upgrade (moves listing to the top of search results)
  - **Featured Business** banner on profile
- 1 Registration for the IGLTA Global Convention
- 1 eBlasts (business or consumer)
- 1 IGLTA eNewsletter sponsorships (business or consumer)
- TravelOutNewsWire® press release distribution or Press FAM consulting package
- Destination specific cover photo postings on IGLTA Facebook page
  - Up to three per year
- Social media integration using dedicated posts
  - 3x posts: Facebook, Twitter or LinkedIn
- Complimentary Supplier access to #IGLTAgo – Virtual Marketplace
- 1-month banner ad on IGLTA.org homepage

### ***Small Business (1-100 employees): US \$7,000***

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## ANNUAL IGLTA MEMBERSHIP WITH DYNAMIC PROFILE ON IGLTA WEBSITE

Contact: [membership@iglta.org](mailto:membership@iglta.org)

### DETAILS INCLUDED ON YOUR COMPANY LISTING:

- Business Name (30 characters maximum)
  - Address on listing
  - Short description (300 characters maximum)
  - Long description (2,000 characters maximum)
  - Website link
  - Social Media links
  - Ability to activate TripAdvisor rating on listing
  - Ability to feature up to 30 photos on membership profile
- IMAGE FORMAT:** JPG, **QTY:** 30, **MAX FILE SIZE:** 800 px wide x 600 px tall
- Ability to create Events, Tours & Specials linked to profile

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## DEDICATED E-BLAST TO IGLTA B2B OR B2C DATABASE

Contact (B2B): [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

This email blast is distributed to our entire database of either travel professionals (+11,000 opt-in contacts) or LGBTQ+ consumers (37,000 opt-ins) worldwide. A previous example of an eBlast can be found [here \(B2B\)](#) and [here \(B2C\)](#).

**QTY AVAILABLE:** 2, your choice of either B2B or B2C

**DEADLINE:** Due two weeks prior to the distribution date.

### SPECIFICATIONS:

Please provide content in the form of an HTML file that has all necessary coding within the <body> tag, **MAX 600 pixels wide** or less and houses all images on a set -public server (so all <img> tags must use the http:// part of the address - IGLTA cannot host images on our server).

**ALTERNATE SPECIFICATIONS:** .jpeg image, 800 x 800 pixels

Please provide a redirect URL. (Please note: this option is less dynamic than the html option.)

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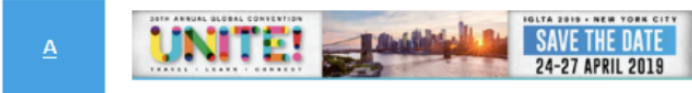
## IGLTA E-NEWSLETTER BANNER AD (OR) FEATURED ARTICLE IN B2B OR B2C E NEWSLETTER

Contact (B2B): [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

This is in the IGLTA business or consumer newsletter emailed to more than 11,000+ tourism business contacts or 37,000 consumers worldwide. You have the option of providing a banner ad sponsorship (A) OR doing a featured article (B). An example of the newsletter can be found [here \(B2B\)](#) and [here \(B2C\)](#).


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**Gay parents made to board flight separately while airline let straight families stay together**

Independent

A gay couple were left "very disappointed" after being told only one of them could board a 19-month-old child – even though straight families were allowed to board together. Jeff Co... with their... nd and... his daughter were flying from San Francisco to Taipei with EVA Air on 1 September when t... occurred. [READ MORE](#)



**DEADLINE:** Newsletters are sent each Wednesday (B2B) or every other Friday (B2C); content is due no later than the Friday prior to each distribution.

**SPECIFICATIONS:**

**(A) BANNER DIMENSIONS:**

468 PIXELS x 60 PIXELS + URL

**QTY AVAILABLE:** 2

**(A) FILE FORMAT:** JPG or GIF; max 40kb

**(B) TEXT:** Up to 100 words + URL

**(B) IMAGE:** Landscape; max 600 pixels wide

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## TRAVELOUTNEWSWIRE PRESS RELEASE DISTRIBUTION OR PRESS FAM CONSULTING

Contact: [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Take advantage of IGLTA's connections with LGBTQ+ travel media worldwide. Distribute your press release via our database of 400+ opt-in media outlets or request consulting to host your own LGBTQ+ media press FAM.

**QTY AVAILABLE:** 1

IGLTA Press FAM consulting package [Click HERE](#)

TravelOutNewsWire [Click HERE](#)

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## IGLTA B2B OR B2C FACEBOOK COVER PHOTO FOR 1WEEK

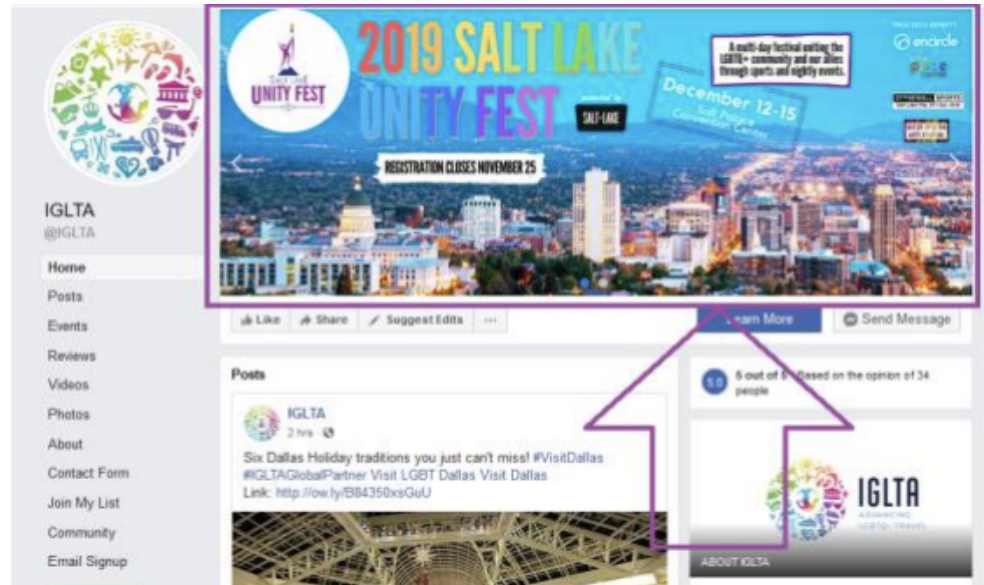
Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 3

**FILE FORMAT:** JPG, GIF, and SW

**MAX FILE SIZE:** 851 pixels wide & 315 pixels tall – **Desktop applicable**

- Optional text for photo
- Destination/Business-specific cover photo postings on IGLTA Facebook page (up to three per year)



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## SOCIAL MEDIA B2B OR B2C CHANNELS

Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 6

**FILE FORMAT:** jpg or png

- Image ratio: 9:16 to 16:9
- Recommended resolution:  
Upload the highest resolution image available.
- Images that consist of more than 20% text may experience reduced delivery.
- Text in post: 125 characters
- Images cropped to 1.91:1
- Recommended resolution: at least 1,200 x 628px
- Headline: 25 characters
- Link Description: 30 characters



# IGLTA GLOBAL CONVENTION REGISTRATION

Contact: [convention@igla.org](mailto:convention@igla.org)

## QTY AVAILABLE: 1

Each year, IGLTA has hosted a Global Convention attracting hundreds of tourism professionals. Since 1984, it has been the world's premier educational and networking event for LGBTQ+ tourism. Each edition of the conference connects LGBTQ+ and LGBTQ+ welcoming travel and tourism suppliers and buyers through a hosted buyer and scheduled appointment program, numerous educational workshops, and networking receptions.



### Relive the Puerto Rico Memories

Check out our FB albums to view all the photos by @ghostedits from #IGLTA40!



Tag yourself, tag a friend!



**Buyer/Supplier Marketplace**  
Produced in cooperation with the Jacobs Media Group, 88 pre-qualified buyers representing nearly US\$696.5 million total buying power and US\$183.5 million LGBTQ+ Travel Buying Power, met with suppliers in a total of 1,760 scheduled appointments.



**Global Media Networking Prize Winner**  
Dan Braun, Pride Air Group

**Pioneer Award**  
Keshav Suri | Executive Director, The LaLIT Group of Hotels, Founder, Keshav Suri Foundation

**Pathfinder Award**  
+rue self  
waves ahead