



**IGLTA**  
ADVANCING  
LGBTQ+ TRAVEL

## IGLTA FEATURED BUSINESS PACKAGE

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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 Virtual LGBTQ+ Business Showcase (Specialist webinar with up to 50 LGBTQ+ travel agents/advisors and other buyer types as well as media)
- 2 eBlasts (business or consumer)
- 2 IGLTA eNewsletter sponsorships (business or consumer)
- TravelOutNewsWire® press release distribution or Press FAM consulting package
- Business 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

**Total marketing value: US\$16,050**

**IGLTA Member Price: US\$9,995**

### ANNUAL IGLTA MEMBERSHIP WITH DYNAMIC PROFILE ON IGLTA WEBSITE

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

**IMAGE FORMAT: JPG, QTY: 30, MAX FILE SIZE: 800 px wide x 600 px tall**

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- 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
- Ability to create Events, Tours & Specials linked to profile

## HOW TO NAVIGATE MEMBERSHIP – CLICK BELOW TO VIEW OUR HOW-TO GUIDES

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- Membership Profile Activation
  - Membership Renewal/Rejoin
  - New Individual - Existing Company
  - New Membership - Company and Listing
  - Update Listing
  - How to Add Events, Tours, & Specials
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## DEDICATED E-BLAST TO IGLTA B2B OR B2C DATABASE

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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

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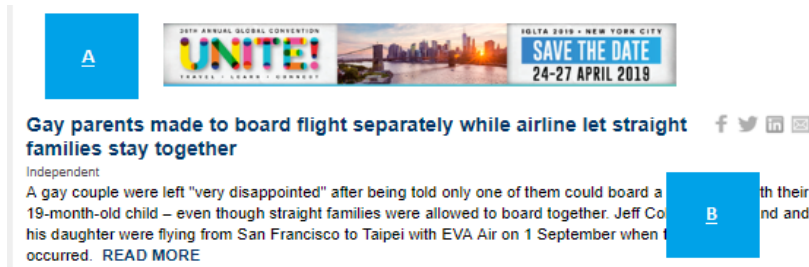
Contact (B2B): [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

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

**QTY AVAILABLE:** 2

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). A previous example of the newsletter can be found [here \(B2B\)](#) and [here \(B2C\)](#).



**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

**(A) FILE FORMAT:** JPG or GIF

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

**(B) IMAGE:** Landscape image or logo file max 600 pixels wide

**(A) MAX FILE SIZE:** 40kb

## 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](#)

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

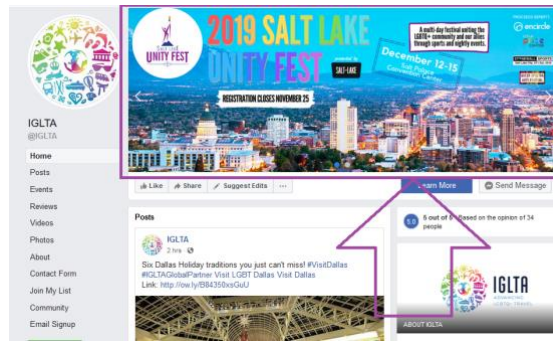
Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 3

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

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

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



## 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. [Learn more about text in images.](#)
- 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 VIRTUAL BUSINESS SHOWCASE

*Host an interactive webinar on Zoom for our Virtual LGBTQ+ Tourism Showcase series*

IGLTA enlists industry leaders from our membership and beyond to provide our member businesses with education and resources as well as opportunities to connect with other member businesses. IGLTA offers hosting opportunities for our Destination or Business Showcase calls to promote your LGBTQ+ welcoming brand to over 12,000 global travel professionals. Please note that this is not intended to be a sales pitch, but instead an educational presentation on

your brand, business or organization. If you are looking for sales, marketing or promotional opportunities, please consider purchasing one of IGLTA's marketing packages instead.

The cost of this session is included in your Featured package. For more information, contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

#### INCLUDES THE FOLLOWING MARKETING BENEFITS

Item	Audience / Size	Quantity
Virtual presentation	Approx. 30 – 80 live attendees* Between 60-120 registrants*	1 call
B2B e-Blast	12,000 opt-in subscribers	1 dedicated email
B2B Newsletter Feature	12,000 opt-in subscribers	1 feature
Facebook Post	2,000 followers	1 post
Twitter Post	14,000 followers	1 post
LinkedIn Post	4,000 followers	1 post
Permanent On-Demand Display on our upcoming LGBTQ+ Specialist Webinar Series landing page at <a href="http://iglta.org">iglta.org</a>	# of visitors TBC once landing page is launched.	1 recorded video of the virtual showcase

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END OF SPEC LIST