



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)
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- 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
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- 1-month banner ad on IGLTA.org homepage

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

ANNUAL IGLTA MEMBERSHIP WITH DYNAMIC PROFILE ON IGLTA WEBSITE

Contact: 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

DEDICATED E-BLAST TO IGLTA B2B OR B2C DATABASE

Contact (B2B): toni.reckley@iglta.org

Contact (B2C): auston.matta@iglta.org

This email blast is distributed to our entire database of either travel professionals (+13,000 opt-in contacts) or LGBTQ+ consumers (45,000 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 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.)

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

Contact (B2B): allison.mazzeo@iglta.org

Contact (B2C): auston.matta@iglta.org

This is in the IGLTA business or consumer newsletter emailed to more than 13,000+ tourism business contacts or 45,000 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 \(B2C\)](#).



The screenshot shows a newsletter layout. At the top left is a blue square with a white letter 'A'. To its right is a banner ad for the '20th ANNUAL GLOBAL CONVENTION' with the word 'UNITE!' in large, colorful letters. Below the banner is a headline: 'Gay parents made to board flight separately while airline let straight families stay together'. Below the headline is a small sub-headline 'Independent' and a paragraph of text starting with '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...'. To the right of the text is a blue square with a white letter 'B'. Further right are social media icons for Facebook, Twitter, LinkedIn, and Email. At the top right of the banner area is a 'SAVE THE DATE' box for 'IGLTA 2019 - NEW YORK CITY' on '24-27 APRIL 2019'.

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

TRAVELOUTNEWSWIRE PRESS RELEASE DISTRIBUTION OR PRESS FAM CONSULTING

Contact: allison.mazzeo@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 1WEEK

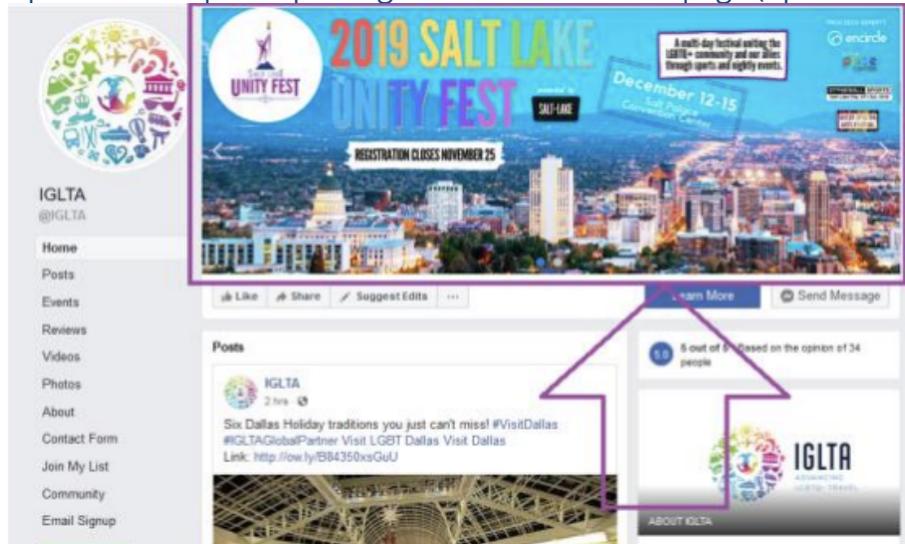
Contact: nicolo.manfredini@iglta.org

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)



SOCIAL MEDIA B2B OR B2C CHANNELS

Contact: nicolo.manfredini@iglta.org

QUANTITY:	6
FILE FORMAT:	JPG / PNG
	Image ration 4:5 or 4:4 (4:5 is preferred)
	Highest resolution available
	Image: no text, graphic elements or logo (especially for Instagram).
	Let's work together to find the best way to share your message! We recommend content that feels authentic, tells a story, educates or entertains—rather than looking like a traditional ad.
	Photo carousels or Facebook albums are a great option. You can also suggest a more thematic approach—like "X LGBTQ+ spots to explore in [Destination Name]"—for both carousels and Reels. In that case, just send us the photos and key information, and we'll take care of the visuals using our own graphic style.
	If you have vertical video clips, we're also happy to create a Reel from your footage.

IGLTA GLOBAL CONVENTION REGISTRATION

Contact: 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.



IGLTA
FOUNDATION

Think Tank

United 19 global tourism leaders to address the evolving challenges faced by LGBTQ+ travelers in the Caribbean.



David Martin Small Business Fellowship Recipients

The 10 recipients represented LGBTQ+ small businesses from Guyana, Mexico, Jamaica, Ecuador, Brazil, and Puerto Rico



Voyage

The IGLTA Foundation is thrilled to announce that this year

our annual fundraiser raised US\$118,000 with 263 tickets sold.



Impact Award



40TH ANNIVERSARY
GLOBAL CONVENTION
SAN JUAN, PUERTO RICO
4-7 OCTOBER 2023

IGLTA

TRAVEL • LEARN • CONNECT

Total Economic Impact US\$725K+

700+
attendees

36
countries & territories represented

37
LGBTQ+ welcoming convention sponsors

47
Exhibitors in our 2-day Tourism Expo

Relive the Puerto Rico Memories

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



Tag yourself, tag a friend!

14
Community Partners

54
media outlets, freelancers & influencers

Subscribe to our YouTube channel to watch recaps of #IGLTA40

Buyer/Supplier Marketplace

Produced in cooperation with the Jacobs Media Group, 88 pre-qualified buyers representing nearly US\$686.5 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
trussellfoundation.org
www.shawd.org