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MEDIA TRADE PROGRAM

REQUIREMENTS TO JOIN:

- Must be a media outlet (print, online, TV, radio, etc.) with some focus on travel
- Member or ally of the LGBTQ+ community

What IGLTA provides

- 1x Complimentary IGLTA membership (\$435 value)
- 1x Complimentary access to annual IGLTA convention for editorial coverage of event and destination (\$495 value)

What Media outlet provides

- Online Media: IGLTA logo plus web banner placement promoting IGLTA and linking to igлта.org
- Print Media: IGLTA logo plus ad placement promoting IGLTA
- TV/Radio/Podcast: Logo placement or other relevant IGLTA promotion in programming
- All Media Outlets: Opt-in to Receive Travel Out News Wire press releases

Note: IGLTA will provide creative for all ads. If the options above don't fit well with your media outlet, please consult IGLTA staff to negotiate an alternative.

Member Benefits to Media Outlets

- Dynamic profile on the IGLTA website with outlet descriptions, photos and social media links
- Use of the IGLTA logo in your marketing, recognized globally by LGBTQ+ travelers
- Table at media trade show during annual IGLTA convention (requires additional ad donation for prize)
- Access to member networking events at trade shows held globally
- Subscription to IGLTA eNewsletter featuring IGLTA business and travel news

Please contact marketing@igлта.org with any questions or to apply for the program.