



POST COVID-19 RELAUNCH MARKETING PACKAGES

To help IGLTA members restart their businesses following the coronavirus pandemic, IGLTA is offering a selection of its most popular marketing packages.

Additional discount (-20%) off below prices for Latin America, Asia and Africa members. Advance payment required. All prices in US dollars.

Please note that members must supply all creative assets, including: images, HTML or text for eBlasts and newsletters, blog post content, web banners, redirect URLs and cut copy for social media posts.

Customized packages available based on your budget and marketing needs. **All consumer marketing offers may be adapted for B2B marketing as well.** Please contact IGLTA for further details or to reserve your package: marketing@iglta.org

Package #1 - Social Media Visibility: Bundle Price: \$650, Retail Price: \$1,750
(LATAM/Asia/Africa price: \$500)

Item	Audience / Size	Quantity
Consumer Newsletter Feature	32,000 subscribers	2 features
Facebook Post (Boosted)	43,000 followers	2 posts
Twitter Post	14,000 followers	2 posts
Instagram Stories Post	10,000 followers	1 post

Package #2 - Enhanced Email + Social Media: Bundle Price: \$1,800, Retail Price: \$2,750
(LATAM/Asia/Africa price: \$1,400)

Item	Audience / Size	Quantity
Consumer e-Blast	32,000 subscribers	1 dedicated email
Consumer Newsletter Feature	32,000 subscribers	2 features
Facebook Post (Boosted)	43,000 followers	2 posts
Twitter Post	14,000 followers	2 posts
Instagram Stories Post	10,000 followers	1 post

Package #3 - Enhanced Multi-Platform: \$2,300, Retail Price: \$3,065
(LATAM/Asia/Africa price: \$1,800)

Item	Audience / Size	Quantity
Promoted Blog Post	30,000 monthly page views	1 article (400+ words)
Consumer e-Blast	32,000 opt-in subscribers	1 dedicated email
Consumer Newsletter Feature	32,000 opt-in subscribers	2 features
Web Banner (450p x 450p)	35,000 impressions	1 month
Facebook Post (Boosted)	43,000 followers	1 post
Twitter Post	14,000 followers	1 post
Instagram Stories Post	10,000 followers	1 post

Package #4 - Complete Multi-Platform + Social Media Retargeting: Bundle Price: \$3,200, Retail Price: \$4,250 (LATAM/Asia/Africa price: \$2,500)

Item	Audience / Size	Quantity
Promoted Blog Post	30,000 monthly page views	1 article (400+ words)
Consumer e-Blast	32,000 opt-in subscribers	1 dedicated email
Consumer Newsletter Feature	32,000 opt-in subscribers	2 features
Web Banner (450p x 450p)	35,000 impressions	1 month
Facebook Post (Boosted)	43,000 followers	2 posts
Twitter Post	14,000 followers	2 posts
Instagram Stories Post	10,000 followers	1 post
Facebook Pixel Retargeted Ads	Est. 100,000 impressions	1 ad

Package #5 - Complete Multi-Platform + Social Media Retargeting & Homepage: Bundle Price: \$6,500, Retail Price: \$8,000 (LATAM/Asia/Africa price: \$5,200)

Item	Audience / Size	Quantity
Promoted Blog Post	30,000 monthly page views	1 article (400+ words)
Consumer e-Blast	32,000 opt-in subscribers	1 dedicated email
Consumer Newsletter Feature	32,000 opt-in subscribers	2 features
Web Banner (450p x 450p)	35,000 impressions	1 month
Facebook Post (Boosted)	43,000 followers	2 posts
Twitter Post	14,000 followers	2 posts
Instagram Stories Post	10,000 followers	1 post
Facebook Pixel Retargeted Ads	Est. 100,000 impressions	1 ad
Featured Special - Homepage	10-day visibility	10 days