

## MEMBER ACTIVATIONS & MARKETING SPECS

### 1. Showcase Your Membership: Use [our member logo\(s\)](#) to highlight your commitment.



### 2. Connect with Members on our Post Board: Introduce your business and connect directly with our global network.

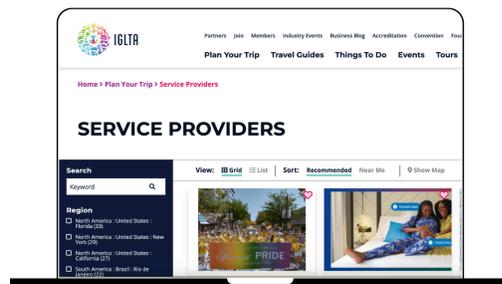


### 3. Boost Your Visibility: Keep your dedicated IGLTA Member Listing updated to attract LGBTQ+ travelers and IGLTA member businesses. [How-to Guide](#).

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

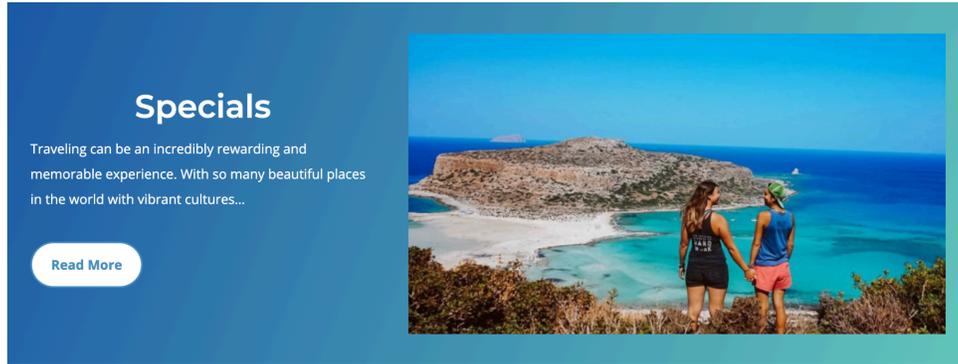
- Business Name (30 characters maximum)
- Company Address
- Long Description to include Embedded YouTube videos (2,000 characters maximum)
- Website & Booking links
- Social Media links
- Activate TripAdvisor rating on listing
- Feature 50+ photos on the membership profile

**IMAGE FORMAT: JPG, QTY: 50+, MAX FILE SIZE: 1131 px wide x 897 px tall 29:23**





**4. Promote Your Events, Tours, & Specials. [How-to Guide.](#)**



**5. Submit Complimentary Blog Post(s) for [Insider Out Travel Blog | IGLTA](#): Our blog dedicated to LGBTQ+ travelers: [View Guidelines](#)**

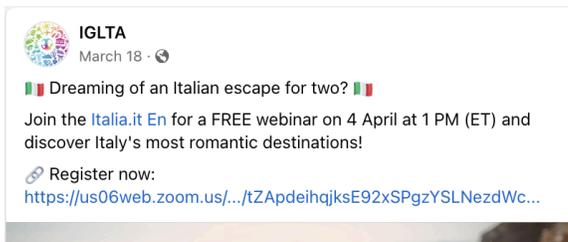


The IGLTA Travel Blog is an opportunity for you to share your travel expertise with global LGBTQ+ travelers. All IGLTA members in good standing are welcome to submit posts. These blog posts should be written with a specific audience in mind the LGBTQ+ traveler who is interested in reading about various travel opportunities, destinations, events, products and/or services.

**Contact:** [Marketing@iglta.org](mailto:Marketing@iglta.org)

**QTY AVAILABLE:** 1 complimentary post included per quarter

**6. Social Media Exposure: [Submit a post here!](#)**



**Contact:** [Marketing@iglta.org](mailto:Marketing@iglta.org)

**QTY AVAILABLE:** 1 complimentary post included per quarter

Note: Content must align with the interests and needs of the LGBTQ+ community to be considered for publication.



7. **Stay Connected:** Follow us on [Instagram](#), [Facebook](#), [LinkedIn](#), and [subscribe to our weekly B2B newsletter](#).

8. **Promotion in IGLTA E-Newsletters** (select one; B2B or B2C options)

**B2B**

This is in the IGLTA business newsletter emailed to more than 13,000+ tourism business contacts worldwide. You will be our featured **“Photo of the Week!”**

**QTY AVAILABLE:** up to twice per year

Photo of the Week! 📷



Photo provided by Porto Seguro, Municipal Department of Tourism

LGBTQ+ Tourism in Brazil: Porto Seguro — a top destination for Brazilian tourists — hosted its first seminar dedicated to LGBTQ+ travel. This event was supported by the Municipal Department of Tourism, IGLTA, and the Government of the State of Bahia.

**B2C**

This is in the IGLTA consumer newsletter emailed to more than 44,000 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 (B2C).

**QTY AVAILABLE:** 1 complimentary banner ad or article per quarter



**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 his daughter were flying from San Francisco to Taipei with EVA Air on 1 September when t occurred. [READ MORE](#)



**DEADLINE:** Newsletters are sent every other Friday (B2C); content is due no later than the Friday prior to each distribution.  
**SPECIFICATIONS:** (A) **BANNER, DIMENSIONS:** 728 PIXELS x 90 PIXELS + URL, (A) **FILE FORMAT:** JPG or GIF; max 40kb, (B) **TEXT:** Up to 100 words + URL, (B) **IMAGE:** Landscape; max 600 pixels wide

**Contact:** [Marketing@iglta.org](mailto:Marketing@iglta.org)

*We are also proud to offer three different types of paid email blasts:*

1. **IGLTA Global Business Membership Email Blast:** These are sent to our business members who consist of buyers and suppliers. We have 13,000+ tourism business contacts in 80+ countries on our email list. **US \$1,465 per blast**
2. **IGLTA Global Buyer Membership Email Blast:** These are sent to our Travel Advisor and tour operator members in 80+ countries. We have 800+ buyers on our email list. **US \$550 per blast**
3. **Consumer Email Blast:** These are sent to our database of LGBTQ+ travelers and allies and given additional promotion via our Facebook and Twitter accounts. We have 44,000+ travelers on our email list. **US \$1,295 per blast**

SPECIFICATIONS: Nudity, sexually explicit content, adult material is prohibited. All creative material should be received at least two (2) weeks before distribution date for proper review. IGLTA only accepts HTML files that have all necessary coding within the tag, is 600 pixels wide or less and houses all images on a public server (we do not host images/graphics). HTML file size must be under 68KB. We do not provide design services as part of our fees. Payment is required in advance.

**Contact:** [Membership@iglta.org](mailto:Membership@iglta.org)