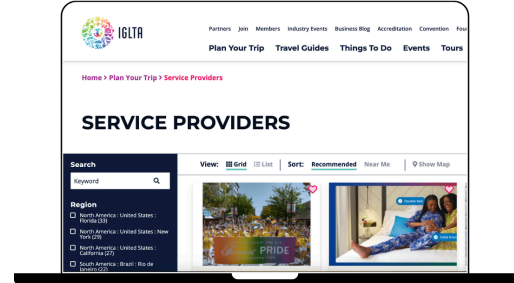


MEMBER ACTIVATIONS & MARKETING SPECS

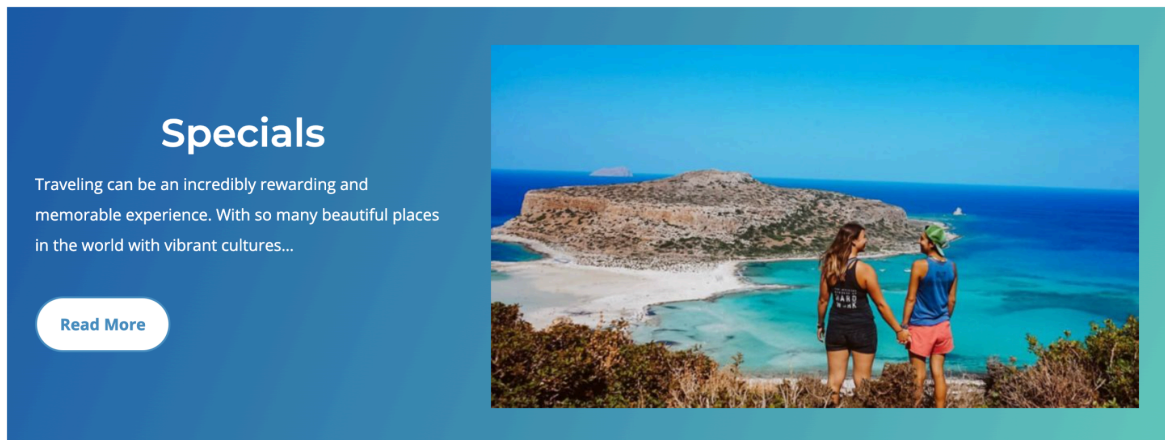
1. Create Your Company Listing for the IGLTA website: [view/download a how-to guide](#)

Contact: membership@iglta.org

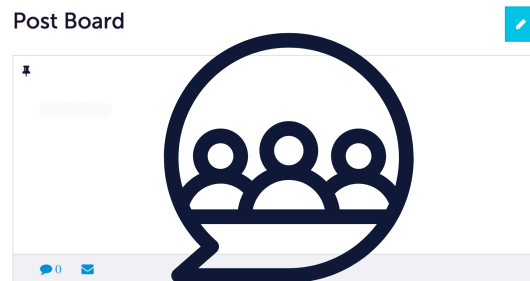
- Business Name (30 characters maximum)
 - Company Address
 - Long description (2,000 characters maximum)
 - Website & Booking links
 - Social Media links
 - Embedded YouTube videos
 - Ability to activate TripAdvisor rating on listing
 - Ability to feature up to 30 photos on the membership profile
- IMAGE FORMAT:** JPG, **QTY:** 30, **MAX FILE SIZE:** 1131 px wide x 897 px tall 29:23



2. Add Events, Tours, & Specials across IGLTA's platform: [view/download a how-to guide](#)



3. Get Connected: Make your way to the post board, post an introduction to your business and connect directly with other members online.





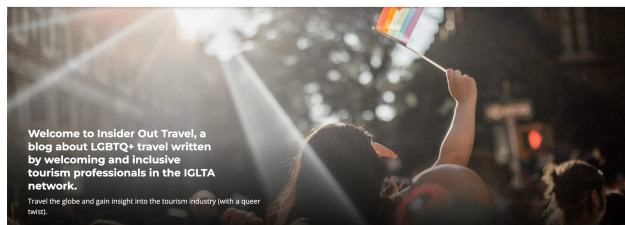
IGLTA
ADVANCING
LGBTQ+ TRAVEL

4. **Submit a blog post for [Insider Out Travel Blog | IGLTA](#)**, our blog dedicated to LGBTQ+ travelers:

[View or download the guidelines](#)

Contact: marketing@iglta.org

QTY AVAILABLE: 1 complimentary post per quarter



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.

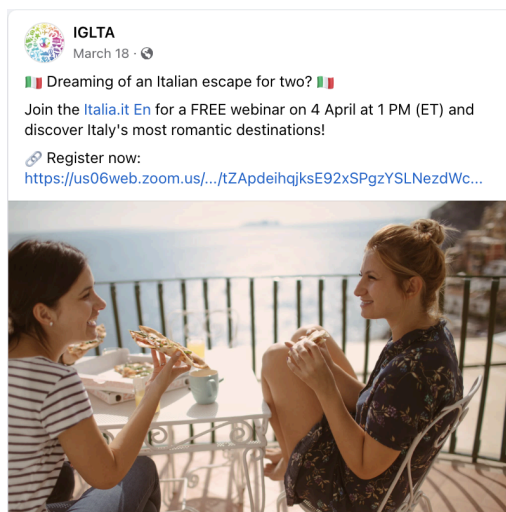
5. **Promote your business on IGLTA Social Media channels: [submit a post](#) here!**

Contact: marketing@iglta.org

QTY AVAILABLE: 1 complimentary post per quarter

Connect with IGLTA and members via our social channels: [Instagram](#), [X \(Twitter\)](#), [Facebook](#), [LinkedIn](#), or [subscribe to our Newsletter](#).

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



6. **Showcase our [IGLTA logos](#) to tell the world that you are part of our diverse community of members.**



IGLTA
MEMBER



IGLTA
MEMBER





7. IGLTA E-Newsletter Banner Ad (OR) Featured Article in B2B or B2C E-Newsletter

Contact (B2B): loann.halden@iglta.org

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

QTY AVAILABLE: 1 complimentary ad or article per quarter



This is in the IGLTA business or consumer newsletter emailed to more than 12,000+ tourism business contacts or 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 \(B2B\)](#) 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; max 40kb, **(B) TEXT:** Up to 100 words + URL, **(B) IMAGE:** Landscape; max 600 pixels wide

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 12,000+ tourism business contacts in 80+ countries on our email list.
2. **IGLTA Global Buyer Membership Email Blast:** These are sent to our Travel Advisor and tour operator members in 80+ countries. We have 600+ buyers on our email list.
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.

PRICING:

- *Consumer Email Blast* - US \$995/blast
- *IGLTA Global Buyer Membership Email Blast* - US \$550/blast
- *IGLTA Global Business Membership Email Blast* - US \$1125/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. **For inquiries, contact membership@iglta.org.**