

Allons™

Lafayette's Inspiration Journal



Allons™ in Cajun French means “come now” or “let’s go” which perfectly sums up what Lafayette Convention and Visitors Commission’s (LCVC) new inspiration journal is all about. Allons™ serves as a travel resource for visitors listing over 300 tourism related businesses in Acadiana under accommodations, attractions, restaurants, shopping, entertainment and transportation. Allons’ editorial content shares the stories behind the food, music, culture and history at the heart of Cajun & Creole country, serving them up with a heaping helping of witty dialogue and first hand photography. A calendar of events, highlights of seasonal festivals and area maps are included as well. Lafayette Convention and Visitors Commission produces and distributes 20,000 copies of each issue and we publish six time a year. Total annual distribution is 120,000.

Circulation

Allons is published six times a year beginning in January with an issue every other month. 20,000 copies of each issue will be printed. The schedule for 2018 is:

Issue	Delivery
January/February	Week of January 8
March/April	Week of March 5
May/June	Week of May 7
July/August	Week of July 9
September/October	Week of September 10
November/December	Week of November 12

Ad/Listing Deadline

- December 13, 2017
- February 14, 2018
- April 11, 2018
- June 13, 2018
- August 8, 2018
- October 10, 2018

/ LafayetteTravel

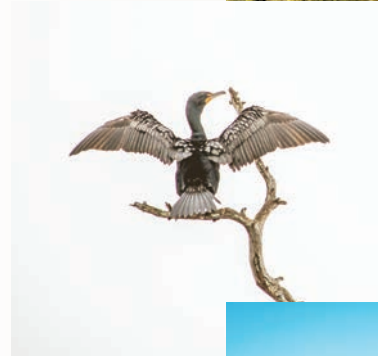
Distribution

As its official inquiry fulfillment publication, the Lafayette Convention and Visitors Commission (LCVC) will

- Direct mail Allons to individuals and organizations in response to inquiries from LCVC advertising and Louisiana Office of Tourism co-op advertising promotions. The inquiries come from throughout the United States and several foreign countries.
- Distribute Allons to convention organizers, exhibitors and delegates.
- Include Allons in all media information packets.
- Give Allons to visitors who stop at the LCVC information Center located at 1400 NW Evangeline Thwy.
- LCVC will deliver Allons to 65 tourist information centers throughout Louisiana.
- Certified Folder Display Services distributes Allons in its 111 brochure rack locations in the Acadiana area. These 111 locations include hotels/motels, campgrounds/RV parks, tourist attractions and restaurants.
- Additionally, LCVC distributes Allons throughout Lafayette Parish in hotel rooms and lobbies, the Lafayette Airport, the Chamber of Commerce, real estate agencies, as well as, campgrounds, tourist attractions and restaurants.
- Allons is on the home page of the LCVC website in a click and turn format including a direct link to advertiser’s website.

List of Tourist Centers that Distribute Allons

- Slidell I-10 Westbound
- U.S. 61 Welcome Center
- I-20 Eastbound Welcome Center
- I-20 Westbound Welcome Center
- I-49 Welcome Center
- U.S. 84 State Welcome Center
- I-10 Eastbound Welcome Center
- I-10 Atchafalaya Welcome Center
- I-55 Southbound Welcome Center
- I-59 Pearl River Welcome Center
- State Capitol Welcome Centers
- Bayou Teche Visitors Center
- Sabine Parish Tourist & Recreational Comm.
- West Feliciana Tourist Comm.
- Gretna Visitor Center
- Madison Parish Tourism Commission
- Bossier Visitor Center
- Avoyelles Commission of Tourism
- Washington Parish Tourism Commission
- Monroe-West Monroe Convention & Visitors Bureau
- Byerley House Visitor & Community Center - Lake Providence
- Ruston-Lincoln Convention & Visitors Bureau
- Shreveport-Bossier Convention & Tourist Bureau
- Union Parish Tourist Center
- Alexandria/Pineville Area CVB
- Atakapa-Coushatta Trace Visitors Center
- Beauregard Tourist Commission
- Springhill-North Webster Chamber of Commerce
- Natchitoches Convention & Visitors Bureau
- Toledo Bend Tourist Center
- Vernon Parish Tourism Commission
- Houma Area Convention & Visitors Bureau
- Iberia Parish Convention & Visitors Bureau
- Jeff Davis Parish Tourist Information Center
- Abbeville Tourist Center
- Acadia Parish Tourist Commission
- Cajun Coast Visitors Convention Bureau
- Lafourche Parish Visitor Welcome Center
- Morgan City Tourist Information Center
- Opelousas Tourist Information Center
- St Martinville Tourist Information Center
- SW LA/Lake Charles Convention & Visitors Bureaus
- Baton Rouge Area CVB Information Center
- SE Louisiana Convention Visitors Bureau - Sorrento
- Gonzales Welcome Center
- Livingston Parish CVB
- St. Charles Parish Tourist Information
- St. James Parish Welcome Center
- West Baton Rouge Tourist Info. & Conference Center
- Kenner Tourist Information Center
- New Orleans N. Shore/St. Tammany Parish Visitor Center
- Slidell Visitors Center/St. Tammany Parish TCC
- Tangipahoa Parish CVB
- Donaldsonville Welcome Center
- DeSoto Parish Tourist Commission
- Bunkie Tourism Center
- Pointe Coupee Parish Tourist Commission
- Morehouse Tourism Commission - Bastrop
- Lake Fausse Point State Park
- Betty R.V. - Abbeville
- Country Station/Tackle Shop Store - Broussard



*For Advertising opportunities
please contact:*



Kaitlynn Broussard

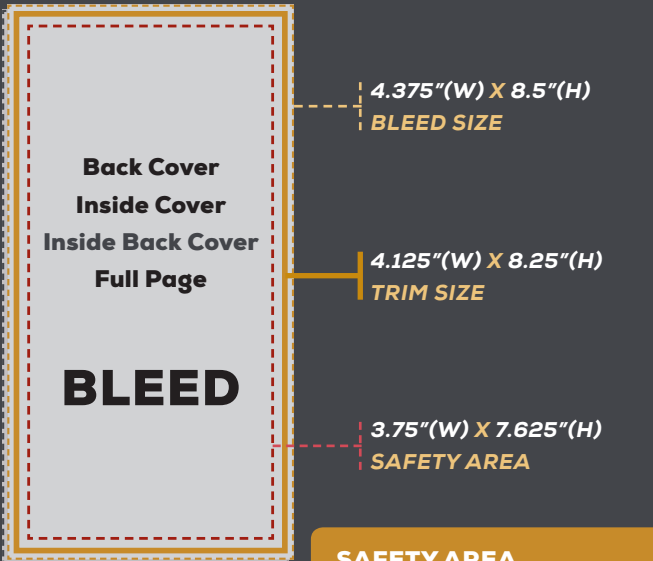
Advertising & Membership Manager
kaitlynn@lafayettettravel.com
Direct: (337) 769-3814



Specifications

Allons measures 4.125" across by 8.25" tall and is printed on enamel gloss stock, full color throughout, stitched and trimmed. 20,000 circulations per issue, published six times a year.

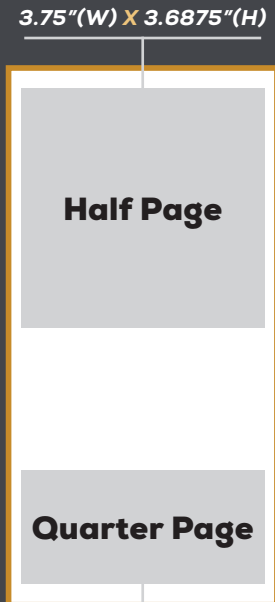
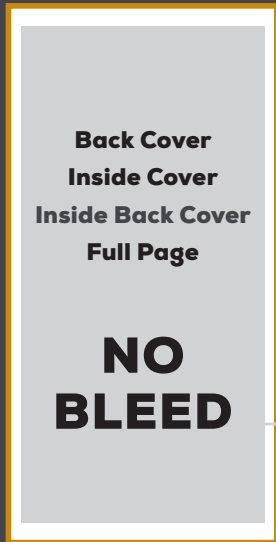
Advertising Sizes and Rates 2018



SAFETY AREA
The area on a page where you can safely place copy or other important elements

BLEED
Extra image that extends beyond the edge of the page. When trimmed this ensures the ad will not have a white line down the edge due to cutting variation during printing.

TRIM
The edge of the printed page after bleed has been cut off. All measurements are in inches.



FREQUENCY	6X	3X	1X
Back Cover (Bleed) 4.375"(W) X 8.5"(H) = BLEED 4.125"(W) X 8.25"(H) = TRIM 3.75"(W) X 7.625"(H) = SAFETY	\$675		
Back Cover 3.75"(W) X 7.625"(H)	\$655		
Inside Cover (Bleed) 4.375"(W) X 8.5"(H) = BLEED 4.125"(W) X 8.25"(H) = TRIM 3.75"(W) X 7.625"(H) = SAFETY	\$625		
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Inside Back Cover (Bleed) 4.375"(W) X 8.5"(H) = BLEED 4.125"(W) X 8.25"(H) = TRIM 3.75"(W) X 7.625"(H) = SAFETY	\$570		
Inside Back Cover 3.75"(W) X 7.625"(H)	\$551		
Full Page Category Listings 3.75"(W) X 7.625"(H)	\$499		
Full Page (Bleed): 4.375"(W) X 8.5"(H) = BLEED 4.125"(W) X 8.25"(H) = TRIM 3.75"(W) X 7.625"(H) = SAFETY	\$467	\$510	\$569
Full Page: 3.75"(W) X 7.625"(H)	\$447	\$490	\$549
Half Page: 3.75"(W) X 3.6875"(H)	\$265	\$278	\$328
Skyscraper (1 Available): 1.875"(w) x 7.625"(H)	\$265	\$278	\$328
Quarter Page: 3.75"(W) X 1.75"(H)	\$169	\$183	\$240



Advertising Sizes and Rates 2018

COMPANY NAME:

DATE:

PHONE:

EMAIL:

CONTACT/AGENCY:

BILLING ADDRESS:

CITY / STATE / ZIP:

AUTHORIZED BY:

DATE:

I AM CONTRACTING FOR A _____

PAGE AD TO BE INSERTED _____ TIME(S) PER YEAR,

FOR A COST OF \$ _____ PER ISSUE.

START WITH _____ ISSUE.

TOTAL AD COST: _____

SIGNATURE

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