



Allons™ in Cajun French means “come now” or “let’s go” which perfectly sums up what Lafayette Convention and Visitors Commission’s (LCVC) 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.

Circulation

Allons is published four times a year beginning in January with an issue every quarter 12,000 copies of each issue will be printed. The schedule for 2023 is:

Issue

Jan/Feb/Mar

Apr / May / Jun

Jul / Aug / Sep

Oct / Nov / Dec

Delivery

Week of January 9

Week of April 10

Week of July 10

Week of October 9

Ad/Listing Deadline

December 9, 2022

March 10, 2023

June 9, 2023

September 8, 2023






 / LafayetteTravel

Distribution

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

- Allons is on the home page of the LCVC website in a click and turn format including a direct link to advertiser’s website.
- Allons is promoted on our digital display at the LFT airport near the baggage claim area
- 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 91 tourist information centers and destinations 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.



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 four times a year.

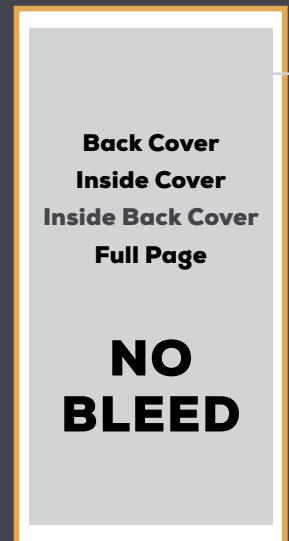
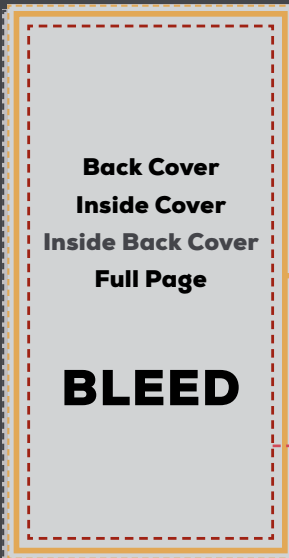
Advertising Sizes and Rates 2023

FREQUENCY	4X	1X
2-Page Advertorial: (ONE AVAILABLE PER ISSUE)	\$1,000 (PER ISSUE)	—
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	\$1,133	\$1,267
Inside Cover: 3.75"(W) X 7.625"(H)	\$1,055	\$1,178
Inside Back Cover: 3.75"(W) X 7.625"(H)	\$977	\$1,090
Full Page Category Listings: 3.75"(W) X 7.625"(H)	\$899	\$1,000
Full Page: 3.75"(W) X 7.625"(H)	\$821	\$913
Half Page: 3.75"(W) X 3.6875"(H)	\$548	\$603
Quarter Page: 3.75"(W) X 1.75"(H)	\$404	\$439



For Advertising opportunities please contact:

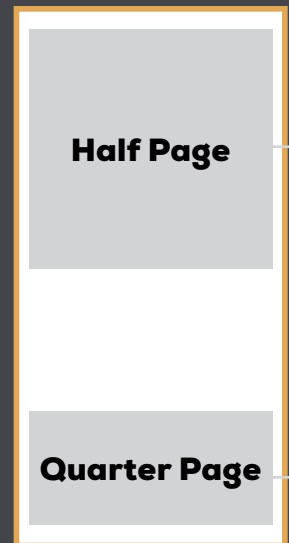
Kaylie LeBlanc, CTP
Assistant VP. of Communications
kaylie@lafayettettravel.com
Direct: (337) 769-3809



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.



Lafayette Travel is working on our 2023 Allons Journal and as a member your business is listed in all 4 issues. At this time we are asking you to check your business information and listing for any changes that need to be made for the upcoming print publication. This is also a great opportunity to promote your business to visitors and locals by purchasing an ad that will be included in both the print and digital version of this guide.

Please designate one staff member from your company to complete this update.

WHAT WE NEED FROM YOU:

- Log in to Member Portal to review current information. Where you see the Allons logo, click **"Review Here"**. <https://Lafayette.extranet.simpleviewcrm.com>
- To begin the review process click the **"Register"** button. Follow the form's instructions to view/edit any of the information listed.
- Ad rates are included in the form. Confirm if you would like to advertise in any upcoming issues of the journal.

Once you review/edit your listing, confirm if you would like to advertise, then approve your visitor guide content, select **"Submit"**. If changes are made, an email notification will be sent to us automatically.



If you have any questions or need your log in information please contact Kaylie.

Kaylie LeBlanc, CTP

Assistant V.P. of Communications
kaylie@lafayettetravel.com
Direct: (337) 769-3809



DEADLINE IS MONDAY, DECEMBER 5, 2022.

DEADLINES & CANCELLATIONS:

Space reservation is due the first Wednesday in December, March, June, and September. Advertising space may not be canceled prior to 10 days of the space deadline. In the event of a cancellation or change in an advertisement, cancellation or change should be submitted in writing to the Publisher prior to 10 days of the space deadline date. The cancellation fee is 50% of the contract rate for that issue or \$500, whichever is greater. No cancellations can be accepted after a space reservation deadline. All ad materials are due the second Wednesday in December, March, June, and September. Please review your ad closely, once ads are approved they will run as is.

ACCEPTABLE FILE FORMATS: *PDF or TIFF (300dpi)

IMAGES:

All images/scans should be 300 dpi saved as a TIFF or JPG. We cannot accept Pantone/PMS or RGB colors or 72 dpi (i.e., image pulled from a website). All images provided must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. Black and white scans should be saved as grayscale.

TRIM AND BLEED SPECIFICATIONS: Please make sure document's dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8-inch. Keep live matter 1/2-inch from trim size.

EDITS AND REVISIONS: All advertisers are allowed one revision for ads designed by Publisher. For all revisions following there will be a charge of 25% of ad cost for that issue or \$250 whichever is greater.

AD SUBMISSION: Please include the name of your company and name of the publication in the subject line when submitting your artwork to kaylie@LafayetteTravel.com.

BILLING: All advertising invoices are due and payable upon receipt. Publisher reserves the right to require advanced payment for all first-time advertisers or any account with delinquent past payment history. Advertisers with accounts carrying balances older than 90 days past due will not be allowed to advertise until their account is current.