

**IGLTA FEATURED DESTINATION/BUSINESS PACKAGE**

INCLUDES THE FOLLOWING MARKETING BENEFITS

* 1 annual IGLTA membership with a dynamic profile on the website including:
  + Enhanced listing upgrade (moves listing to the top of search results)
  + **Featured Destination** *or* **Featured Business** banner on profile
* 2 eBlasts (business or consumer)
* 2 IGLTA eNewsletter sponsorships (business or consumer)
* TravelOutNewsWire® press release distribution *or* Press FAM consulting package
* Destination/Business specific cover photo postings on IGLTA Facebook page
  + Up to three per year
* Social media integration using dedicated posts
  + 6x posts: Facebook, Twitter or LinkedIn

**ANNUAL IGLTA MEMBERSHIP WITH DYNAMIC PROFILE ON IGLTA WEBSITE**

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

**IMAGE FORMAT:** JPG, **QTY:** 30, **MAX FILE SIZE:** 800 px wide x 600 px tall

* Business Name (30 characters maximum)
* Address on listing
* Short description (300 characters maximum)
* Long description (2,000 characters maximum)
* Website link
* Social Media links
* Ability to activate TripAdvisor rating on listing
* Ability to feature up to 30 photos on membership profile
* Ability to create Events, Tours & Specials linked to profile

#### **HOW TO NAVIGATE MEMBERSHIP – CLICK BELOW TO VIEW OUR HOW-TO GUIDES**

* [Membership Profile Activation](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/2019.03.12_MEMBERSHIP_Profile_Activation.pdf?ver=2019-03-13-060924-737)
* [Membership Renewal/Rejoin](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/2019.03.12_MEMERSHIP_Renewal-Rejoin.pdf?ver=2019-03-19-184859-583)
* [New Individual - Existing Company](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/New%20Individual%20-%20existing%20Company.pdf?ver=2019-04-01-202022-313)
* [New Membership - Company and Listing](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/New%20Membership%20-%20Company%20and%20Listing.pdf?ver=2019-03-19-184900-003)
* [Update Listing](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/Update%20Listing.pdf?ver=2019-04-01-202026-340)
* [How to Add Events, Tours, & Specials](https://www.iglta.org/Portals/79/docs/How%20to%20Guides/How%20to%20Add%20Events%2C%20Tours%20%26%20Specials.pdf)

**DEDICATED E-BLAST TO IGLTA B2B OR B2C DATABASE**

Contact (B2B): [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

This email blast is distributed to our entire database of either travel professionals (7,000 opt-in contacts) or LGBTQ+ consumers (35,000 opt-ins) worldwide. A previous example of an eBlast can be found [here (B2B](https://eomail3.com/preview?p=05ddda3c-2d85-11ea-be00-06b4694bee2a&pt=campaign&t=1579874503&s=ac1c3ebceed6ab276961bc0aca918b1f59e7391e929b2ae6ba6917491ba0a64d)) and [here (B2C)](https://eomail3.com/preview?p=c9e94591-38f4-11ea-be00-06b4694bee2a&pt=campaign&t=1579793517&s=e1ce83b08052863b390d503ac76fc49c9fb06d4f4f6b0e13842b948cc3db77e5).

**QTY AVAILABLE:** 2, your choice of either B2B or B2C

**DEADLINE:** Due two weeks prior to the distribution date.

**SPECIFICATIONS:**

Please provide content in the form of an HTML file that has all necessary coding within the <body> tag, **MAX 600 pixels wide** or less and houses all images on a set -public server (so all <img> tags must use the http:// part of the address - IGLTA cannot host images on our server).

**ALTERNATE SPECIFICATIONS:** .jpeg image, 800 x 800 pixels

Please provide a redirect URL. (Please note: this option is less dynamic than the html option.)

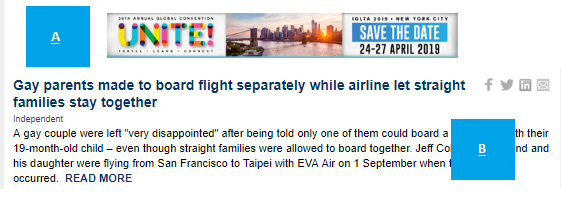
**IGLTA E-NEWSLETTER BANNER AD (OR) FEATURED ARTICLE IN B2B OR B2C E-NEWSLETTER**

Contact (B2B): [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

**QTY AVAILABLE:** 2

This is in the IGLTA business or consumer newsletter emailed to more than 7,000+ tourism business contacts or 35,000 consumers worldwide. You have the option of providing a banner ad sponsorship (A) OR doing a featured article (B). A previous example of the newsletter can be found [here (B2B](http://www.multibriefs.com/briefs/IGLTA/IGLTA112019.php)) and [here (B2C)](https://eocampaign1.com/preview?p=cb1471f9-0b72-11ea-be00-06b4694bee2a&pt=campaign&t=1574430044&s=92e171fb3534e9729b301065a7232a495723a6bb1dcd6af795a3b9ec4f9dd8a4).



**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

**(A) MAX FILE SIZE:** 40kb

**(B) TEXT:** Up to 100 words + URL

**(B) IMAGE:** Landscape image or

logo file max 600 pixels wide

**TRAVELOUTNEWSWIRE PRESS RELEASE DISTRIBUTION *OR* PRESS FAM CONSULTING**

Contact: [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Take advantage of IGLTA’s connections with LGBTQ+ travel media worldwide. Distribute your press release via our database of 375+ opt-in media outlets or request consulting to host your own LGBTQ+ media press FAM.

**QTY AVAILABLE:** 1

IGLTA Press FAM consulting package [Click HERE](https://www.iglta.org/Portals/79/docs/2020_IGLTA%20Press%20FAM%20Solutions.pdf?ver=2020-03-16-062634-253)

TravelOutNewsWire [Click HERE](http://iglta.org/tonw)

**IGLTA B2B OR B2C FACEBOOK COVER PHOTO FOR 1 WEEK**

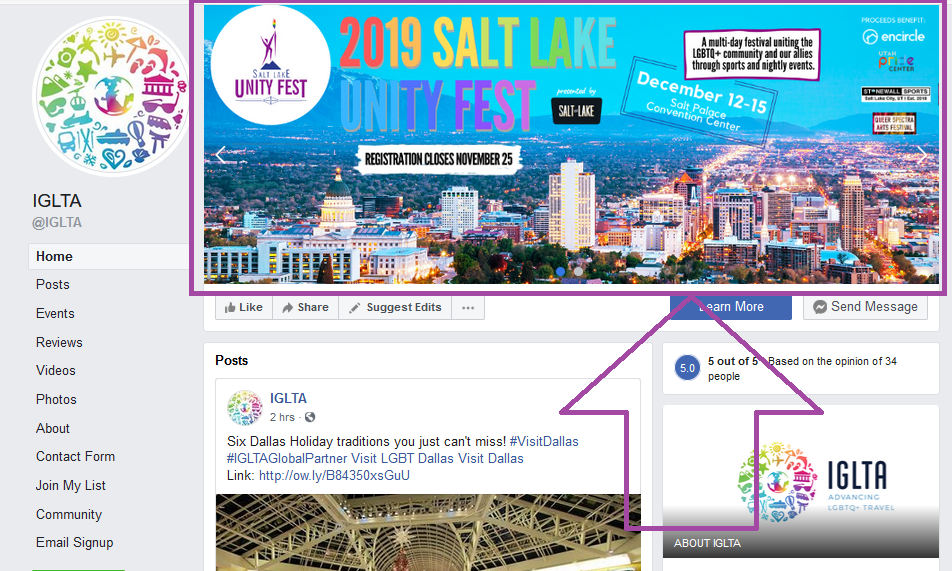
Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 3

**FILE FORMAT:** JPG, GIF, and SW

**MAX FILE SIZE:** 851 pixels wide & 315 pixels tall **– Desktop applicable**

* Optional text for photo
* Destination/Business-specific cover photo postings on IGLTA Facebook page (up to three per year)



**SOCIAL MEDIA B2B OR B2C CHANNELS**

Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 6

**FILE FORMAT:**  jpg or png

* Image ratio: 9:16 to 16:9
* Recommended resolution: Upload the highest resolution image available.
* Images that consist of more than 20% text may experience reduced delivery. [Learn more about text in images.](https://www.facebook.com/business/help/980593475366490?ref=ads_guide)
* Text in post: 125 characters
* Images cropped to 1.91:1
* Recommended resolution: at least 1,200 x 628px
* Headline: 25 characters
* Link Description: 30 characters



END OF SPEC LIST