

# LODGING HOSPITALITY



**[www.LHonline.com](http://www.LHonline.com)**

*Lodging Hospitality* magazine already has a very large, loyal audience in print of 49,503 influential subscribers that as an advertiser you are already familiar with. Why not reach the same quality audience on the NEW LHonline.com website?

We are actively driving traffic (your target audience) to LHonline.com by heavily promoting the website in our magazine and through the eReport (online newsletter)

2 times per week for 52 weeks, inviting our subscribers to the site. Here is how you can take advantage of our fresh approach to online media.

## **ROS Banner Advertising:**

Banner advertising is a great way to increase brand awareness, promote offers and drive highly targeted traffic to your company's web site. With LHonline.com, there are many opportunities to participate

### **Leaderboard** - 728x90

Located along the top of every page

Maximum of 6 rotating ads

**\$6,000 net per year**

(rate is \$600 per month if the full year is not purchased)

### **Boom Box** - 336 X 280

Located above the fold on the right side on almost every page

Maximum of 6 rotating ads

**\$6,000 net per year**

(rate is \$600 per month if the full year is not purchased)

### **Medium Box** - 180 X 150

Located mid-page (location will change slightly depending on page)

Appears on most pages

Maximum of 6 rotating ads

**\$4,000 net per year**

(rate is \$400 per month if the full year is not purchased)

## “One Stop” Category Sponsorships

Be where your company’s expertise is. A “One Stop” allows your company to be an exclusive advertiser in the sections of LHOnline.com that apply to your company (see below for the list). The “One Stop” Will include 3 banners: one leader board, one boom box and one medium box. Any category clicked on after the first page in that category will have the same three banners. Own your category.

<b>Development</b>	<b>Technology</b>	<b>Design</b>	<b>Services</b>	<b>Operations</b>	<b>Products</b>
Financing	Guest Services	Interior	Asset manager	Sales & Marketing	Food & Beverage
Franchising/membership Management	In-room Security	Architecture	Brokerage	Housekeeping	Fitness & Recreation
real Estate	Software System	Green	Consulting	Human Resources	Building System
REITS	Telecommunications	Renovations	Insurance	Food & Beverage	Technology
Timeshare	Energy Management	Construction	Purchasing	Engineering & Maintenance	FF&E
	Mobile	Spa & Recreation		Revenue Management	Safety & Security
				Customer Service	Lighting
					Housekeeping

**Development and Technology are \$10,000/ea for the year**

(most visited/viewed site sections on LHonline.com)

**Design, Services, Products, and Operations is \$7,500/ea for the year**

## LHTV (Video Production/Hosting):

**Rates start at \$2,500.** All videos are hosted by Lodging Hospitality for 12 months.

Often, vendor companies and brands will host press releases, launch new brands and make other brand announcements at the major industry events. These conferences typically attract about 2,000 attendees. What if these product launches and updates could be broadcast to the rest of the industry?

Lodging Hospitality’s parent company, Penton Media has made this possible. We now have the production capabilities to capture these events with a brief one on one with our Chief Editor Ed Watkins. Our team will film, edit and post your LHTV clip on LHonline for one year. The best part is that you own it and can distribute this clip or post it on your own web site.

This is a unique, interactive and more personal way to send your brand message. Once the video is completed you get to keep it too and use it as you wish.

## eReport Advertising (Lodging Hospitality’s online weekly newsletter)

**Rates start at \$1,000 per eReport**

**LHonline.com** now sends our eReports to about 60,000 opt in e-mail newsletter subscribers 2 times a week. Newsletters cover hot industry topics, real estate, and links back to archived content on our web site. Lodging Hospitality’s newsletters are highly successful. There are 4 positions in the eReport that can be sponsored. See attached sheet. The sizes of the banners are 300 X 250 and the 4th position is 468 X 60.

Your sponsorship includes a link and 50 words. We mail out to about 60,000 subscribers with an open rate of about 20%. For every 4 eReports you purchase we will bonus them one for Free.

## **eBlasts (exclusive email blast)**

**\$3,000 net per eblast**

Tap into the power of about 60,000 opt in email newsletter subscribers with an email newsletter that you customize with your message, look and information. This is the perfect way to add impact to an offer or announcement your company is looking to make.

## **Webinars:**

**\$12,000 net**

Webcasts (or webinars) are a high impact way to reach your targeted buyers to educate, generate sales leads and position your company as a thought leader. Webinars are very easy to put on and take little effort for you. All you need to do is come up with the content, a logo and show up on the day of the event. (I believe we do a test run before the live event). Penton media will do the rest. There is a marketing plan set in motion designed to attract attendees. By having Lodging Hospitality “host” a webinar, you are able to:

- Tap into about 60,000 opt-in eReport subscribers
- Generate leads from live attendees, registrants that didn't come to the live event, attendees from the archived event
- Archive the event on LHonline.com for one year with a link on your web page as well (if you choose)
- Have Ed Watkins moderate with his tenure and authority as editor of Lodging Hospitality and
- Turnkey multi platform marketing solution.

Give us the content, a logo and show up to the event. We do the rest. We could even create a webinar where we provide most of the content and your company adds some slides. Your company could be the exclusive sponsor or other vendors could come in as to off-set the costs.

## **Home Page Section Sponsorships: [www.LHonline.com](http://www.LHonline.com)**

A homepage sponsorship is simple and effective. We will place your company logo and link it to your company's homepage (or any webpage of your choosing). You can change the link each month...even the logo if you have multiple divisions. This is 100% exclusive and will not rotate with any other advertisers. Capture every impression!

Story of the Day, Latest News & Opinions	\$10,000 / year
Digital edition and current issue	\$5,000 / year
Top Reads	\$5,000 / year
LHmagazine Twitter Feed + Social Media	\$5,000 / year
Top Lodging Market Watch	\$5,000 / year
Hotel Development Center	\$5,000 / year
Lodging Hospitality Photo Gallery	\$5,000 / year
Lodging Hospitality Video	\$3,000 / year
Brand Browser	\$3,000 / year
Lodging Hospitality Resources	\$3,000 / year

## **Digital Edition Cover Page Sponsorship:**

**The cost \$2,500** (If you are an existing advertiser in the current issue the cost is \$1,500)

Get the left hand page next to the cover immediately when the Digital Edition is open by the user. Own the online digital edition of Lodging Hospitality. You are guaranteed to be the first to be seen each month by our rapidly growing digital edition viewers. Integrate video and flash to really make your ad stand out! Email the issue to all you colleagues. Share the issue online using social media and generate a buzz for your company's product or service.

Specs are as follows:

- **Page size** is 660 x 880 pixels.
- **Flash ads:** Files should be received as .swf using action script 3 file format with all URL links embedded and controls defined into the SWF. Files should be at exact dimensions of ad space purchased. Prefer files to not exceed 5 MB. Please provide any written instructions on placement or handling. The customer may also do partial flash elements that sit on top of a static PDF file, provide written instructions on placement.
- **Video:** Videos may be placed on top of a static ad. Preferred format: .flv or .vma. Maximum file size: 15 MB, must be physical file – not links to videos hosted on websites. Provide written instructions for placement of video.

## **Lodging Hospitality Resource Center:**

**Cost is \$595** (This gets you online for 12 months and in the December issue of Lodging Hospitality)

The Lodging Hospitality Resource Center is the ultimate resource to find products and services to build, equip, and renovate hotels, motels, and resorts in the U.S. We build your own microsite using video, photos, whitepapers and product descriptions. You will be noticed in a very user-friendly resource that is used by architects, GMs, developers, designers and other decision makers by becoming a "Featured Company" and being at the top of each category you belong in. People who visit this section are more likely to call and purchase immediately and you want to make sure you are listed. As an added bonus we will put your company in our comprehensive printed version of this guide, The Lodging Hospitality Almanac, and include a logo and highlight your listing throughout the guide. This issue has a 12 month shelf life.