Hotel News Now is the definitive online news resource for the global hotel industry. Led by an experienced editorial team and a network of correspondents and contributors throughout the world, our award-winning digital platform reports the most newsworthy events of the day.

In addition to our breaking news coverage, we provide in-depth analysis that leverages our access to STR data with our knowledge of the latest industry trends, providing decision makers with the most vital hotel news when they need it most: Now. Simply put:

We are hotels. We are news. We are now.

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SPECIAL REPORTS & ROUNDTABLES
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- United States
- United Kingdom
- India
- Canada
- Singapore

TOP 10 TITLES OF REGISTERED USERS
- GM
- Director
- Analyst/Consultant
- Student
- Vice President
- Sales Manager
- Owner
- CEO
- Department Manager
- Marketing Director
<table>
<thead>
<tr>
<th>AD POSITION (All Run of Site)</th>
<th>DIMENSIONS</th>
<th>PRICE (monthly)</th>
<th>AVERAGE CLICK THROUGH RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728 x 90</td>
<td>$2,500</td>
<td>0.11%</td>
</tr>
<tr>
<td>BOX</td>
<td>300 x 250</td>
<td>$2,000</td>
<td>0.07%</td>
</tr>
<tr>
<td>BANNER</td>
<td>468 x 60</td>
<td>$1,500</td>
<td>0.04%</td>
</tr>
</tbody>
</table>

* As of 11/2017
**Static or animated
**NEWSLETTERS**

Choose from our Daily Update or niche monthly newsletters to ensure optimal exposure to your target audience. Content is curated with each newsletter's specific demographic in mind.

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>SUBSCRIBERS*</th>
<th>AVERAGE OPEN RATE*</th>
<th>AVERAGE CLICK THROUGH RATE*</th>
<th>AD POSITION</th>
<th>DAILY UPDATE 4 week price</th>
<th>MONTLY E-NEWSLETTER 1 appearance</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAILY UPDATE</td>
<td>40,000+</td>
<td>15.9%</td>
<td>0.15%</td>
<td>LEADERBOARD 1</td>
<td>$3,500</td>
<td>$2,000</td>
<td>728 x 90</td>
</tr>
<tr>
<td>MONTH IN REVIEW 1st day of each month</td>
<td>39,000+</td>
<td>14.4%</td>
<td>0.08%</td>
<td>LEADERBOARD 2</td>
<td>$2,500</td>
<td>$1,500</td>
<td>728 x 90</td>
</tr>
<tr>
<td>TECH IMPACT REPORT 1st Wednesday of each month</td>
<td>25,000+</td>
<td>14.5%</td>
<td>0.14%</td>
<td>BANNER</td>
<td>$1,500</td>
<td>$1,000</td>
<td>468 x 60</td>
</tr>
<tr>
<td>CONFERENCE REWIND Post conference</td>
<td>22,000+</td>
<td>12.6%</td>
<td>0.14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDEPENDENT INSIGHTS 4th Wednesday of each month</td>
<td>12,000+</td>
<td>20.9%</td>
<td>0.15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* As of 7/2018

**LEAD TIME** 72 business hours

**FILE TYPE** .jpg
E-BLASTS

With E-blasts, advertising partners have the freedom to create their own content and subject line to best achieve their promotional goals. E-blasts are sent to our engaged audience of more than 15,000 opt-in subscribers.

E-BLAST RECIPIENT COMPANY TYPE

<table>
<thead>
<tr>
<th>Average Open Rate</th>
<th>Subscribers</th>
<th>PRICING</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>15,000+</td>
<td>1x $2,000</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4x $6,800 $1,200 savings</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12x $18,000 $6,000 savings</td>
<td></td>
</tr>
</tbody>
</table>

Hotel/Property Management Ownership Real Estate Broker Asset Management Construction Development Financial Franchise Provider

1x $2,000 4x $6,800 $1,200 savings 12x $18,000 $6,000 savings

PRESS RELEASES

Each press release listed on website and 1 time in Daily Update newsletter. Benefit only available to HNN advertisers.

Pricing

<table>
<thead>
<tr>
<th>LEAD TIME</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>72 business hours</td>
<td>html file or link</td>
</tr>
</tbody>
</table>

Press Releases

<table>
<thead>
<tr>
<th>LEAD TIME</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>48 business hours</td>
<td>word document</td>
</tr>
</tbody>
</table>

1x $200 4x $680 $120 savings 12x $1,800 $600 savings

* As of 7/2018
Unique and exclusive sponsorship to position your company alongside relevant, multi-platform industry content produced by our award-winning editorial team.

<table>
<thead>
<tr>
<th>PRICE</th>
<th>PAGES</th>
<th>SPONSOR ADS</th>
<th>PROVIDED TO SPONSOR</th>
<th>AD</th>
<th>E-BLAST</th>
<th>SPONSOR RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>20-page digital PDF and prints*</td>
<td>1 full-page</td>
<td>50 prints</td>
<td>One month box ad on website averaging 200,000 page views per month</td>
<td>E-blast promotion sent to over 15,000 HNN opt-in subscribers</td>
<td>Logo placement throughout PDF and on website landing page</td>
</tr>
</tbody>
</table>

Average Views per Report 5700  
Average PDF Downloads 150

* Additional copies distributed at conferences and via HNN business development team throughout the year
## SPECIAL REPORTS & ROUNDTABLES

Exclusive sponsorship of comprehensive content created by bringing industry leaders together for a thought-provoking discussion about key topics affecting the hotel business.**

<table>
<thead>
<tr>
<th>PRICE</th>
<th>PAGES</th>
<th>SPONSOR ADS</th>
<th>PROVIDED TO SPONSOR*</th>
<th>1 MONTH AD</th>
<th>F&amp;B EVENT</th>
<th>LOCATION</th>
<th>PLATINUM EXTRAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SILVER $15,000</td>
<td>20-page digital PDF and prints</td>
<td>1 full-page</td>
<td>75 prints</td>
<td></td>
<td>Box</td>
<td>Major industry conferences (ALIS, Hunter, NYU, HITEC, HIC, Lodging, etc.)</td>
<td>Networking event the night prior to F&amp;B event</td>
</tr>
<tr>
<td>PLATINUM $30,000</td>
<td>Logo placement throughout PDF and on website landing page</td>
<td>Sponsor recognition on content promotional ads</td>
<td>Sponsor representation in F&amp;B event room</td>
<td>2 full-pages</td>
<td>150 prints</td>
<td>Leaderboard 2 events</td>
<td>on site at agreed upon venue and time</td>
</tr>
</tbody>
</table>

* Additional copies distributed at conferences and via HNN business development team throughout the year

** Up to 10 participants in the roundtable event (sponsor can provide target list, but there is no guarantee regarding who will participate on panel)
MEET THE TEAM

LYNSIE BENNETT
DIRECTOR OF BUSINESS DEVELOPMENT

ELYSE CARFREY
BUSINESS DEVELOPMENT EXECUTIVE

KYE BUTLER
BUSINESS DEVELOPMENT EXECUTIVE

BAYLEIGH STETZER
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