

# Hospitality Upgrade

Hospitality Upgrade's website offers hospitality industry technology, marketing and revenue strategy professionals a place to find current industry news, a company directory to find Technology Providers under specific categories, archives of digital editions, two exclusive semi-monthly technology industry e-newsletters (Watercooler and Siegel Sez), a video and photo gallery from industry events, an industry Tech Talk blog, plus a collection of white papers and case studies. Banner advertising options and positions are detailed below.

## 2019 ONLINE RATE CARD

\*All prices increase by \$200 per month (April-June)

### A. TOP RUN-OF-SITE LEADERBOARD BANNERS

728x90 pixels; GIF or static JPEG

Rotates with up to a total of five banners.

Price: \$1,250 per month\*

### B. TOWER RUN-OF-SITE BANNERS

300x600 pixels;  
GIF or  
static JPEG

Price: \$1,450  
per month\*

This tower rotates two  
tower banners.

50% SOV

### C. TECHNOLOGY SPOTLIGHT

300x250 pixels;  
GIF or  
static JPEG

Exclusive Technology Spotlights are splashed on the HU homepage with a teaser ad and headline. Visitors can click the headline to a secondary page that features additional information such as vendor success stories or case studies in a PDF format. Technology Spotlights are archived for 12 months.

Price: \$995 per month\*

### D. MID AND LOWER BANNER PACKAGE

728x90 pixels; GIF or static JPEG

300x250 pixels;  
GIF or  
static JPEG

D1/D2: Appear on home page only. Rotates with 2 banners.

D3: Lower run-of-site banner. Rotates with 2 banners

Price: \$595 per month\*

The screenshot shows the Hospitality Upgrade website homepage with several advertising banner positions labeled A through D3. Position A is a large banner at the top. Position B is a vertical tower banner on the right side. Position C1 and C2 are technology spotlight banners in the middle section. Position D1 is a wide banner above the 'Tech Spotlight' section. Position D2 is a vertical banner in the 'Opinion' section. Position D3 is a wide banner at the bottom of the page.

## WATERCOOLER E-NEWSLETTER

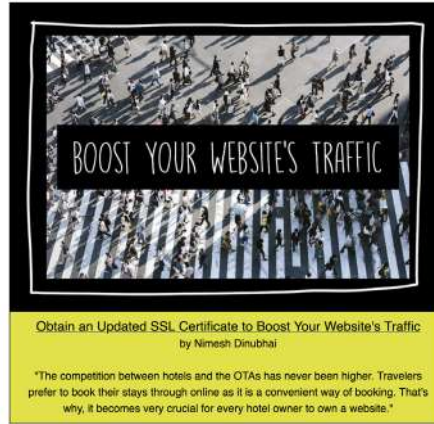
### Top Leaderboard Sponsorship Banner

THE TECHNOLOGY SOURCE FOR THE HOSPITALITY INDUSTRY  
SEPT. 13, 2018



WATCH NOW

Secure these prominent positions on our semi-monthly e-newsletter, an industry resource providing expert analysis and opinions as well as trends and industry research. Each edition is distributed to more than 10,000 opt-in subscribers including technology, marketing and revenue strategy professionals from the hospitality industry.



READ NOW

### Mid Leaderboard Sponsorship Banner

**728x90 pixels;  
GIF or Static JPEG**

Top Leaderboard Sponsorship Banner

**Price: \$995**

Mid Leaderboard Sponsorship Banner

**Price: \$595**

*\*Ask sales rep about exclusive sponsorship opportunity. As well as video sponsorship within the Liv and Liz show.*

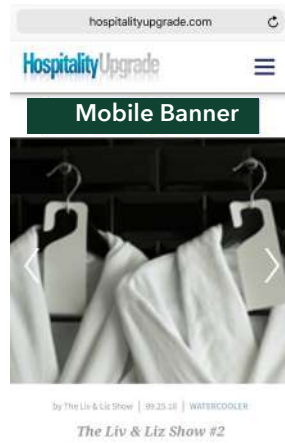
## MOBILE BANNER

The mobile banner appears when a visitor is using the mobile-optimized version of *HospitalityUpgrade.com*. 25% of online traffic comes to mobile/tablet/smartphone.

(Mobile ad is 50% SOV)

**320x60 pixels; Static JPEG**

**Price: \$1,495 for 90 days\***



## VIDEO PRODUCTION

*Hospitality Upgrade* provides professional video services during tradeshows and other industry events. Videos are marketed and cross-promoted through the Hospitality Upgrade and Hotel-Online websites.

*\*Please contact your sales representative for more details.*



## E-BLASTS

Provide a specific message through our dedicated e-blast service to Hospitality Upgrade's 10,000+ digital subscribers.

### Guidelines:

- Completed HTML format
- Test email provided with partners to ensure correct coding
- Offered to current partners as part of a comprehensive package only, not offered a la carte
- Limited opportunity, contact for availability

**Price: \$1,295**

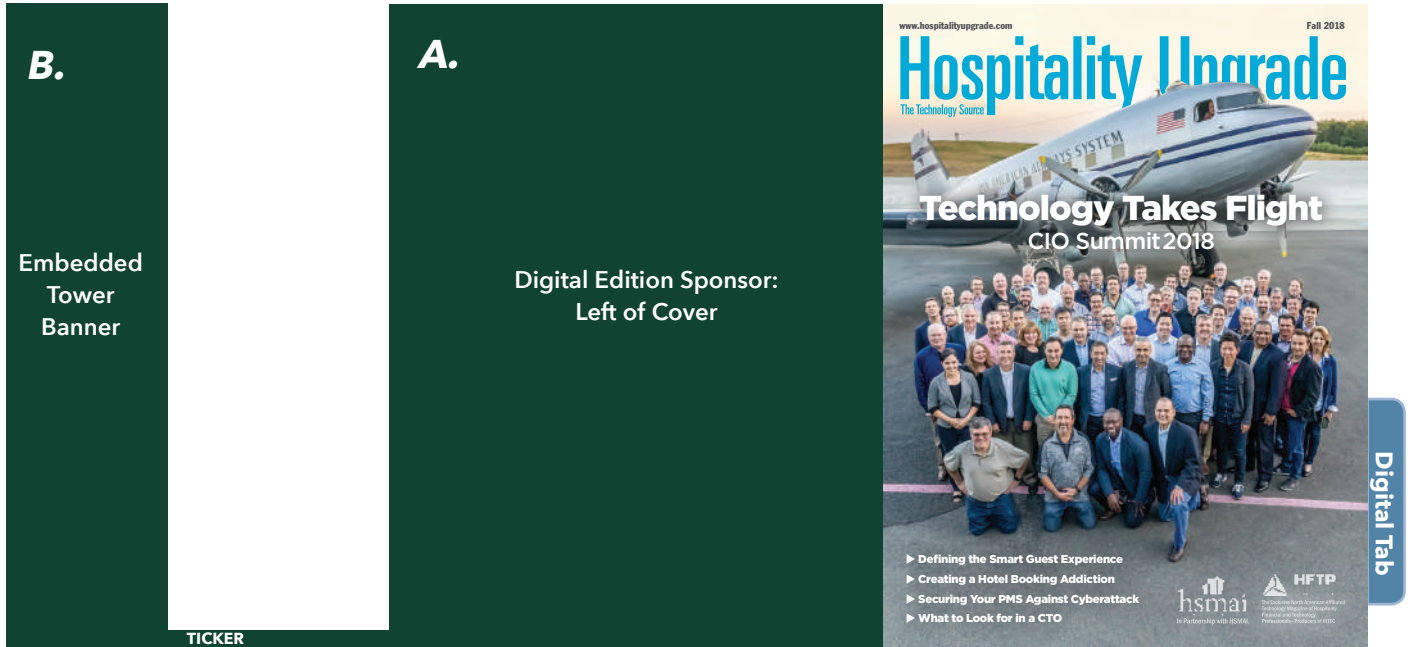


**2019  
ONLINE  
RATE  
CARD**

[www.hospitalityupgrade.com](http://www.hospitalityupgrade.com)

# DIGITAL EDITION ADVERTISING

**Hospitality Upgrade Magazine's Digital Edition** provides enhancement opportunities for ads, video placement, pop-up messaging, quick search through current issue and archives, exclusive sponsorship messaging and more. Features include the most timely and important issues facing technology, marketing and revenue strategy professionals. Companies and topics can be found throughout multiple issues in an easy-to-use reference manner. Our archived editions continue to see traffic and search growth for more than 18 months after the issue publication date, extending the shelf life of your company's message.



## A. DIGITAL EDITION SPONSORSHIP

*The Digital Edition Sponsor receives:*

- Left-of-cover sponsorship page
- Multimedia upgrade
- Bottom run-of-site ticker in the digital edition viewer
- Premium ad placement in the contents view of the digital edition (HTML5 viewer)
- Email push leaderboard banner in the digital edition e-blast

**Price: \$3,500 net per issue**

Left of Cover and Multimedia Upgrade:  
**594x793 pixels; HTML 5**

Bottom Run-of-site Ticker in Digital Edition Viewer:  
**500x20 pixels; Static JPEG**

Email Push Leaderboard Banner:  
**620x96 pixels; Static JPEG**

## B. EMBEDDED TOWER BANNER

*The embedded tower banner appears in the left side of the digital edition player and rotates with up to a total of three banners.*

160x600 pixels; GIF or static JPEG

**Price: 3X: \$500 net per issue (billed \$1,500)**  
**1X: \$750 net**

## MULTIMEDIA UPGRADE

*A multimedia upgrade takes the place of a print advertisement in the digital edition and adds moving images, video, animated text, etc.*

594 x 793 pixels; HTML 5

**Price: 3X: \$500 net per issue (billed \$1,500)**  
**1X: \$750 net**

## DIGITAL AD ENHANCEMENTS

### Interstitial and Popout Barndoor Ad:

*An interstitial ad pops up in a chosen position of the iPad, iPhone and Android versions of the digital edition. The Barndoor digital ad is an ad that looks like a 1/2 page insert, double sided.*

iPad: 768x960 pixels; JPEG

iPhone: 320x416 pixels; JPEG

Android: Same size as ad (594x793 pixels); PDF format

Barndoor: custom size, looks like a 1/2 page ad insert

**Price: 3X: \$500 net per issue 1X: \$750 net**

### Digital Tab:

*Take advantage of a Digital Tab to increase visibility of your company's message in the Digital Edition. For bigger impact, package with an embedded tower banner.*

**Price: 3X: \$250 net per issue (billed \$750)**  
**1X: \$500 net**

[www.mag.hospitalityupgrade.com](http://www.mag.hospitalityupgrade.com)



# GET THE MOST VALUE OUT OF YOUR MARKETING EFFORTS BY CREATING AN INTEGRATED MULTIMEDIA CAMPAIGN:

## 12-MONTH INTEGRATED MARKETING CAMPAIGN

*A complete advertising message that is carried through social media, news distribution (PR), augmented reality, online advertising and print.*

- Full page ad – Spring/Summer/Fall issues (or three consecutive issues)
- 12 months of social media (one message per month)
- One whitepaper or case study promotion within the Watercooler newsletter
- Two educational articles for Tech Talk Blog submission
- Two top leaderboard sponsorship banners
- Press release distribution and posting on [hospitalityupgrade.com](http://hospitalityupgrade.com) and within the Watercooler e-newsletter
- Five (5) second/third position press releases on Hotel-Online's daily newsletter service (Does not include June)
- Your choice of either:
  - a. Three months Top ROS banner ad or
  - b. Vendor Update Package– Spring/Summer/Fall issues

**TOTAL PACKAGE COST: \$17,900**

### THE ONE-HIT-WONDER

*Want to make a BIG splash around an event where the issue will be distributed?*

- One full page display ad
- One Vendor Update
- Two social media plugs (one during the event)
- Two press release postings and distribution on the Watercooler e-newsletter
- 3-month mid and lower banner package

**TOTAL PACKAGE COST: \$6,290**

### THE BEST OF ALL WORLDS

*Take advantage of multiple media outlets with this comprehensive promotion opportunity.*

- Vendor Update package – Spring/Summer/Fall issues (or three consecutive issues)
- Three months top run-of-site banner ad
- One top leaderboard sponsorship banners
- Press release distribution and posting on [HospitalityUpgrade.com](http://HospitalityUpgrade.com) and within the Watercooler e-newsletter
- Two months mobile banner ad
- Five months of social media (one message per month)

**TOTAL PACKAGE COST: \$9,995**

### GALLERY SPONSORSHIP

Exclusive marketing presence. Your company's logo with embedded URL placed with the featured videos and photo albums on the Gallery page.

Please contact us with questions or to make *Hospitality Upgrade* part of your 2019 marketing campaign.

**Sales@hospitalityupgrade.com**  
**(678) 802-5304**

### SOCIAL MEDIA ENHANCEMENT

Let us help you promote your company or event through a social media push via *Hospitality Upgrade's* Twitter, Facebook or LinkedIn pages. **Call for pricing or see packages above.**



<https://www.linkedin.com/company/hospitality-upgrade>



<https://twitter.com/hospupgrade>



<https://www.facebook.com/hospitalityupgrade>



<https://vimeo.com/hospitalityupgrade>



<https://www.instagram.com/hospitalityupgrade/>

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