

BLLA ON THE EDGE

REACH 40,000

LUXURY LIFESTYLE AND BOUTIQUE PROPERTY OWNERS AND SUPPLIERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a trade publication website with several advertising placements marked with letters A through G:

- A:** A horizontal banner at the top with a dark background and white text.
- B:** A horizontal banner below the masthead with a light background and dark text.
- C:** A vertical sidebar on the left with a light background and dark text.
- C1:** A vertical sidebar on the left, below C, with a light background and dark text.
- D:** A horizontal banner below the main article, featuring a grid of small icons.
- D1:** A horizontal banner below the main article, featuring a light background and dark text.
- E:** A horizontal banner below the main article, featuring a light background and dark text.
- F:** A horizontal banner below the main article, featuring a light background and dark text.
- G:** A horizontal banner at the bottom of the page, featuring a light background and dark text.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 40,000 boutique and lifestyle property owners and suppliers (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$4500

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$4000/\$3750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3000

Lorem ipsum dolor
 Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

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Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua.
 Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor
 incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

BLLA ON THE EDGE, POWERED BY MULTIBRIEFS, PROVIDES THE LATEST CUTTING-EDGE TRENDS AND NEWS INFLUENCING THE HOSPITALITY INDUSTRY'S DISTINCTIVE BOUTIQUE AND LIFESTYLE LODGING SECTOR.

The news tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to boutique and lifestyle property owners and suppliers all over the world, BLLA On the Edge keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

BLLA ON THE EDGE
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN BLLA ON THE EDGE:



CREDIBLE SOURCE

Since 2009, our members have turned to the association as the informational authority of the industry. Advertising in BLLA On the Edge solidifies your place among weekly information provided to BLLA members.



TARGETED DISTRIBUTION

Advertising in BLLA On the Edge allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to BLLA On the Edge have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, BLLA On the Edge ensures your ad will be seen weekly by our 40,000 subscribers.



AFFORDABLE

Advertising in BLLA On the Edge is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of BLLA On the Edge has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in BLLA On the Edge.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.