

HOSPITALITY NEWS WIRE

REACH

3,500

HOTEL AND RESORT PROFESSIONALS AND THEIR  
OPERATIONAL EXECUTIVE TEAMS AROUND THE WORLD

EACH 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 SKYSCRAPER

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

### C/1 TOP/BOTTOM BANNER

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

### D PRODUCT SHOWCASE

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

### E CALLOUT TEXT AD

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

### F TRADITIONAL TEXT AD

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

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

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**A**  **Hospitality News Wire**  
A WEEKLY NEWS BRIEF FROM NEVADA HOTEL & LODGING ASSOCIATION

**PRODUCT SHOWCASES**

**ASDA**  
**2011: A close look into the hotelier's revenue management crystal ball**  
Travel Wire - Share | Like | +1 | Comment | Retweet

The industry will continue to grow, largely because of technological shifts. The more nimble and adaptable operators will profit handsomely from this trend. 2010 was a fine year for the hotel industry and 2011 is shaping up to be even better. [MORE](#)

**C**  **Sealy has one goal: to help the world sleep better.**

**Personalisation and technology key to future of hotels, finds report**  
Big Hospitality - Share | Like | +1 | Comment | Retweet

The hotel environment is likely to change drastically over the next 10 years and innovation based around each individual customer needs to be at the top of the agenda, according to a new report. Conducted by Fast Future Research, Hotels 2020 - Beyond Segmentation, revealed three main findings: The hotel guest of the future will want intense personalisation; hotels will need to become customisable in order to respond to this need; and branding partnerships are likely to come into play as part of the customized hotel environment. [MORE](#)

**Marriott's Renaissance chain revamps concierge desk**  
USA TODAY - Share | Like | +1 | Comment | Retweet

Don't bother looking for a concierge desk or a concierge inside one of Marriott's 140 Renaissance hotels anymore - you won't find them. Instead, look for the compass symbol and the word, "Navigator." [MORE](#)

**Research finds staff name badges raise customer satisfaction by 12 percent**  
Hotel News Resource - Share | Like | +1 | Comment | Retweet

A study, carried out by mystery shopping and customer experience experts Shopper Anonymous, found that when a range of businesses introduced name badges for all staff, customer satisfaction ratings rose by a remarkable 12 percent almost overnight, in comparison to those that didn't require staff to wear badges. The figure came out of the study of 116,000 mystery shopper reports carried out over the last eight years in the U.K., Australia and New Zealand by independent research experts. [MORE](#)

**C1**  **GreenSwitch puts energy savings literally at your fingertips.**

**6 traits to look for when hiring middle managers**  
HealthWorkweek - Share | Like | +1 | Comment | Retweet

After cutting to the bone during the recession, many hotel companies are looking to add some muscle, focusing on middle-management recruitment to bring operations back up to speed. [MORE](#)

**E**  **Simmons Bedding Company**  
For many decades, Simmons has been equipping hotels with perhaps the single most important item in their guest rooms - the bed. So it's not surprising that the Simmons Beautyrest® mattress is featured in five hotels and resorts around the world. The Heavenly Bed®, a runaway success for Westin® Hotels and Resorts, is a Simmons product. And our latest innovation, the HealthSmart® Bed combines all the comfort of a Beautyrest® with a unique removable top to solve, once and for all, the cleanliness issue for hotel beds. [MORE](#)

**Hotels.com launches 'Clay Yourself' clayamation avatar campaign**  
USA TODAY - Share | Like | +1 | Comment | Retweet

When it comes to getting people to use its site, Hotels.com frequently uses fun games geared toward the younger, tech savvy set. Last year, for instance, the hotel-room booking site let users - curiously - turn their laptop screen into a 3D trip through major cities with virtualclay.com using webcam technology. [MORE](#)

**PRODUCT SHOWCASES**

**The American Resort Development Association (ARDA)**  


The American Resort Development Association (ARDA) is the Washington D.C.-based trade association representing the vacation ownership and resort development industries (timeshares). ARDA has almost 1,000 corporate members ranging from privately held firms to publicly traded corporations with extensive experience in shared ownership interests in leisure real estate.

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**ConventionPlanIt.com**  


ConventionPlanIt.com was designed in concert with the meetings industry for efficiency. Registry-free, commission-free and easy to navigate, ConventionPlanIt.com quickly sets and finds the latest information and contacts on worldwide destinations.

**D** **NILA E-Newsletter**  
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# AD RATES & SPECS

Prices are for participation in 13 emails to 3,500 Hotel and Resort Professionals and their operational executive teams around the world. (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**40k**  
**40k**



Product Showcase  
**\$1500**

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  
laboreis nisi. [More](#)

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



Callout Text Ad  
**\$1000**

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](#)

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



Traditional Text Ad  
**\$500**

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

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

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THE HOSPITALITY NEWS WIRE, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO HOTEL AND RESORT PROFESSIONALS AND THEIR OPERATIONAL EXECUTIVE TEAMS AROUND THE WORLD.

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 the inboxes of Nevada hotel and resort professionals, the Hospitality News Wire keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

HOSPITALITY NEWS WIRE  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN THE HOSPITALITY NEWS WIRE:



## CREDIBLE SOURCE

For over 30 years, our members have turned to the association as the informational authority of the industry. Advertising in Hospitality News Wire solidifies your place among weekly information provided to NHLA members.



## TARGETED DISTRIBUTION

Advertising in the Hospitality News Wire 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 the Hospitality News Wire 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, the Hospitality News Wire ensures your ad will be seen every week by our 3,500 subscribers.



## AFFORDABLE

Advertising in the Hospitality News Wire 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 the Hospitality News Wire 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 the Hospitality News Wire.



## TRACK CAMPAIGN EFFECTIVENESS

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