

## 2024 DIGITAL RATE CARD

# HospitalityUpgrade.com

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.

### 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

This tower rotates two tower banners.

50% SOV

**Price: \$1,450 per month\***

### 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. This includes distribution on our Watercooler newsletter.

**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\***

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

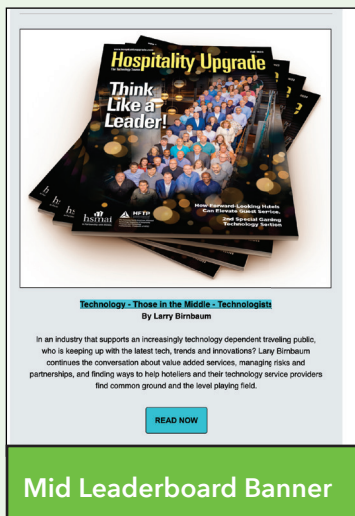
The screenshot displays the HospitalityUpgrade.com website layout with several banner ad positions highlighted:

- A.** A green rectangular banner at the top of the page.
- B.** A large vertical banner on the right side of the page, featuring a woman using a tablet.
- D1.** A green rectangular banner located below the main content area.
- C.** A green rectangular banner at the bottom right of the page.
- D3.** A green rectangular banner at the very bottom of the page.

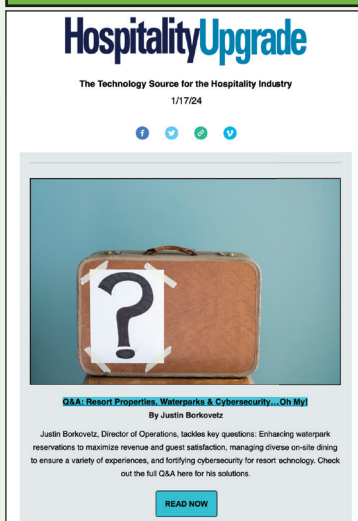
The website content includes a navigation bar with links for EVENTS, NEWS, VENDORS, MAGAZINE, TECH TALK, and CONTACT US. The main content area features a featured article titled "Three Mistakes Hotels Are Making with Wi-Fi" and a "NEWS" section with several articles. The "EVENTS" section highlights the "HSMIAI ROC 2023 - What is the impact of AI?". The "LATEST ISSUE" section displays three magazine covers. The "VENDORS" section lists several companies including ASSA ABLOY, dormakaba, Enseo, and FREEDOMPAY.

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## WATERCOOLER E-NEWSLETTER



## Top Leaderboard Banner



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 14,000 opt-in subscribers including technology, marketing and revenue strategy professionals from the hospitality industry.

**728x90 pixels;  
GIF or Static JPEG  
Top Leaderboard Banner  
Price: \$995**

**Mid Leaderboard Banner  
Price: \$595**

*Ask sales rep about exclusive e-newsletter sponsorships as well as video showcasing opportunities.*

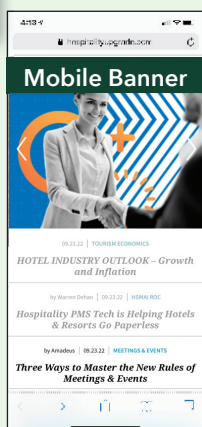
## MOBILE BANNER

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)

**320x50 pixels; Static JPEG**

**Price: \$595 per month  
or \$1,495 for 90 day  
package**



*Hospitality Upgrade* provides professional videos marketed and cross-promoted through the Hospitality Upgrade and Hotel-Online websites, social media, as well as the Watercooler e-newsletter.

*Please contact your sales representative for more details.*

## VIDEO PRODUCTION



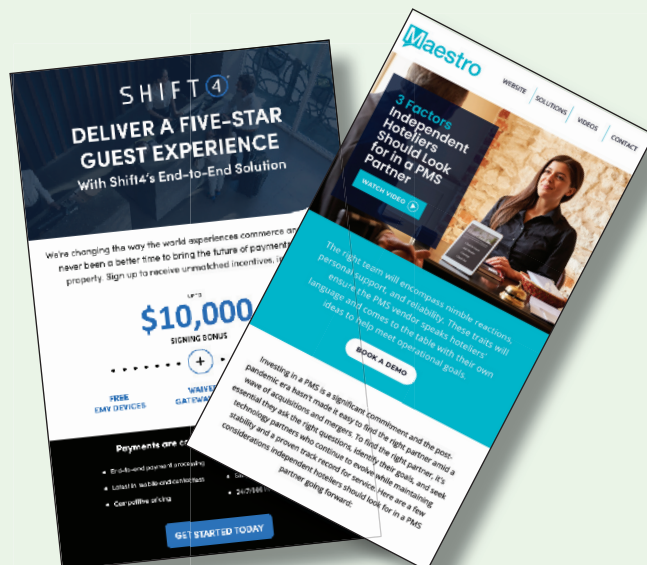
## E-BLASTS

Provide a specific message through our dedicated e-blast service to Hospitality Upgrade's 11,000+ digital subscribers.

### Guidelines:

- Completed HTML format
- Test email provided with partners to ensure correct coding and approval
- HU will not be responsible for HTML edits
- Offered to current partners as part of a comprehensive package only, not offered a la carte
- Limited opportunity (3 per company, per 12 month period), contact for availability

**Price: \$3,200**



# 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 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: \$6,500 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 on the left or right side of the digital edition player and rotates with up to a total of three banners per side.*

**160x600 pixels; GIF or static JPEG**

**Price: 3X: \$1,750 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: \$1,750 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: \$1750 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: 1X: \$995**

# 2024 DIGITAL RATE CARD

**GET THE MOST VALUE OUT OF YOUR MARKETING EFFORTS WITH AN INTEGRATED MULTIMEDIA CAMPAIGN. LET US CREATE THE IDEAL PACKAGE FOR YOUR COMPANY.**

## **HOSPITALITY UPGRADE AND HOTEL ONLINE 12-MONTH INTEGRATED MARKETING CAMPAIGN**

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

- Vendor Talk video (HU produced/distributed, under 5 minutes)
- 3 vendor updates
- 3x full page ad – Spring/Summer/Fall issues (or three consecutive issues)
- 1 dedicated e-blast to HU's digital subscription list
- 1 dedicated e-blast on Hotel Online
- Package of 10 press releases in secondary position with Hotel Online distribution - video to be used/distributed on Hotel Online as well.
- Unlimited press release postings on HospitalityUpgrade.com for 2023
- Article publication (3 educational leadership articles)

**TOTAL PACKAGE COST: \$22,425**

### **ANNUAL PLAN WITH VIDEO ENHANCEMENT**

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

- Vendor Talk video (HU produced/ distributed, under 5 minutes)
- 2 Vendor Updates
- 3x full page ad
- Tech Provider profile page
- 1 dedicated e-blast
- Unlimited press release postings on HospitalityUpgrade.com for 2023 and inclusion in the Watercooler e-newsletter
- Article publication (3 educational leadership articles)

**TOTAL PACKAGE COST STARTING AT: \$16,995**

### **THOUGHT LEADERSHIP + VIDEO**

*The Thought-leadership + Video opportunity starts with a supplied educational blog column from the partner for distribution on the Hospitality Upgrade Tech Talk section and WC newsletter, then followed up with a 2-3 minute video (not more than 3 minutes), focusing on the key take aways from the educational article. The video is then shared on social channels, such as LinkedIn and the technology newsletter to amplify your message and engage back to the original article. \*only offered as part of a comprehensive 12-month campaign.*

### **THE ONE-HIT-WONDER / 1 ISSUE**

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

- One full page display ad
- One Vendor Update (500-word advertorial)
- Two social media plugs (one during the event)
- Press release postings and distribution on hospitalityupgrade.com and the Watercooler e-newsletter
- Three month mid and lower banner ad or mobile banner ad

**TOTAL PACKAGE COST: \$6,270**

### **DIGITAL FOCUSED PLAN**

- 1x e-blast
- 3x Vendor Update
- 3x tower banner in the Digital Edition
- Tech Provider profile page
- Unlimited press release postings on HospitalityUpgrade.com for 2023 and inclusion in the Watercooler e-newsletter
- 60 day ROS banner

**TOTAL PACKAGE COST: \$9,600**

**\*6 month options also available (email Kim@hospitalityupgrade.com)**

We customize packages for every budget. Call for more options and information. **sales@hospitalityupgrade.com (678) 802.5304**



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