

2025 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

300x245 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. LOWER BANNER PACKAGE

728x90 pixels; GIF or static JPEG

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

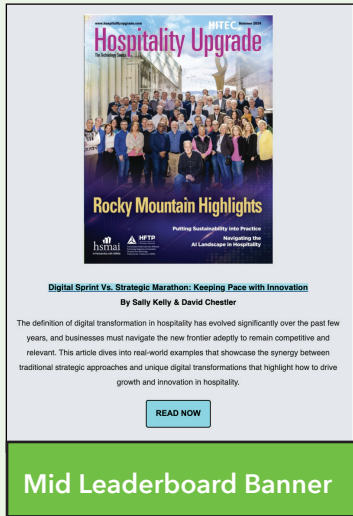
Price: \$595 per month*

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

The screenshot displays the HospitalityUpgrade.com homepage with several banner positions labeled A, B, C, and D. At the top, a navigation bar includes links for EVENTS, NEWS, VENDORS, TECH TALK, MAGAZINE, ADVERTISE, and CONTACT. A blue bar below the navigation bar contains the text 'SUBSCRIBE TO HOSPITALITY UPGRADE'. Position A is a green rectangular banner at the top. Position B is a large, vertical banner on the right side, featuring a headline 'Definitely Doug 9/27/24: Small Vendor Management and the Tradeoff between Risk and Innovation' and an image of a laptop and coffee. Position C is a smaller, vertical banner on the right side, featuring a headline 'ing Hotel Operations with Conversational AI' and an image of a person. Position D is a horizontal banner at the bottom, featuring a headline 'The Boutique Hotel Investment Conference' and an image of a person. The website also includes a 'TECH TALK' section, a 'LATEST ISSUES' section, and a 'See all Industry Events' link.

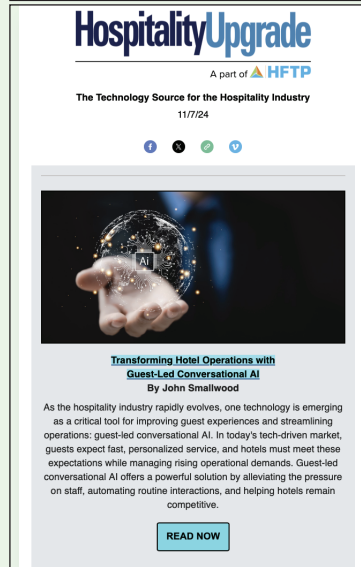
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WATERCOOLER E-NEWSLETTER



Mid Leaderboard Banner

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.

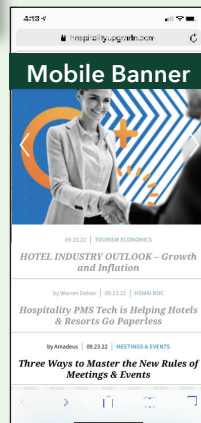
MOBILE BANNER

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, 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

2025 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

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

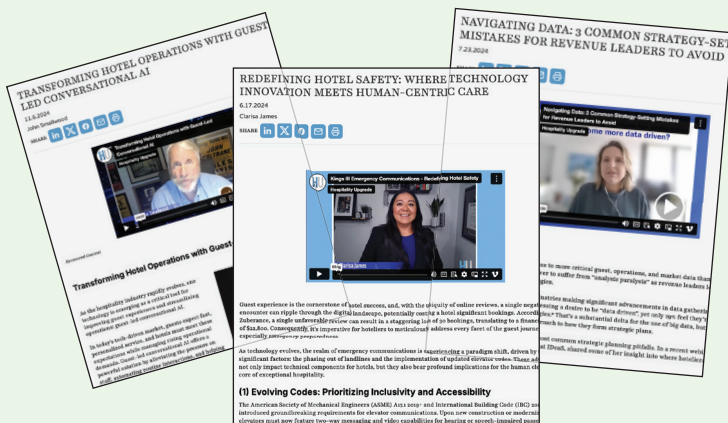
TOTAL PACKAGE COST: \$6,270

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. **MediaSales@hftp.org. (678) 802.5304**



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