2019/2020
E-MAIL ADVERTISING OPPORTUNITIES
Sponsorships can be applied to the following:

- Primary Sponsor (E-mail Header)
- Article Card
- Events
  - Featured Event
  - Event Card
- Hotel Partners
  - Featured Hotel
  - Hotel Card
- 300x250 Banner ad
### E-NEWSLETTER SPONSORSHIP GUIDE

### PRICING OVERVIEW

Sponsorship pricing is based on a single e-newsletter release. Placement cost is as follows:

<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Cost Per E-Newsletter</th>
<th>Max Placement per E-Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Sponsor (Email Header)</strong></td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td><strong>Article Card</strong></td>
<td>$1,250</td>
<td>2</td>
</tr>
<tr>
<td><strong>Featured Event</strong></td>
<td>$750</td>
<td>1</td>
</tr>
<tr>
<td><strong>Event Card</strong></td>
<td>$500</td>
<td>2</td>
</tr>
<tr>
<td><strong>Featured Hotel (Special Offer)</strong></td>
<td>$1,000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Hotel Card (Special Offer)</strong></td>
<td>$750</td>
<td>4</td>
</tr>
<tr>
<td><strong>300x250 Banner Ad</strong></td>
<td>$475</td>
<td>1</td>
</tr>
</tbody>
</table>
E-MAIL SPONSOR

PRIMARY SPONSORSHIP

Sponsorship logos must be provided within the following:
• White or transparent background
• 192px wide
• 128px high

Sponsorship Cost
$1,500 per e-newsletter release
(max 1 per e-newsletter)
ASSET GUIDE

SPONSOR LOGOS

Given the inconsistent sizing of brand logos, we ask that logos be placed within the following container specs:

- White or transparent background
- 192px wide
- 128px high

192px h*

128px w*

*not to screen scale
SPONSORED ARTICLES

ARTICLE CARDS

Article cards consist of the following:

Sponsorship Cost
$1,250 per e-newsletter release (max 2 per e-newsletter)
Featured event sponsorships consist of the following:

- **Event Title**: Suggested Max Characters: 48
- **Event Description**: Suggested Max Characters: 100
- **Event Image**: 1200x800px (Logo placement required by partner)

**Sponsorship Cost**
$750 per e-newsletter release (max 1 per e-newsletter)
ASSET GUIDE

HERO IMAGES

Partners must super impose their logo onto feature hero images before providing them. For visibility, we recommend that partner logos remain confined to the lower left quadrant.

Additionally, we ask that partners place a “Sponsored/Presented By” tag above the partner logo. In order to maintain styling consistency with the rest of the newsletter, we ask that the google font “Josefin Sans” be used.

url: fonts.google.com/specimen/Josefin+Sans
SPONSORED EVENTS

EVENT CARD

Event card sponsorships consist of the following:

Sponsorship Cost
$500 per e-newsletter release (max 2 per e-newsletter)
SPONSORED HOTELS

FEATURED HOTEL

Featured hotel sponsorships consist of the following:

Sponsorship Cost
$1,000 per e-newsletter release (max 1 per e-newsletter)

Hotel Image
1200x800px
(Logo placement required by partner)

Offer Title
Suggested Max Characters: 48

Offer Description
Suggested Max Characters: 100

THE BETSY’S SUITE ESCAPE

Book two nights or more in the Royal, Skyline Bungalow, or Penthouse Suites at The Betsy and save 50%.

VIEW OFFER
SPONSORED HOTELS

HOTEL CARD—SPECIAL OFFERS

Hotel card sponsorships consist of the following:

Sponsorship Cost
$750 per e-newsletter release (max 4 per e-newsletter)
BANNER ADS

300X250

Asset dimensions are limited to a maximum of 1200px 1000px

Sponsorship Cost
$475 per e-newsletter release
(max 1 per e-newsletter)

300x250px banner
620x406px
THANK YOU FOR YOUR INTEREST AND TIME.
FOR MORE INFORMATION, PLEASE CONTACT US:

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