



*The Hotel Hershey  
Hershey, Pennsylvania  
Established 1933*

## 2014 MARKETING OPPORTUNITIES

As a benefit of your membership, Historic Hotels of America® offers several ways to participate in marketing programs that boost exposure and increase revenue on HistoricHotels.org. These opportunities are opt-in and deliver integrated online, e-communications, and print solutions.

### Programs Include:

#### COOPERATIVE MARKETING PROGRAM CAMPAIGNS

Reach over half million households each month with homepage placement on HistoricHotels.org, online media campaigns, *Preservation* magazine print ads, eblasts, social media, and more.



#### Discover & Explore NEWSLETTER

Feature your hotel in our monthly consumer newsletter that reaches more than 275,000 households.

#### COOPERATIVE PRINT ADS

Advertise your hotel on the back cover of *Preservation* magazine which has a yearly readership of five million, including National Trust for Historic Preservation members and can be found in over 200 member hotels or more than 50,000 guestrooms.

#### NEW Employee Special Offers NEWSLETTER

Promote your special employee rates in our monthly newsletter sent to over 17,000 employees of Historic Hotels of America and Historic Hotels Worldwide member hotels; National Trust for Historic Preservation and designated affiliates; and other associates and participating hotels.

SEE INSIDE TO LEARN MORE  
ABOUT THESE PROGRAMS  
AND THEIR COMPONENTS.

## ONLINE OPPORTUNITIES

# HISTORICHOTELS.ORG

## HOMEPAGE

To maximize exposure on the homepage of HistoricHotels.org and reach more than 100,000\* visitors per month, choose from the Marquee or the Premiere placements. The Marquee placement or the rotating masthead image works best with a stunning shot of an exterior landscape or a panoramic lobby shot. The Premiere placement includes a static square image with a text ad promoting a historic or exclusive package; it can accommodate many image options.

- **Marquee placement** – 958 x 139 pixels
- **Premiere placement** – 292 x 191 pixels
- **and Text Ad** – headline of 30 characters and body copy of 250 characters

## ONLINE MEDIA CAMPAIGNS

All Cooperative Marketing Program participants will be featured in customized online media campaigns, such as Pay per click (PPC), Check Rates, and more, driving traffic to the hotel page and packages on HistoricHotels.org.

The screenshot displays the HistoricHotels.org homepage. At the top, the header includes the site name, a phone number, a search bar, and navigation links for Destinations, Hot Deals, Experiences, Timeline, and Meetings & Events. Below the header is a search bar with fields for 'Where are you going?' and 'Check Availability'. The main content area features a large Marquee Placement with a background image of the American Queen Steamboat and the text 'MARQUE PLACEMENT'. Below this is a section titled 'THE GILDED AGE 1866 ~ 1895' with a description of the era and a link to 'EXPLORE OUR COMPLETE HOTEL TIMELINE'. The bottom section is titled 'EXPERIENCE HISTORIC HOTELS' and features three Premiere Placements: 'Tucson Getaways from \$204/Night', 'Regional Spotlight: The Great Lakes', and 'The Place to Be and Be Seen'. Each Premiere Placement includes a headline, a brief description, and a 'Book Now' link. At the bottom, there is a banner for the 'Civil War Sesquicentennial' with the text 'Walk BATTLEFIELDS Explore HISTORIC SITES Experience UNIQUE EVENTS' and a link to book packages.



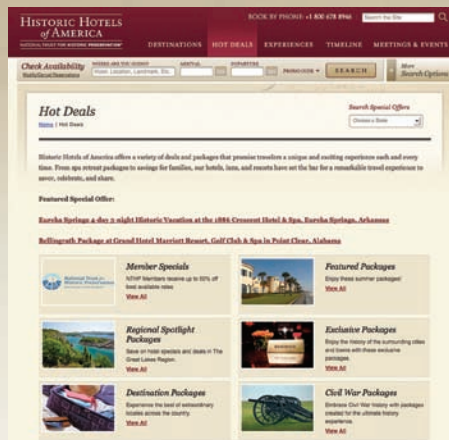
# HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation



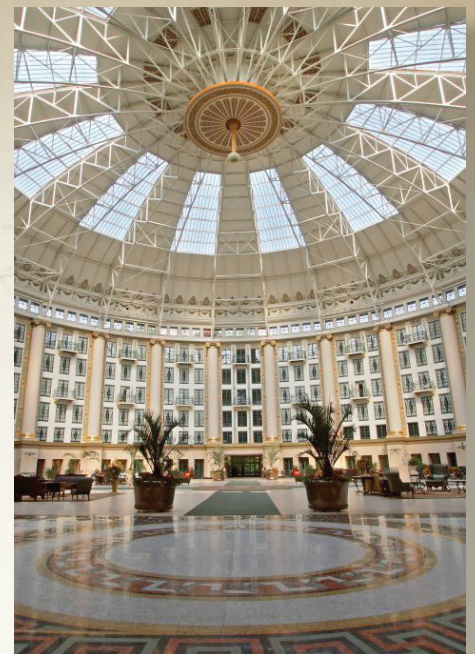
## MEETINGS & EVENTS

Provide fresh group sales promotions on the homepage of the Meetings & Events section as well as group value dates and receive targeted RFPs for new business.



## HOT DEALS

Drive revenue by highlighting your special offers on the homepage of the Hot Deals section as well as through categories such as dining, romance, and family.



*West Baden Springs Hotel  
West Baden, Indiana  
Established 1902*

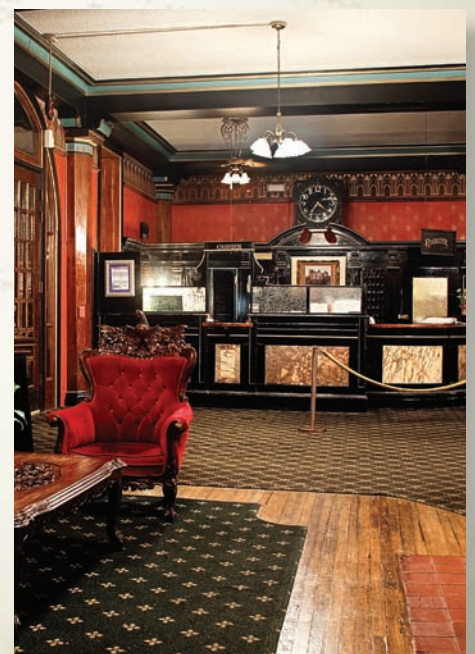
## SOCIAL MEDIA



## FACEBOOK, TWITTER, AND MORE

To encourage conversations with fans, Historic Hotels of America posts open-ended questions, surveys, enticing photos, videos, and fun facts on Facebook, Twitter, Pinterest, and Google+.

Share your hotel's events, packages, special offers, historic images, and trivia that we can use to interact with cultural and heritage travelers who are interested in historic hotels.



*1886 Crescent Hotel & Spa  
Eureka Springs, Arkansas  
Established 1886*



## E-COMMUNICATIONS OPPORTUNITIES

### TARGETED E-BLASTS

Select a targeted number of consumers from more than 275,000 households in the Historic Hotels of America database to promote packages and events to cultural and heritage travelers. Historic Hotels of America will create the communication and administer the distribution.

### Discover & Explore E NEWSLETTER

Reach the full database of over 275,000 households by advertising in *Discover & Explore*, our monthly consumer newsletter. Options include **featured placement** above the fold with a photo and short line of copy or the History Mystery, Best Bet, and Exclusive Package placements.

The targeted e-communications program also allows members to reach over 3,700 qualified meeting planners in the group sales database with information about function space, availability, and special offers.

### NEW Employee Special Offers E NEWSLETTER

Our newest publication, *Employee Special Offers*, is distributed monthly and sent to over 17,000 employees of Historic Hotels of America and Historic Hotels Worldwide member hotels; National Trust for Historic Preservation and designated affiliates; and other associates and participating hotels. You can take advantage of additional business by promoting discounted rates in the **featured placement** or several other placements in the email.

### PRESS RELEASES

To reach a list of influential national media who follow Historic Hotels of America, choose a campaign that includes listings in monthly or quarterly press releases featuring multiple hotels.

Past coverage includes:

*Atlanta Journal Constitution*  
*BBC Travel*  
*Boston.com*  
*Chicago Tribune*  
*Condé Nast*  
*Examiner.com*  
*Hotel Interactive*  
*Miami Herald*  
*National Geographic Traveler*  
*NYTimes.com*  
*PeterGreenberg.com*  
*The History Channel Club Magazine*  
*The Washington Post*  
*Travel + Leisure*  
*USA Today*

**HISTORIC HOTELS of AMERICA**  
NATIONAL TRUST FOR HISTORIC PRESERVATION

**Discover & Explore**  
HOTEL SPECIALS, OFFERS AND HISTORICAL FUN FACTS

VIEW ALL SPECIAL OFFERS MAY 2013

**Book the Kids Stay Free!**

**FEATURED PLACEMENT**

**The Hotel Hershey**  
Hershey, Pennsylvania

BOOK YOUR STAY IN THE SWEETEST PLACE ON EARTH **BOOK NOW**

**Family Friendly Packages**

Pack up your car and take a road trip with the family this summer! Discover offers that have great activities for both kids and adults!

[View packages >](#)

**BEST BET**

**RATES FROM \$159**  
Book the Spring Getaway package from **Jekyll Island Club Hotel** (1887) located in Jekyll Island, Georgia.  
[See more >](#)

**REGIONAL SPOTLIGHT**

**North Carolina**  
Discover the splendor of the Blue Ridge Mountains, lounge on the beach in quaint coastal towns, or enjoy the bustle of the cities.  
[See more >](#)

**BEST BET**

**RATES FROM \$44**  
Book the best available rate at **Hotel Alex Johnson** (1923) located in Rapid City, South Dakota.  
[See more >](#)

**EXCLUSIVE PACKAGES ONLY AVAILABLE ON HISTORICHOTELS.ORG**

**HISTORIC HOTELS of AMERICA**  
NATIONAL TRUST FOR HISTORIC PRESERVATION

**EMPLOYEE SPECIAL OFFERS**

JUNE 2013

You are eligible to book special Employee rates at participating Historic Hotels of America. See below for some of this month's highlighted hotels.

Participating hotels will honor these employee special rates based on advance reservation through [HistoricHotels.org/employees](http://HistoricHotels.org/employees) upon your showing proof of eligibility at check-in: photo ID and business card or written verification of your employment on letterhead from your qualifying location.

Select from our featured rates below or [View all rates here >](#)

**FEATURED HISTORIC HOTELS**

**King's College Charleston**

**FEATURED PLACEMENT**

Up to 60% off B.A.R.  
Employee Rates starting at  
**\$89** per night

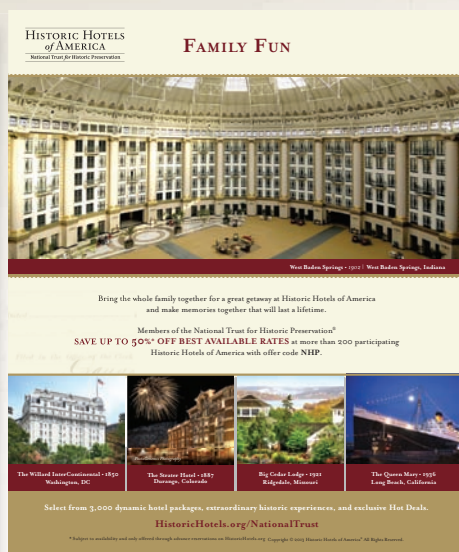
**BOOK YOUR HISTORIC GETAWAY** **BOOK NOW**

**Hacienda del Sol Guest Ranch Resort**  
Tucson, Arizona  
Up to 40% off B.A.R.  
Employee Rates starting at  
**\$50** per night

**Omni Majestic Hotel**  
St. Louis, Missouri  
Up to 50% off B.A.R.  
Employee Rates starting at  
**\$69** per night

**Safety Harbor Resort & Spa**  
Safety Harbor, Florida  
Up to 20% off B.A.R.  
Employee Rates starting at  
**\$91** per night

## NATIONAL TRUST FOR HISTORIC PRESERVATION® OPPORTUNITIES



### HERITAGE TRAVELER

Over 180,000 consumers enjoy the National Trust for Historic Preservation's *Heritage Traveler* monthly e-newsletter. Marketing options include short articles linking to the hotel Hot Deal's page.



## Preservation MAGAZINE

*Preservation*, the magazine of the National Trust for Historic Preservation, reaches over five million readers each year. The magazine is distributed to National Trust Members and can be found in over 200 member hotels or more than 50,000 guestrooms. Seventy-eight percent of *Preservation* readers enjoy learning about historic sites and travel ideas. They engage in cultural activities, frequently visit museums, and attend live theater performances.

## COOPERATIVE PRINT ADS

Historic Hotels of America promotes the brand and the National Trust for Historic Preservation member rate through the back cover print ad of *Preservation*. Each quarter, our ads with themes such as romance, family, or food and wine promote a featured hotel and four other hotels.

## SIGNATURE PRINT ADS

With Marquee and Premiere campaigns, you can be featured in a unique Historic Hotels of America advertising section of *Preservation* with a Signature 1/6 page ad and participate in "Spotlight on Advertisers," a reader services program that provides direct leads from print and online direct response vehicles with an interest in heritage travel.



## AUDIENCE

Expanding beyond the traditional market of preservation leaders and members, Historic Hotels of America taps into a wider group of consumers called Local Preservationists, named from a National Trust for Historic

Preservation study\*. Roughly, 15 million in size, these Americans participate in preservation-related activities, including volunteering, fundraising, and many historic-related activities.

### *The Basics of Local Preservationists:*

- Average age: 35
- Female/Male: 39%/61%
- College degree or higher: 54%
- **Stayed in a historic hotel: 80%**
- Historic-Related Activities
  - Frequent museums to learn about history: 93%
  - Visit places to learn about American history: 79%
  - Travel to historic communities: 78%
  - Attend an “insider’s” tour of a historic place: 75%
  - Appreciate interesting architecture: 74%
  - Attend lectures on important historic sites: 73%

### *Within the Local Preservationists group, five segments have emerged:*

- History Buffs: 15% or 2.2 million
- Architecture Lovers: 20% or 3 million
- Young Activists: 25% or 3.8 million
- Community-Conscious Parents: 15% or 2.2 million
- Green Go-Getters: 25% or 3.8 million

## VISITORS TO HISTORICHOTELS.ORG

### MONTHLY VISITORS

100,000+\*

### MONTHLY PAGE VIEWS

390,000+\*

### AVERAGE TIME SPENT ON SITE

MORE THAN 6 MINUTES\*

### AVERAGE AGE

35-54\*\*

### FEMALE/MALE

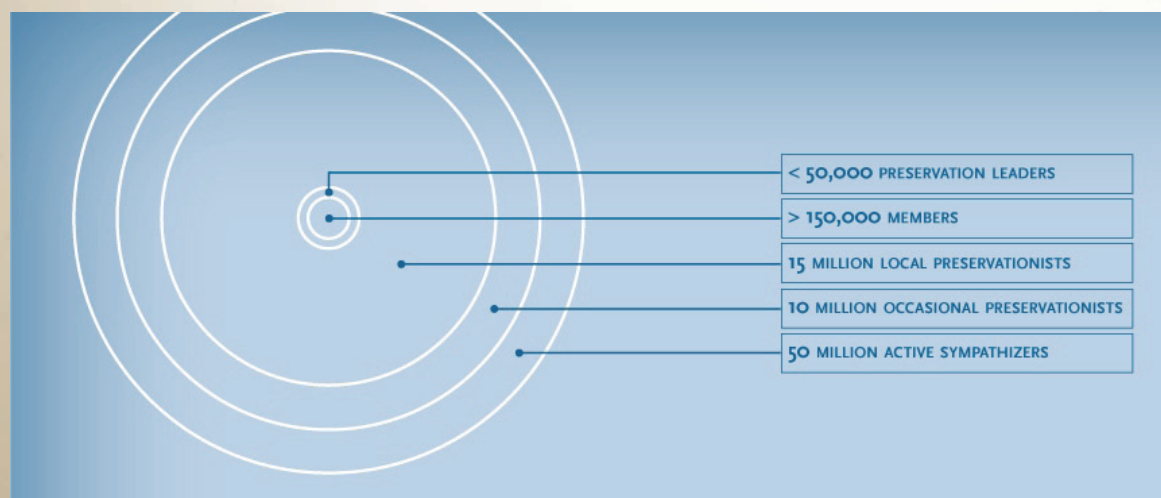
59% / 41%\*\*

### COLLEGE DEGREE OR HIGHER

66%\*\*

\* 2014 projected

\*\* Source: 2013 data from Omniture and Quantcast



# COOPERATIVE MARKETING PROGRAM FEES

	Opportunities	Marquee	Premiere
CAMPAIGNS	<b>Featured Placement</b> <i>Highlighted presence on HistoricHotels.org</i>	Prominent placement of hotel photo on HistoricHotels.org homepage masthead with direct link to hotel's Hot Deals page PLUS special placement of hotel photo on HistoricHotels.org mobile website homepage	Positioning on the homepage along with a text ad
	<b>Social Media Campaigns</b> <i>Spotlighted Facebook and Twitter postings</i>	Maximum postings per month: Facebook – 2 Twitter – 3	Maximum postings per month: Facebook – 2 Twitter – 2
	<b>E-Blast to Consumers</b> <i>Targeted consumer lists from robust database</i>	1 (maximum 20,000 names)	1 (maximum 10,000 names)
	<b>Preservation Ads</b> <i>Circulated National Trust for Historic Preservation magazine to 5 million readers each year</i>	2 x 1/6 page ads (a \$1,900 value) and includes Reader Services in print and online for each issue	1 x 1/6 page ad (a \$1000 value) and includes Reader Services in print and online for one issue
	<b>Online Media Campaigns</b> <i>Broad and targeted traffic to hotel's featured package using PPC, Check Rates, and more</i>	Individual campaigns using a percentage of the co-op cost	Individual campaigns using a percentage of the co-op cost
	<b>E-Blast to Meeting Planners</b> <i>3,700+ Qualified meeting planners from group sales database</i>	One article	One article
	<b>Press Release</b> <i>Distributed releases to global A-list media contacts</i>	Added to the monthly release	Added to the quarterly enhanced release
	<b>Heritage Traveler</b> <i>Circulated National Trust for Historic Preservation newsletter to 180,000</i>	One article	One article
	<b>Additional Featured Placement</b> <i>Highlighted presence on HistoricHotels.org</i>	Featured offers on the Hot Deals and Meetings & Events home page	
	<b>Cost per month</b>	\$3,500	\$3,000
ADDITIONAL OPPORTUNITIES	<b>Discover &amp; Explore Enewsletter</b> <i>Consumer newsletter to 275,000</i>	Featured Placement: \$950   History Mystery, Best Bet, or Exclusive Package Placements: \$375	
	<b>Cooperative Print Ads</b> <i>Back cover of Preservation Magazine</i>	Featured Photo: \$4,000   Square Photo: \$1,600	
	<b>NEW Employee Special Offers Enewsletter</b> <i>Distributed to over 17,000 applicable employees</i>	Featured Placement: \$500   Additional Placements: \$375	

**Notes:**

- Prices are limited to three marquee and two premiere packages.
- All purchases must be prepaid.
- All ads are embedded with a link and directed to the advertiser's hotel page on HistoricHotels.org.

- All photography is subject to approval by Historic Hotels of America.
- Placement is available on a first-come, first-served basis.
- Pricing subject to change.

## ONLINE SPECIFICATIONS

Opportunities	Specifications
Marquee Placement on HistoricHotels.org	958 x 319 pixels
Premiere Placement on HistoricHotels.org	292 x 191 pixels Max: headline of 30 characters and 250 characters of body copy
Showcase Placement on HistoricHotels.org	178 x 148 pixels
Facebook	75 words or less
Twitter	140 characters maximum
E-blast to Consumers	Segment by state, city, zip code or nth number
<i>Preservation Ads</i>	Ad: A digital photo (tif or jpeg at 300 dpi) of the hotel, a 40-50 word description, and a website address Reader services page: a 15 word description and a 120 x 60 logo
E-blast to Meeting Planners	Article of 100 words or less
<i>Discover &amp; Explore</i> and <i>Employee Special Offers</i> Enewsletter	Photo with short line of copy
Cooperative Print Ads	High-resolution photo

## GENERAL GUIDELINES

- All materials are due one month before the start of the campaign and are subject to approval by Historic Hotels of America.
- Hotel membership must be in good standing, have loaded the National Trust for Historic Preservation member rate and extended for at least 12 months, and have added a full year of events and packages to the website.

## PHOTO CRITERIA

- Photos must be of the highest quality.
- All photos are subject to approval by Historic Hotels of America.
- The photo rights are assigned to Historic Hotels of America.

### Contact:

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