



## GET STRONG RESULTS WITH HISTORIC COOPERATIVE MARKETING



			HISTORIC HOTELS
Cooperative Ma	rketing Pack	kages	
Opportunities	Макроне	Pronien	Showcase
Fratured Planmont Might plant promote on Minoral Bankary	Prominent placement of hotel places on Historic Hintsh, and Jonespage mathead with dress Ends to hand's Het Daals page PLES special placement of heid places on Historic Hench any mobile unfair homepage	Proisioning on the Immergage along with a test ad	How of site button ails
Sected Media Compaigns Spellighted Floridated and Publish pastings	Maximum postings per month: Facultonic - 2 Testinor - 3	Maximum postings per month Fundamik - 2 Testino - 2	Maximum postings per month: Factoris – 1 Testine – 1
E-Blastic Consumers Targeted consumer lists from releast detailers	I (maximum 30,000 names)	1 (maximum 16/000 names)	I (maximum f/300 names)
Processine Ada Circulated National Treat for Makes's Processine magnetic in 202,000	2 s 1/6 page sals (a EL/600 value) and includes Reader Services in print and collect for each issue	1 s 1/s page al (a 81000 value) and includes Reader Services in print and ordine for one issue	
Pay per Click Bread and insprint traffe in hairs fundament partiagy	Individual compaigns using a processing of the co-up cost	Individual computers using a precessing of the exceptors	
E-Blue to Meeting Planners Qualified marting planners from group sales detailed	One article	One article	
Name Earlunge Pengrum Scriptoral distribution strategis analysis	Yes	Yin	
Pero Release Literatural release in global di dat mode consente	Added to the recordily release	Added to the sparterly relational release	
Mediage Threader Circulated National Treat for Minterio Programming consistence in LEE,000	One article	One article	
National Trees for Historic Personation Website Basser Programme Velezione	Franced photo with text ad on Historic Hotels of America landing page		
Additional Featured Placement Algolighted process on Allaborial Sainking	Franced offers on the File Deals and Mortings & Econic Issue page		
Fratured Premedicas Editor and approximation with magnetion and premedicas	Herein may be finiteered through The Nistery Chemist Clab Magazine, the Ciril War Treat, and other partnerships		
Contyrements	Band on margar planners points	12,000 11,000	11,210
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- ATTIRE: Business Casual
- BREAKFAST & TRADESHOW EXHIBITS: 7:30 8:45 a.m. *Anacapa Ballroom Foyer*
- HOSPITALITY DESK: 7:30 a.m. 4:00 p.m. Anacapa Hexagon
- WEATHER: High: 75 / Low: 52 Chance of rain: 0%

If you are looking for a program that delivers integrated marketing success, check out Historic Hotels of America's Cooperative Marketing Program. For complete details and to sign up for exclusive 2013 Marketing Opportunities, please see the information in your conference packet.

## HISTORIC HOTELS OF AMERICA ADVERTISING TARGETS THE CULTURAL AND HERITAGE TRAVEL MARKET



