

Ready. Aim. Communicate.

Effectively promote your products and services through the Association's targeted membership communications channels.

Additional Allied Member Sponsorship Opportunities

In addition to the range of benefits offered with Package-Level memberships, Allied Members have the option of selecting even more sponsorship opportunities on an individual, à la carte basis. **Basic Allied Membership is required to participate in any Association marketing programs, including OWNER Magazine advertising.**

mySource Promotional Email Offers

The IHG Owners Association can send dedicated email blasts on your behalf to our membership highlighting your special offers, new product announcements or educational product information. You can reach all our members around the globe, or customize your message and target by regions or specific brands.



Since we only send mySource e-blasts on a selected basis, and have cleared our members' spam filters, our email offers generate a very high open rate. In addition, you will be sent a dedicated Open Report 7-10 days after your e-blast drops so that you can see your Open Rate, Click-Through Rate and receive selected click-through e-mail addresses.

Emails can be text and images, or full HTML format. You will work directly with an Association representative to complete and send emails.

\$2,500 per blast / \$2,000 per blast for 2+ emails booked at once for the same calendar year. Maximum of 4 blasts per year.

Banner Advertising in myConnect e-Newsletter

You can be part of the Association's most-read membership communication tool which averages over 4,000 opens per bi-monthly email. Each myConnect e-Newsletter allows space for only one banner ad as part of each communication. MyConnect is delivered electronically to every global member twice a month.

Banner ad specs and design must be completed by the Allied Member and a full Open and Click-through Report will be sent to you within 7-10 days after your banner ad is sent.

\$2,000 per banner ad / \$1,500 per banner ad for 2+ ads booked at once for the same calendar year.

Social Media Allied Member of the Month Program

The Association features an Allied Member of the Month on each of our social media channels: Facebook, Twitter and LinkedIn. This is a great opportunity for Allied Members to interface and engage with our members and non-members via a trusted source.

Each month will be dedicated to only one Allied Member, and you will get two posts within that month. Each post, written by the Allied Member, will be accompanied by an image or a video of your choice. The post should include information about what service/product you provide and a link to your company's official website. Because this copy is being used for social media, your content should be as concise, dynamic and engaging as possible!

Social media posts will be executed during the 1st and 3rd week of your designated month.

\$1,500 for a one-month program (2 sets of posts). Limit of 12 opportunities available; only one Allied Member per month. First come, first served.

Direct Mail

Our Direct Mail program puts your message directly into the hands of Association members. Allied Members provide all materials, fulfillment/stuffing and postage (including print and production). Completed pieces are then sent to the Association's mail house representative in bulk, where they will be addressed and mailed first class on your behalf. All costs are covered by the Allied Member.

\$3,000 per mailing / \$2,500 for 2+ mailings booked at once for the same calendar year.

OWNER Magazine

IHG Owners Association members rely on our exclusive *OWNER* Magazine for insider news; industry trends and best practices; Association, Board and Working Group updates and IHG brand activities. All advertising for *OWNER* Magazine is handled through our publishing partner, McNeill Media Group. Once you determine ad size and frequency, we'll put you directly in touch with McNeill Media Group to review your ad specs, material due dates, etc.

The magazine is distributed to 7,500 members and hotels throughout 65 countries. Advertising space is limited, so please reserve early.



SIZE	1x	2x	3x	4x
Full Page	\$5,000	\$4,750	\$4,500	\$4,250
Half Page	\$3,000	\$2,750	\$2,500	\$2,250
Quarter Page	\$1,800	\$1,700	\$1,550	\$1,300

As a complimentary enhancement for 2017, all advertising as featured in the print edition of *OWNER* Magazine will also be featured on our new and improved online version of *OWNER* Magazine, which can be found on the Association website at www.owners.org. Dynamic advertising search features, mobile device layout and click-through enhancements are all included standard as part of your advertising print package.

To learn more about the sponsorship opportunities, please contact Nathan Polny, Director, Membership Development at nathan.polny@ihgowners.org or 770-604-5506.