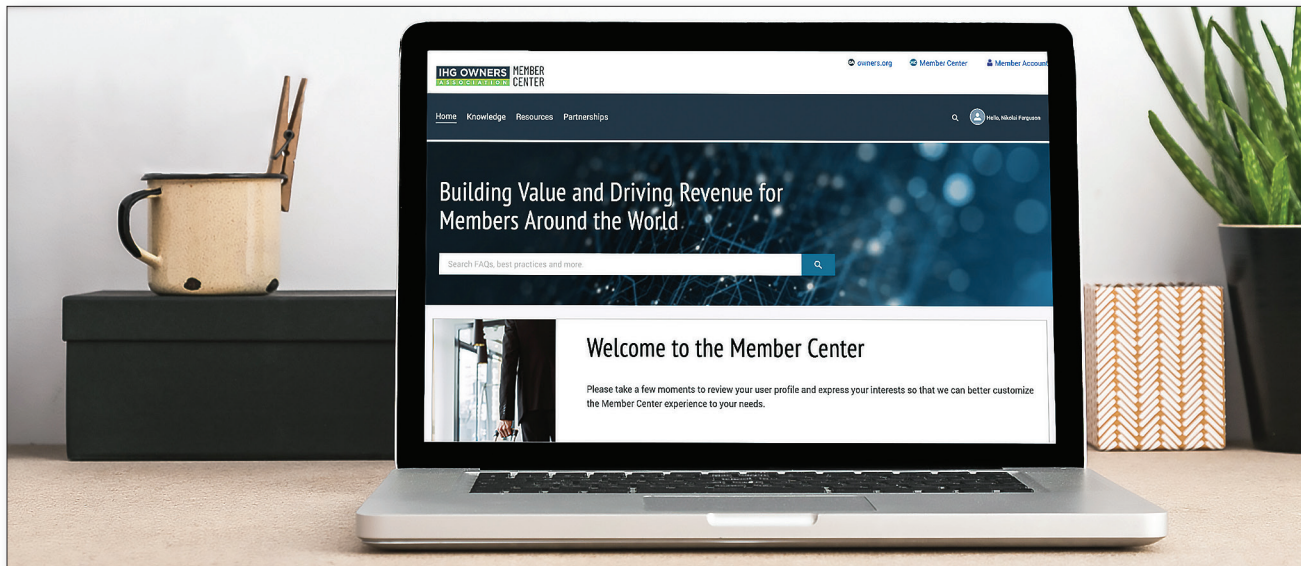


# DIGITAL MEDIA KIT



**T**he IHG Owners Association—originally established by Holiday Inn® Founder Kemmons Wilson in 1955—was the first association of its kind in the hotel industry. Over the past six decades, it has evolved to represent the interests of owners and operators of thousands of IHG® hotels worldwide.

Membership in the Association provides hoteliers access to a wide range of exclusive tools, resources and information, all designed to help build their hospitality businesses. Through our Member Center, weekly newsletter and social media channels, the Association shares valuable information on critical hospitality issues, IHG brand updates and Association news and benefits.

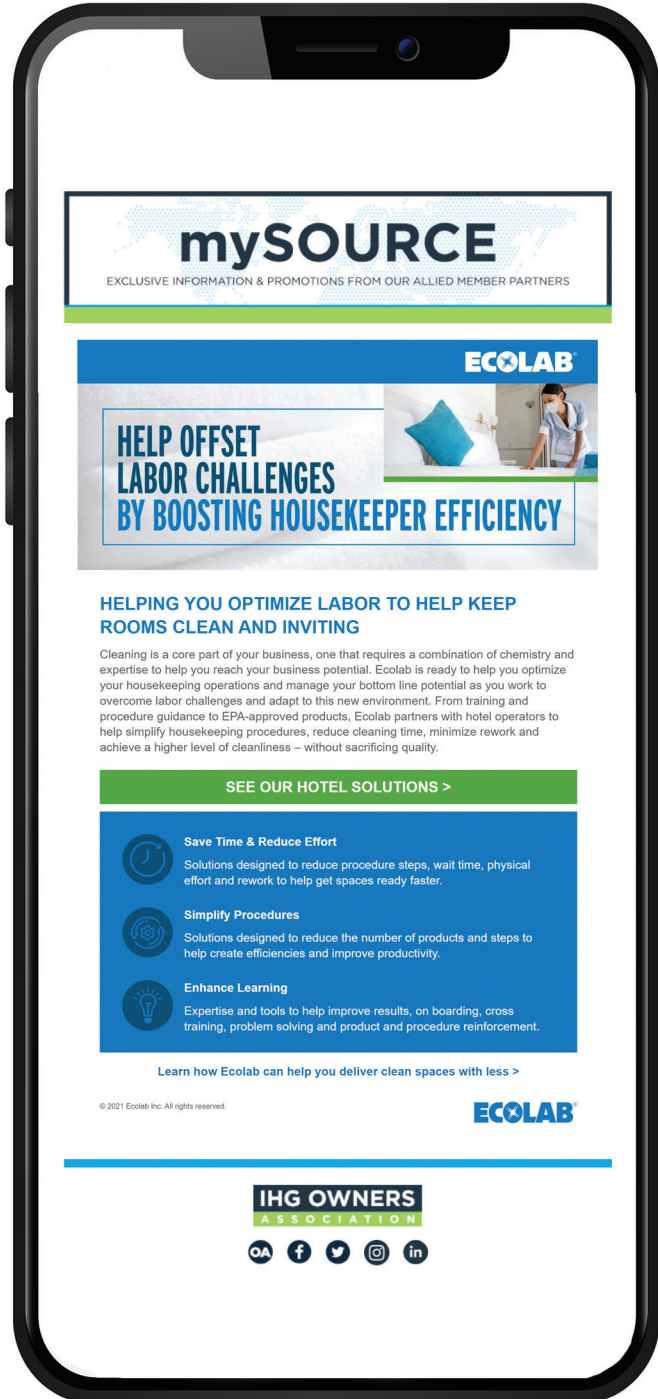
Being a part of the Association's Allied Member Program unlocks a variety of digital marketing opportunities on these channels that will bring your products and services front and center to these top decision makers. Place an ad in our weekly myConnect newsletter, which boasts an open rate of over 55%, connect with thousands of members and nonmembers alike through our social pages or put your ad in front of more than 1,500 members looking for solutions with our latest members-only benefit, the Member Center.

Allied Membership is required to participate in any of the Association's marketing programs and digital opportunities. For any questions or further information, please reach out to Carly Hunt, Regional Director, EMEAA, at [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

**NOTE:** All copy and image content must be vetted and approved by the IHG Owners Association for accuracy. Allied Members are responsible for submitting content by agreed upon deadline. Any scheduled email blasts missed due to late content submission are subject to availability for rescheduling.



# mySource Email Blast



**M**arketing your company and services with an Association **mySource email blast** gives you the opportunity to put the spotlight on your brand. Highlight new offers and announcements through attention-grabbing emails to more than 5,000 hotel owners, operators and management professionals worldwide.

Each of these customized emails features a message crafted by your team and may be specifically targeted by region or brand, which generate very high open rates of 63% and click rates of 8%. Additional targeting may be available upon request, and full reporting on open and click-through rates is available post-send. Limit one (1) per quarter.

## File Specs

HTML format (preferred)

- 650 pixels wide
- Allied Member must host images and links internally

Non-HTML content must be a single high-resolution JPG image

- 650 pixels wide
- Valid click-through URL

## Pricing

\$2,500 per email/\$2,000 per email for 2+ emails booked at once for the same calendar year. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

# Featured mySource


**G**et more from your mySource email with the **Featured mySource**, posted on our Member Center. Your most recent mySource email will be displayed for two (2) weeks, giving members another chance to see your latest offerings! This requires no additional action from your team, as we will be using content that has already been sent to members.

## Featured mySOURCE


EXCLUSIVE INFORMATION & PROMOTIONS FROM OUR ALLIED MEMBER PARTNERS.

### mySOURCE

EXCLUSIVE INFORMATION & PROMOTIONS FROM OUR ALLIED MEMBER PARTNERS



#### HELP OFFSET LABOR CHALLENGES BY BOOSTING HOUSEKEEPER EFFICIENCY



#### HELPING YOU OPTIMIZE LABOR TO HELP KEEP ROOMS CLEAN AND INVITING

Cleaning is a core part of your business, one that requires a combination of chemistry and expertise to help you reach your business potential. Ecolab is ready to help you optimize your housekeeping operations and manage your bottom line potential as you work to overcome labor challenges and adapt to this new environment. From training and procedure guidance to EPA-approved products, Ecolab partners with hotel operators to help simplify housekeeping procedures, reduce cleaning time, minimize rework and achieve a higher level of cleanliness – without sacrificing quality.


[SEE OUR HOTEL SOLUTIONS >](#)

**Save Time & Reduce Effort**


Solutions designed to reduce procedure steps, wait time, physical effort and rework to help get spaces ready faster.

### mySOURCE Archive

September 2023

[Learn More](#)


August 2023



every experience counts™

[Learn More](#)

July 2023



a Sysco company

[Learn More](#)

## Pricing

Featured mySource opportunities are assigned based on package level and availability. Limit of two (2) per month. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

# myConnect Newsletter Advertising

Each week, members worldwide receive **myConnect**, the Association's newsletter, providing a quick and easy way for them to catch up on Association and IHG updates, political developments and engaging industry news. Delivered electronically to more than 4,500 members on a weekly basis and boasting an average open rate of 55%, our myConnect newsletter will now be archived on the Member Center. Company Highlights and Banner Ads limited to one (1) per quarter.

## myConnect Company Highlight

Highlight your company's recent successes, announce a new promotion or share industry trends, best practices and other important updates with owners and decision makers with this new opportunity.

## Content Specs

- A maximum of 45 words
- Up to 2 click-through URLs (one URL or a contact email address required before publishing)
- Limit one per quarter

## myConnect Banner Ad

A banner ad in myConnect is a highly effective way of boosting your brand and extending the reach of your message to a global audience, driving traffic and generating valuable leads.

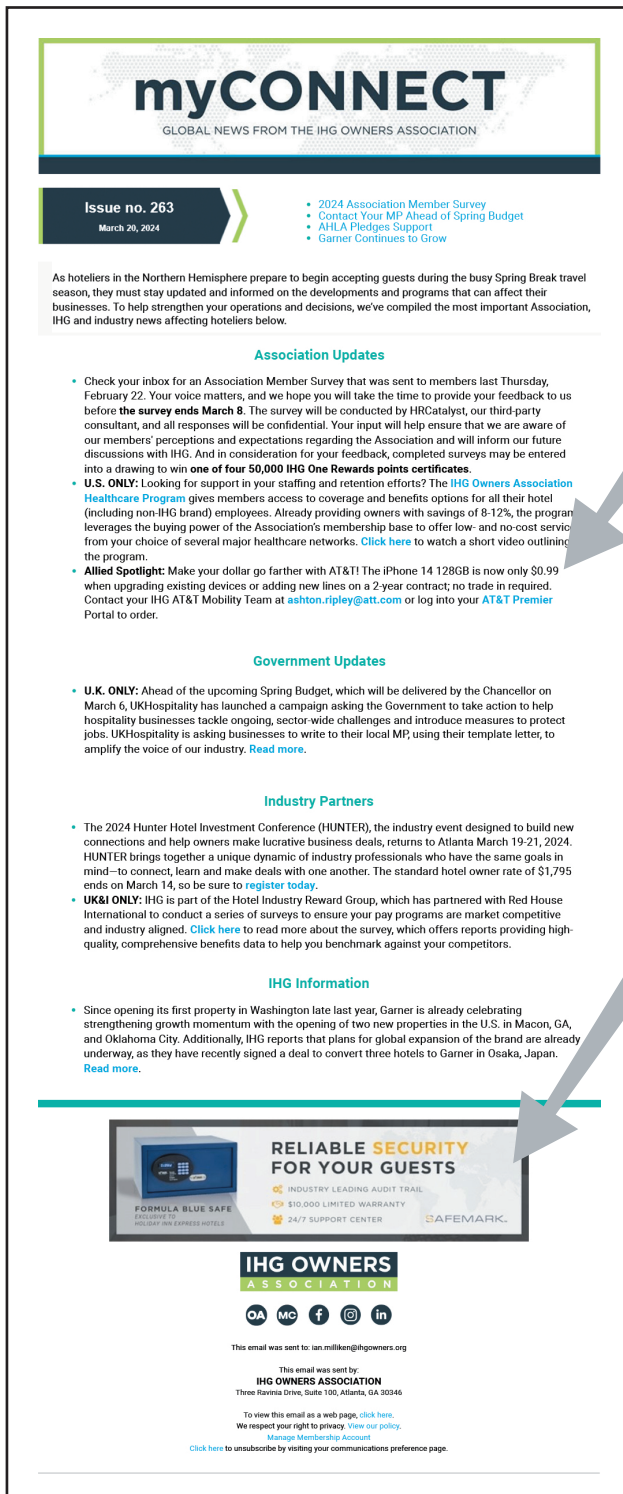
## File Specs

Advertisements must be in high-resolution JPG format (animation and Flash/SWF files are not accepted)

- 650 x 300 pixels
- Valid click-through URL

## Pricing

\$2,000 per banner ad/\$1,500 per banner ad for 2+ ads booked at once for the same calendar year. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).





# Allied Member of the Month

The Association's **Allied Member of the Month** program spotlights your brand across our three social media platforms: Facebook, Instagram and LinkedIn, as well as a posting within our Member Center's Partnership section. Take advantage of this chance to connect with both members and nonmembers through these trusted channels.

Each month is dedicated to only one Allied Member, who will be given one (1) social post within that month, which your team can then share across your own channels for additional exposure. Accompanied by an image or video of your choosing, your post should contain information about what services or products your company offers as well as a link to your company's website.

Because this copy is being used for social media, it should be as concise, dynamic and engaging as possible. Allied Members are responsible for creating and submitting content to the Association. At the end of the month, your post will be added to our Member Center communications archive, where all of your content and links will be live until the end of the year. Metrics are available upon request.

## Social Media Metrics

Social metrics are **as of December 31, 2023**. Our engaged audience and robust content results in an average of more than 50 reactions per social post across all channels.



**1,697 Facebook Followers**



**405 Instagram Followers**



**5,786 LinkedIn Followers**

## Content Specs

- Copy for each channel (Facebook, Instagram and LinkedIn)
- A company logo, photo and/or video link to accompany your post. Images must be either PNG or JPG format and videos must be MP4s
- A link to your company's official website
- Feel free to use your own tracking code within the links you provide to us
- Image specifications for each platform:
  - Facebook: 1200x630 pixels
  - Instagram: 1080x1080 pixels
  - LinkedIn: 1080x1920 pixels

Please submit all content to [partnerships@ihgowners.org](mailto:partnerships@ihgowners.org) and be sure to follow the IHG Owners Association on Facebook, Instagram and LinkedIn.

## Pricing

\$2,000 for a one-month program. Limit of twelve (12) opportunities available; only one (1) Allied Member per month. First come, first served. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

# Educational Resources & Best Practices

**E**stablish your company as a subject matter expert with this exclusive opportunity on the Association's Member Center. Submit **best practices, recent whitepapers, videos and other educational content** to give members the edge they need to run their businesses efficiently and introduce your brands and services to their properties.

Content should include timely educational, practical and useful information that the member would find valuable. The overall message and tone should not be promotional in nature. Some examples of content relevant to hoteliers in 2024 include:

- Guest experience
- Labor costs
- Attracting talent
- Retaining employees
- Sustainability

## Content Choices

- **Best Practices:** This is your opportunity to share best practices, tips and solutions from your industry that can help members run their hotels and businesses more efficiently.
- **Case Studies:** As industry experts, we want you to share the valuable information and expertise you have gained in your field. Case studies can help guide members and teach valuable lessons from a trusted source.
- **Whitepapers:** Educate members and share the facts on your products, services and/or technology by publishing a whitepaper, such as an in-depth report or guide about a specific product or topic meant to educate its readers.
- **Videos:** Explainer, demo, how-to and testimonial videos featuring your company's products.
- **Forms:** Forms can include but are not limited to rebate forms, order forms, feedback forms, contact forms and more.

## File Specs

**Best practices, whitepapers, forms and other written content:** PDF or Word Document

**Videos:** YouTube or Vimeo link and embed code

## Pricing

\$1,500 per content item not included in package. Content remains in Member Center for twelve (12) months from date of listing. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

“The Allied Member Program is a true win-win by allowing hoteliers looking for specific products or services to connect directly with companies that can offer support, creating connections that will flourish as members' businesses grow.”

Nathan Polny  
Director, Partnerships & Member Programs

# Member Center Allied Member Spotlight

Let our members get to know you better with an **Allied Member Spotlight** article. The Association's Allied Member Spotlight has given Allied Members a more personal voice in *OWNER* magazine for many years, and we are happy to begin offering spotlights to different Allied Members each month on the Member Center. We will send you a form with a few questions to about your company and your relationship with the Association, which will then be edited into an article using your replies and featured on our Member Center's home page.

ARTICLE



Follow

## Allied Member Spotlight: Simmons Beautyrest

Last updated a year ago

Print

Read about Simmons Beautyrest's newest initiatives and how they are helping IHG owners.

**Tell us a little about your company, and what projects you are currently working on that affect IHG owners.**

Providing distinctive, comfortable bedding solutions to the hospitality industry is what Beautyrest Hospitality does best. Our long-standing commitment to innovation is reflected in both the comfort and performance of the Beautyrest® Hospitality product line. We help customers fulfill their promise to deliver an exceptional and comfortable night's sleep to guests – night after night, stay after stay.

Our most recent project involved the launch of our updated hospitality product portfolio including a refresh of our legendary Beautyrest brand. Shipping now all

### Content Specs

- Complete form provided in email
- Headshot of account representative
- High-resolution image of your company logo

### Pricing

Spotlight articles are assigned based on package level and availability. Limit of twelve (12) opportunities available; only one Allied Member per month. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

# Member Center Banner Advertising



## Home Page Banner Ad

Hoteliers worldwide turn to the Association's Member Center for valuable resources and information. Have your message reach thousands of owners and operators with a banner ad on the Member Center's home page, where featured content, timely trending articles and links to resources from IHG and industry partners are front and center.

### File Specs

Advertisements must be in high-resolution JPG format (animation and Flash/SWF files are not accepted)

- 1550 x 400 pixels
- Valid URL for image to link to

### Pricing

\$2,000 per banner ad/\$1,500 per banner ad for 2+ ads booked at once for the same calendar year. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

## Interior Banner Ad

The Member Center's Knowledge section provides members with a massive library of business-building information and resources, many of which are sourced directly from fellow owners and operators. Placing an ad in the Knowledge section can help you target your message directly to decision makers who are actively seeking solutions to their everyday problems.

### File Specs

Advertisements must be in high-resolution JPG format (animation and Flash/SWF files are not accepted)

- 1550 x 400 pixels
- Valid URL for image to link to

### Pricing

\$2,000 per banner ad/\$1,500 per banner ad for 2+ ads booked at once for the same calendar year. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).



# Hotelier Hot Topics Podcast



To capitalize on the growing interest in podcasts, the Association debuted its **Hotelier Hot Topics podcast** in 2021, creating a simple and compelling channel for members to find perspectives and market insights directly from industry-leading experts on an array of pertinent topics. Originally created as a resource for hoteliers in the EMEAA region, the podcast has expanded to a global scope. In addition to episodes covering specific market challenges and opportunities, several episodes feature profiles of IHG owners and operators, who discuss their careers and best practices. Each podcast is posted on the Member Center and is additionally available on Spotify, Amazon Music, Apple Podcasts and several other channels.

Highlight your company with an advertisement in a podcast, which will be read aloud during the course of the episode. With a reliable audience of hotel owners worldwide, an ad read in Hotelier Hot Topics will put your services or products directly in front of key decision-makers.

## Pricing

\$500 per podcast ad read. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).

# The Journal (EMEAA Only)



Released periodically, **The Journal** is an EMEAA-specific publication designed to provide regionally-focused news and developments to owners across the region. Consisting of short summaries, the publication covers updates from across the hospitality industry, IHG and the Association's Working Groups, as well as relevant Allied Member offers. Averaging

around a page and a half in length, the newsletter is structured for fast, selective reading.

A highly effective way of boosting your brand and extending the reach of the message to an EMEAA audience to drive traffic, an ad in The Journal offers the attention of a captive audience of business owners.

## File Specs

Advertisements must be in high-resolution JPG format (animation and Flash/SWF files are not accepted)

- 650 x 300 pixels
- Valid click-through URL

## Pricing

\$500 per banner ad. Interested parties should contact [carly.hunt@ihgowners.uk](mailto:carly.hunt@ihgowners.uk).



**Susie O'Connell**

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