FOR MORE INFORMATION, PLEASE CONTACT:

John O’Neil  
Director of Media Sales  
Naylor Association Solutions  
(770) 810-6959  
joneil@naylor.com
WHY AAHOA?

We represent more than 17,700 members who own over 26,000 hotels, encompassing 2.5 million rooms nationwide.

Our members represent more than 50% of all U.S. hotel properties.

About Us

We are the voice of American hotel owners. Founded in 1989, AAHOA is one of the fastest-growing organizations in the industry. We are dedicated to promoting and protecting the interests of our members by inspiring excellence through programs and initiatives in advocacy, industry leadership, professional development and community involvement.

Our Members

Our readers are owners of independent, budget, economy, mid-scale and upper mid-scale hotels across the nation. 18% of our membership represents independent hotels and 82% are affiliated with franchise brands, including:

- Best Western
- Hilton
- La Quinta
- Red Lion
- Wyndham
- Carlson
- Hyatt
- Marriott
- Red Roof
- Choice
- IHG
- Motel 6

Contact your Naylor account executive to reserve your space in AAHOA communications today!
**2019 Content Planner**

<table>
<thead>
<tr>
<th>EDITION</th>
<th>COVER STORY &amp; FEATURES</th>
<th>BONUS DISTRIBUTION</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong>&lt;br&gt; The Advocacy issue&lt;br&gt; Ships December 2018</td>
<td><strong>Cover feature:</strong> Effects of tax reform nationwide and in four specific markets&lt;br&gt; • Human trafficking awareness&lt;br&gt; • Tax Cuts 2.0 and how hotels are investing their tax savings&lt;br&gt; • New member profiles for Congress and State Advocacy Legislatures</td>
<td>The Americas Lodging Investment Summit (ALIS) Law Conference</td>
<td>Nov. 5, 2018</td>
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<td><strong>February</strong>&lt;br&gt; Building &amp; Architecture&lt;br&gt; Ships January 2019</td>
<td><strong>Cover feature:</strong> Is it branded or independent? Developing soft-branded hotels&lt;br&gt; • Extraordinary renovations: Hotel properties that have undergone unique renovations&lt;br&gt;</td>
<td>Looking at contemporary/historical hotels and the use of diverse materials and unconventional forms used in their construction&lt;br&gt; • Use of AI in hotel construction projects</td>
<td>BLLA: Stay Boutique Life - The Trifecta</td>
</tr>
<tr>
<td><strong>March</strong>&lt;br&gt; Labor &amp; Company Culture&lt;br&gt; Ships February 2019</td>
<td><strong>Cover feature:</strong> Finding qualified labor in the hospitality industry&lt;br&gt; • Creating a company culture in all sized-hotels: Deep dive into Today’s Hotelier Roundtable</td>
<td>How to make your front desk an information hub&lt;br&gt; • How to perfect your hotel’s DNA (wellness programs, F&amp;B, etc.)</td>
<td>California Lodging Investment Conference Hunter Hotel Conference</td>
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<tr>
<td><strong>April</strong>&lt;br&gt; Investments&lt;br&gt; Ships March 2019</td>
<td><strong>Cover feature:</strong> Developing your investments: Steps to maximize your investments with less risk&lt;br&gt; • Cannabis and the hotel industry: why hoteliers and F&amp;B companies are making the move towards investing&lt;br&gt; • Saving for the next generation: Investing in legacy business planning</td>
<td>The Radisson Brand Conference New Jersey Restaurant &amp; Hospitality Expo My Place Convention</td>
<td>Feb. 6, 2019</td>
</tr>
<tr>
<td><strong>May</strong>&lt;br&gt; The Generational Issue/AHOA 30th Anniversary &amp; Convention issue&lt;br&gt; Ships April 2019</td>
<td><strong>Cover feature:</strong> AAHOA Chairwoman Jagruti Panwala reflects on the hospitality industry, business history and looking forward to future generations&lt;br&gt; • Q&amp;A with industry professionals answering questions on how to market your business to different generations&lt;br&gt; • Generational issues in the workplace: Hiring and managing a diverse workforce</td>
<td>2019 AAHOA Convention Choice Hotels Annual Convention HD Expo</td>
<td>March 5, 2019</td>
</tr>
<tr>
<td><strong>June</strong>&lt;br&gt; Technology&lt;br&gt; Ships May 2019</td>
<td><strong>Cover feature:</strong> How blockchain is changing the hospitality industry and the effect cryptocurrency is having on the small business economy&lt;br&gt; • Technology vs. guest experience: How to incorporate technology without losing the guest experience&lt;br&gt; • Q&amp;A with tech gurus: how to make your hotel a smart hotel</td>
<td>Planning for natural disasters/tragedies&lt;br&gt; • Top three most common HR lawsuits to avoid</td>
<td>NABHOOD</td>
</tr>
<tr>
<td><strong>July</strong>&lt;br&gt; Security&lt;br&gt; Ships June 2019</td>
<td><strong>Cover feature:</strong> Data and hotel security: Everything you need to know about protecting your data, your property, and your business&lt;br&gt; • Five ways hoteliers are disappointing their guests when it comes to hotel security&lt;br&gt; • Small business owners building relationships with local law enforcement</td>
<td>Hotel Data Conference G6 Conference</td>
<td>June 7, 2019</td>
</tr>
<tr>
<td><strong>August</strong>&lt;br&gt; Trendsetters&lt;br&gt; Ships August 2019</td>
<td><strong>Cover feature:</strong> Successful young professional hoteliers and their path to success&lt;br&gt; • Hotels implementing unique trends and why it works&lt;br&gt; • Hoteliers who have invested in lifelong learning for themselves, their staff, and future generations.</td>
<td>Red Roof Brand Conference Lodging Conference Wyndham Conference</td>
<td>July 10, 2019</td>
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<tr>
<td><strong>September</strong>&lt;br&gt; Managing Management Companies / Everything You Need To Know About Management Companies&lt;br&gt; Ships September 2019</td>
<td><strong>Cover feature:</strong> Profiles of different hoteliers and how they achieved their end goals using management companies&lt;br&gt; • To invest or not to invest: The guide to investing in management companies&lt;br&gt; • Interviews with hotel management companies and one piece of advice they want all hotel owners to know&lt;br&gt; • New tech trends in hospitality: Are management companies well suited to handle the latest technology</td>
<td>Hotel Data Conference G6 Conference Wyndham Conference</td>
<td>Best Western Conference</td>
</tr>
<tr>
<td><strong>October</strong>&lt;br&gt; (Annual Buyers’ Guide)&lt;br&gt; The Money Issue&lt;br&gt; Ships November 2019</td>
<td><strong>Cover feature:</strong> What science says about design: latest research studies analyzing the effect design has on the guest experience&lt;br&gt; • Incorporating holiday decorations at your property: Catering to some without turning away others&lt;br&gt; • Growing a garden, growing your profits: Latest trends of rooftop gardens, fountains, farm-to-table for your hotel</td>
<td>HD Expo Choice Hotels Annual Convention NABHOOD</td>
<td>Hotel Data Conference G6 Conference Wyndham Conference</td>
</tr>
<tr>
<td><strong>November</strong>&lt;br&gt; Best Western Conference&lt;br&gt; Ships November 2019</td>
<td><strong>Cover feature:</strong> Profiles: Hoteliers who solved financial problems creatively&lt;br&gt; • Tax strategies: how to ensure you’re making the most of the current tax law&lt;br&gt; • How hotels can compete with the gig economy</td>
<td>RLH Corp Conference</td>
<td>Oct. 1, 2019</td>
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Additionally, *hotelier* is distributed at AAHOA’s 28+ regional events throughout the year!
### Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

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<thead>
<tr>
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<th>1x</th>
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<td>Inside Front or</td>
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<tr>
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<td></td>
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<td></td>
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<td>Full Page</td>
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<td>$859.50</td>
<td>$819.50</td>
<td>$769.50</td>
<td>$689.50</td>
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</tbody>
</table>

Revisions and Proofs: $50  
Position Guarantee: 15% Premium

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

*AAHOA reserves the right to reject or request edits to any advertisement submitted for placement in AAHOA-branded communications. Should your advertisement require adjustment, you will be notified well in advance of the agreed-upon publication date to ensure there is adequate time for the adjustment process.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
Digital Edition
Extend your print advertising investment with the unique benefits of digital media

Today’s Hotelier is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

In-Magazine Digital Options (HTML reading view)
These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,650**
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $1,250**
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**
Your message appears as an image-based insert, either between key articles, or placed at the back of the digital magazine.
- Large Insert | $950
- Medium Insert | $750

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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1. **Leaderboard (all views) | $1,750**
The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2. **Rectangle (all views) | $1,750**
The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

**TOC Mobile Banners (HTML reading view)**
The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3. **Top TOC Mobile Banner | $295**
4. **2nd TOC Mobile Banner | $295**
Annual Buyers’ Guide Digital Edition

Extend your print advertising investment with the unique benefits of digital media

The Annual Buyers’ Guide is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The Buyers’ Guide lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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### Annual Conference Guide

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In addition to print, the Annual Conference Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers’ websites. Each edition is emailed to readers and available on todayshotelier.com. An archive of issues is available, securing your ad a lasting online presence.

Readers can:
- Bookmark pages and insert notes
- Keyword search the entire guide
- Navigate and magnify pages with one click
- Share information on news and social networking sites
- Read the issue online or download and print for later
- View instantly from most smartphones and tablets

Sponsorship Max | $850
Your message will be prominently displayed directly across from the cover of the magazine. Video capabilities not available for Sponsorship Max.

Sponsorship* | $750
Your message will be prominently displayed directly across from the cover of the magazine. Video capabilities not available.

*Video capabilities available

Large Toolbar | $200
This position gives your company excellent placement, appearing at the top of each page of the digital edition next to the page navigation options.

Skyscraper | $1,150
The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Bellyband $1,250
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Additional fees apply where noted.

For the latest online specs, please visit: www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**Artwork Requirements**
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**Ad Material Upload**
Go to the Naylor website at [www.naylor.com](http://www.naylor.com).

**Production Services, Proofs and Revisions**
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Specs for Outsert/Inserts**
- **1 Page / 1 surface**: 8.375” x 10.875”
- **1 Page / 2 surface**: 8.375” x 10.875”
- **2 Page / 4 surface**: 8.375” x 10.875”
- **Postcards**: 6” x 4.25”
- **Heavy Card Stock Insert**: 8.25” x 10.75”
- **Postal Flysheets**: 8.5” x 11”

**Digital Edition**
For more information, visit: [http://www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### Beyond the Printed Page Specifications

<table>
<thead>
<tr>
<th>Gatefold - 3 Panels</th>
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<td><strong>Bleed</strong>: 8.625” x 11.125”&lt;br&gt;<strong>Trim</strong>: 8.375” x 10.875”&lt;br&gt;<strong>Live Area</strong>: 7.875” x 10.375”</td>
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Now more than ever, professionals consume information on the go. Our Hotelier Weekly eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 6,300+ decision-makers on a weekly basis
- In addition to AAHOA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in our other publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

Distributed Weekly
Sections include
- Hot Topics
- The latest news for AAHOA hoteliers
- Government Affairs update
- Events and happenings from todayshotelier.com

Rectangles (300 x 100 pixels)
12 Months | $4,865  6 Months | $2,675  3 Months | $1,460
- Only two positions per row – NO ROTATION
- Located between popular sections of the eNewsletter

On average, Hotelier Weekly receives more than 1,700 unique opens and nearly 80 unique clicks per issue!

For the latest online specs, please visit: www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Advertising on www.todayshotelier.com is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to the website to get current and archived issues of the new Today's Hotelier magazine as well as the latest association and industry news. Advertising on www.todayshotelier.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of hotel owners.

Features of todayshotelier.com website advertising:
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

**Leaderboard (728 x 90 pixels)**

- 12 Months | $2,430
- 6 Months | $1,350
- 3 Months | $730
- Run of Site – THREE ROTATIONS

**Rectangle (300 x 250 pixels)**

- 12 Months | $1,895
- 6 Months | $1,055
- 3 Months | $565
- Run of Site – THREE ROTATIONS

For the latest online specs, please visit:
www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

On average, todayshotelier.com receives:
- 3,149 visits per month
- 4,400 page views per month

*Traffic numbers from May 2017 - April 2018*
Advertising on the AAHOA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to aahoa.com to learn about upcoming association events, discover ways to maximize their AAHOA membership, and view the latest issues of AAHOA's monthly magazine digital edition. Advertising on aahoa.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of hotel owners.

**Features of AAHOA website advertising:**
- Cross-promoted in other AAHOA publications and communications pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

**Squares** (300 x 250 pixels)
- Three positions available
- Five rotations each
- Subpages only

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
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<tbody>
<tr>
<td>12 Months</td>
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<tr>
<td>3 Months</td>
<td>$1,300</td>
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For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

On average, aahoa.com receives:
- Nearly 18,000 unique visitors per month
- 37,463 visits per month
- 84,564 page views per month
- Sessions lasting nearly 2:30 minutes

*Traffic numbers from January - March 2018*