



The Hotel Association of Canada

Gain access to leaders who spend \$15.8 billion annually on products and services within Canada's lodging industry.

The HAC Advantage:

- » Canada's lodging sector generated **\$17.5 billion** in National Accommodation Revenues in 2010.
- » HAC members spend **\$15.8 billion** a year on industry products and services.
- » The hotel industry in Canada currently represents more than **8,400** properties and **450,000** rooms.

Who We Are:

HAC proudly acts as the voice of the \$17.5 billion Canadian lodging industry. We strive to assist our thousands of members through advocacy, research, partnerships and value-added tools. We advocate on behalf of our industry to build a favourable business climate and influence policies for continued success.

Why Advertise?

HAC members represent all sectors of the Canadian lodging industry, spending \$15.8 billion annually on products and services. Place your company's message in *Roomers*, and **connect with thousands of Canada's premier hotel industry professionals** in the online resource they trust.

For more information, please contact:

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HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA



What is Roomers?

The official eNewsletter of the Hotel Association of Canada, *Roomers* is delivered bimonthly to thousands of HAC members.

Roomers goes out to the decision-makers in Canada's lodging industry, including provincial members, MPs and government agencies to help them keep up with the latest regulatory updates, industry trends and Association news.

Roomers Recipients:

Your message in *Roomers* will be viewed by:

- » **Corporate members** (franchise owners and their hotels)
- » **Provincial members** (and their members)
- » **Post-secondary institutions** with hospitality travel/tourism programs
- » **Industry media** (national and international)
- » **Industry suppliers**
- » **Strategic partners** and affiliated associations

Contact your Naylor account representative today for more information on how you can be included in upcoming issues of *Roomers*!

To learn more about HAC, visit:

<http://www.hotelassociation.ca>



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Roomers eNewsletter

About our eNewsletter

Now more than ever, professionals consume information on the go. Our official eNewsletter, Roomers, 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:

- Deliver your message directly to the inboxes of 5,000 decision-makers on a regular basis
- In addition to HAC 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 other HAC publications and communications pieces
- Direct 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



Horizontal Banner

6 issues | \$3,675 3 issues | \$2,000 1 issue | \$1,100

- Only two spots available – NO ROTATION
- Located between popular sections of Roomers
468 x 60 pixels JPG only (no animation)

Vertical Banner

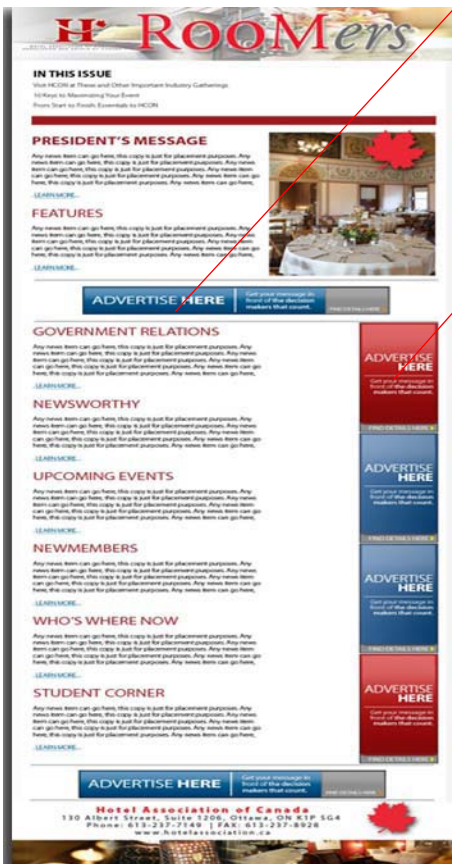
6 issues | \$3,400 3 issues | \$1,850 1 issue | \$1,025

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time Roomers is being viewed
120 x 240 pixels JPG only (no animation)

Distributed Bimonthly

Sections include:

- Hot Topics
- News Briefs
- Upcoming Events



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