



**green lodging news™**  
the lodging industry's leading environmental news source

2010

Media Kit



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## Dear lodging industry supplier:

Hasek Communications, Cleveland, Ohio, is the publisher of Green Lodging News—the lodging industry's first electronic newsletter devoted solely to environment-related issues that impact profitability. The newsletter has a just-redesigned corresponding website—[www.greenlodgingnews.com](http://www.greenlodgingnews.com)—that is updated on a daily basis. Green Lodging News is delivered by e-mail on Mondays to hotel owners, managers, executives, front-line employees, vendors, designers, architects, students, consultants and others throughout the industry. Thanks to an alliance with Toronto, Ont.-based Hotel News Resource ([www.hotelnews-resource.com](http://www.hotelnews-resource.com)), articles produced by Green Lodging News also appear in the Hotel News Resource newsletter. It reaches approximately 30,000 lodging industry representatives five days a week.

Green Lodging News covers the hottest issues impacting hotel operations in the following areas: energy management, HVAC, waste management, design, cleaning and maintenance, water conservation, lighting, appliances, green design and more. In addition to covering news events, Green Lodging News helps link buyers and sellers in a virtual green marketplace. Sponsorship opportunities are available only to those companies that offer products and services that enhance profitability through the wise use of energy and other natural resources. This qualification step makes Green Lodging News unique.

Green Lodging News is published and edited by Glenn Hasek, president of Hasek Communications. Hasek has more than 16 years of hospitality industry experience. He was one of the first writers in the industry to cover the environment on a consistent basis while working in several editorial positions with Hotel & Motel Management magazine.

Because Green Lodging News is a free publication, its success will depend on the amount of advertising it generates. That is one of the reasons I am writing today—to explain how your company can partner with Green Lodging News. On the following pages you will find detailed information that explains the à la carte menu of advertising options.

Please give me a call after you have had a chance to look over the sponsorship/advertising information. I look forward to speaking with you soon!

Sincerely,

*Glenn Hasek*

Glenn Hasek, Editor & Publisher  
Green Lodging News



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## Why Partner with Green Lodging News?

- ✔ Green Lodging News is published and edited by Glenn Hasek, a writer and consultant with more than 16 years of lodging industry experience—7.5 as an editor with Hotel & Motel Management magazine and almost 9 years as an industry consultant. Hasek first wrote about environment-related industry issues in 1991.
- ✔ Green Lodging News is the lodging industry's only website and blog to cover environment-related topics on a daily basis.
- ✔ The e-mail-based Green Lodging News newsletter is the lodging industry's only newsletter to cover environment-related topics on a weekly basis.
- ✔ Green Lodging News is operations oriented. Its primary goal is to provide hotel owners and operators with the knowledge they need to save money through wise (green) product and service selection.
- ✔ While Green Lodging News' intent is to be a for-profit publication, its goal is also to provide a service to the industry—to become a "go to" place for news and valuable information that encourages smart and responsible business practices.
- ✔ You will become part of a select group of companies that share the same goals and interests.
- ✔ By advertising in Green Lodging News, your company will have the opportunity to brand itself as one with a concern for the environment and sustainability—a significant public relations and marketing opportunity. Your company will also connect with hoteliers and others who want to buy your types of products.
- ✔ By becoming a Founding Sponsor, your company will have the opportunity to get discounted advertising rates and packages and benefit from logo placement on all future Green Lodging News promotional materials.
- ✔ By partnering with Green Lodging News early, your company will receive prominent placement in the online Green Product & Service Directory.
- ✔ Green Lodging News is an affordable option for businesses that want to reach a highly targeted audience.
- ✔ Drive traffic to your website. Unlike a print publication, which cannot truly tell you how many persons have seen your ad, Green Lodging can tell you exactly how many ad impressions your ad has had.
- ✔ Green Lodging News is a gathering place for like-minded individuals who wish to impact the lodging industry and the environment in a positive way (whether operators, suppliers, academicians, students, etc.). This is done through online discussion—guest columns, blogs, Twitter, etc.
- ✔ The growing market for green products, escalating energy prices, increasing concerns about chemical sensitivities, air quality, and the desire to cut costs make the timing right.



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## Green Lodging News Newsletter Advertising Rates:

Green Lodging News, an HTML-based e-mail newsletter, is published each Monday throughout the year. Advertising opportunities include:

Top Banner Ad (468 X 60 pixels):

\$625/month (four or five issues).

Second Banner Ad\*\* (468 X 60 pixels):

\$475/month (four or five issues).

Side Button Ads (130 X 80 pixels):

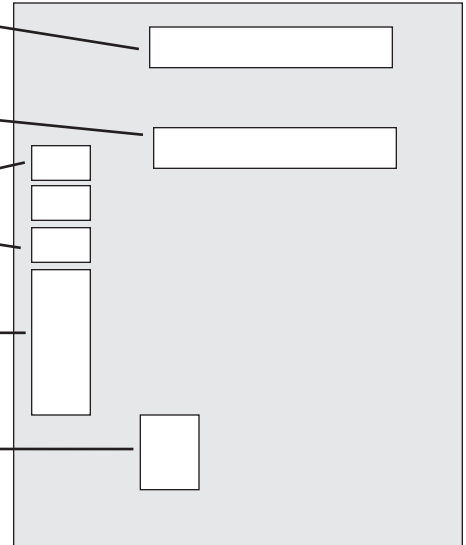
\$400/month (four or five issues)

Skyscraper Ad (130 X 600 pixels):

\$475/month (four or five issues)

Featured Product Placement:

\$425/month (four issues). Includes product image (120 X 140 pixels), 40-word product description, e-mail link, and link to company website.



Payment plans available.

## Green Product & Service Directory:

Located at [www.greenlodgingnews.com](http://www.greenlodgingnews.com), the Green Product & Service Directory is categorized by industry niche: e.g., Energy Management Systems, Faucets, etc. For an annual fee of \$250, each company that places a listing will receive space for a company logo (or other image) 120 X 140 pixels, 50-word business description and link to the company's site. (Listing without image: \$175.) It is GLN's goal to make this directory the lodging industry's online "go to" place to find green products and services.



### **Water-Saving Faucet—Smithson Inc.**

The Water-Saving Faucet from Smithson Inc. saves up to 10 gallons a day compared to comparable bathroom faucets. The secret lies in the advanced water-restricting technology inside the faucet. No water pressure is compromised with this Water-Saving Faucet from Smithson Inc.

[Smithson Inc.](#)

[E-mail for information.](#)

Sample Directory Ad

20513 Brookstone Trail, Middleburg Heights, OH 44130  
Phone: (440) 243-2055; Cell: (216) 702-0334; Fax: (440) 973-4141  
sales@greenlodgingnews.com—www.greenlodgingnews.com



## Green Lodging News Website Advertising Rates:

Advertising opportunities include:\*\*

Top Banner Ad Position (468 X 60 pixels):

Home page: \$650/month.  
All other pages: \$325/month.

Side Button Ad Positions (130 X 80 pixels):

Home page: \$425/month.  
All other pages: \$250/month.

Skyscraper Ad Position (130 X 600 pixels):

Home page: \$625/month.  
All other pages: \$340/month.

Featured Product Placement:

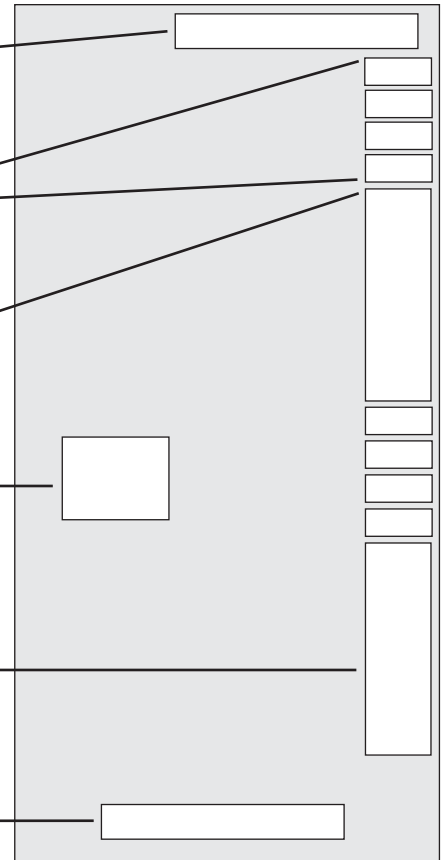
Home page: \$450/month. Includes product image (120 X 140 pixels), 40-word product description, link to company website and e-mail link.

Skyscraper Ad Position No. 2 (130 X 600 pixels):

Home page: \$450/month.  
All other pages: \$300/month.

Bottom Banner Ad Position (468 X 60 pixels):

Home page: \$350/month.  
All other pages: \$250/month.



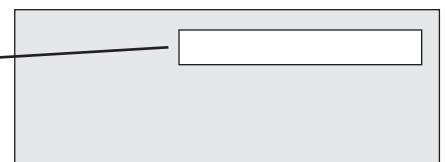
In addition to the home page, ad placement opportunities include: News & Features, Vendor News, Vendor Videos, More Cool Videos, Certification Programs, Green Product Directory, Publisher's Column, Guest Columns, Energy Management, Waste Management, Lighting, Water Conservation, Heating & Cooling, Cleaning & Maintenance, Air Quality, Sales & Marketing, Kitchen/Laundry, Sustainability, Green Design, Money-Saving Tips, Green Organizations, Hotel Schools, Personnel Profile, Green Hotel Focus, and Events.

\*\*Multi-page and multi-month packages available. Payment plans also available. Maximum of two companies per ad position.

## News Blog Sponsorship:

Banner Ad Position (468 X 60 pixels):

\$500/month. (Ask about annual sponsorship.)





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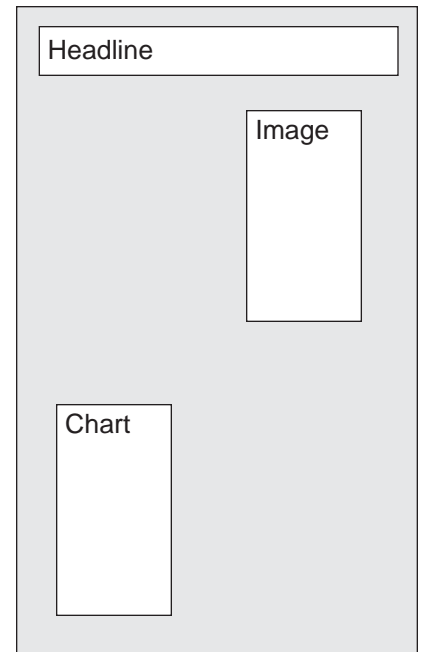
## Vendor Case Studies:

Green Lodging News includes a Case Studies section that gives suppliers the opportunity to tell their success stories. Case studies posted on the Green Lodging News website include real-life examples of how a hotel, motel, resort, inn or lodge successfully used a product in order to operate more profitably—through saving energy, eliminating waste, and conserving natural resources. Case studies may include photos, charts and links to websites that provide supportive information. Each case study will have its own page on Green Lodging News and be promoted throughout the publication.

### Case Study Criteria:

1. Maximum 1,000 words (subject to editing by Green Lodging News).
2. Up to four images (high- or low-res jpeg files are preferred).
3. Case studies must provide specific examples of how a property used a product, how it saved energy, eliminated waste and/or conserved natural resources.
4. Case studies may include any type of product used in the lodging industry—from guestroom energy management systems to ice machines.

Cost: \$275/year.



## Founding Sponsors Package:



On the [www.greenlodgingnews.com](http://www.greenlodgingnews.com) home page and in the Green Lodging News e-mail newsletter, a button takes visitors to a Founding Sponsors page. The Founding Sponsors page and sponsor information will run for the life of the site.

### The Founding Sponsors package includes the following:

1. Founding Sponsors page placement for life of site (includes logo, 250-word company description and link to company's website (minimum \$1,000+ value).
2. Top website home page banner (shared with maximum of one company) or top newsletter banner position for three months, or choose a longer ad run with a lower-priced ad—total value not to exceed \$1,950.
3. Two Green Product & Service Directory listings for one year (\$500 value).

Founding Sponsors package cost: \$2,845 for \$3,450+ of online ad space.



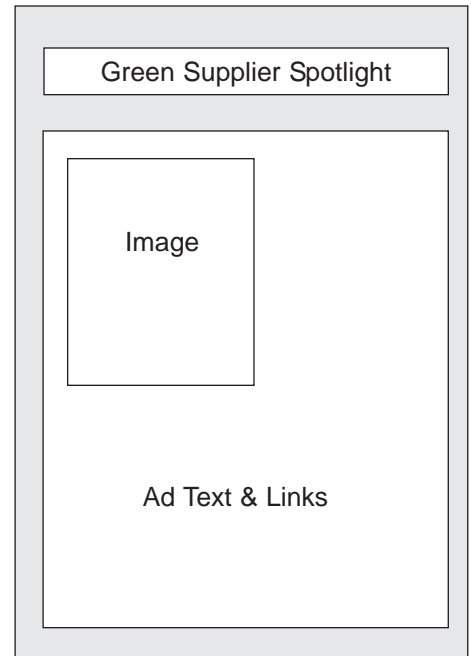
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## Green Supplier Spotlight:

Reach Green Lodging News' entire circulation list via the Green Supplier Spotlight. This unique e-mail blast template allows your company to be spotlighted all on its own in an HTML newsletter format. Limited to just one company a week, Green Supplier Spotlight is e-mailed on Wednesdays using the same service used to deliver the weekly Green Lodging News newsletter. For a price of just \$575, you can include the following:

1. Up to 250 words. Use Supplier Spotlight to highlight a special promotion, product or service, survey, or even attendance at an upcoming event.
2. Up to two or three images of the product or service you wish to promote.
3. Links back to your website.
4. E-mail link.

E-mail blasts are measurable. You will know almost immediately how many readers opened your e-mail blast and how many clicked through its links. A report will be provided to you summarizing activity.



## How to Generate the Best Response:

- Be creative! Use language in your ad that encourages a fast response. Create a sense of urgency—a limited-time offer.
- Offer a special Green Supplier Spotlight discount. Create some buzz with a contest.
- Emphasize the strengths of the particular product or service you wish to promote and how it can help an owner/operator better run his or her business. Will it help save money? Energy? Water? Improve profitability? Guest satisfaction?
- Highlight your product or service's uniqueness.
- Talk about the environmental benefits.
- Include a photo that best demonstrates the features of your product or service.
- Utilize Green Supplier Spotlight as a vehicle to distribute a press release.
- Create a landing page on your website customized to the special deal you are offering via Green Supplier Spotlight. Link to that page using links in Green Supplier Spotlight.

Call (440) 243-2055 today to learn more about Green Supplier Spotlight—the lodging industry's newest and fastest way to reach environment-minded owners and operators.

20513 Brookstone Trail, Middleburg Heights, OH 44130  
Phone: (440) 243-2055; Cell: (216) 702-0334; Fax: (440) 973-4141  
sales@greenlodgingnews.com—www.greenlodgingnews.com



## Vendor Videos:

The beauty of online advertising is that you can convey your marketing message in a variety of ways. There is no better way to get your message across to potential buyers than through video.

The Green Lodging News website offers two different video locations. The first is the premium spot located on the home page. This spot is available monthly on a first come/first served basis for a rate of \$500. The second advertising location is the Vendor Videos landing page where those vendors purchasing first will have their videos listed highest on the page. For example, the first company to buy a spot will be listed highest, the second company to purchase a spot will be listed second, etc. Spots on this page will be sold on an annual basis. The rate: \$350.

## Posting Procedure:

1. Post your video on YouTube. See [www.youtube.com](http://www.youtube.com) for instructions. Try to keep your video to 10 minutes or less.
2. Submit URL for video to the publisher of Green Lodging News.

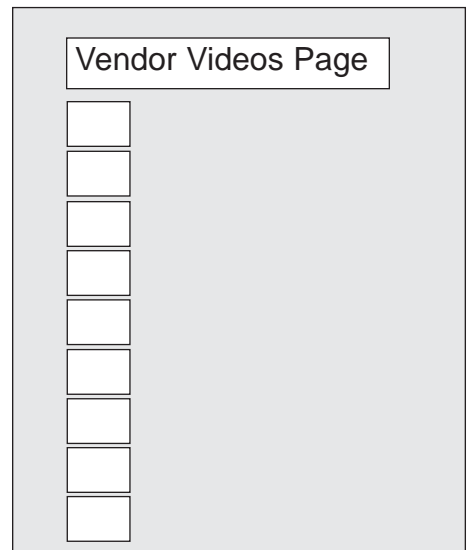
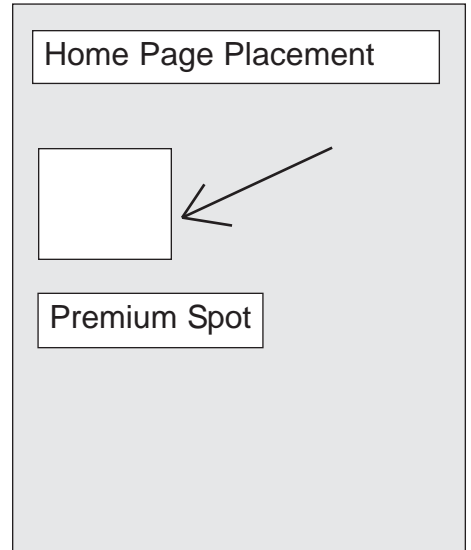
## How to Generate the Best Response:

Be creative & informative! Of course explain how your product or service works but also explain how your product or service will help one save money, be more profitable, improve operations and become more sustainable at the same time. How will the product or service improve guest satisfaction?

Highlight your product or service's uniqueness. Also highlight your company's strengths. Build a compelling case for your product or service. Explain the value in doing business with your company. Don't be afraid to be different or even humorous.

In your video presentation, don't forget to tell viewers where to find you online and how to contact you.

**Call (440) 243-2055 today to learn more about Vendor Videos!**





## Ad Specifications

### Banner



- 468 X 60 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF & Flash files accepted for website. Newsletter: no Flash.
- All supplied URLs must be active when ad is submitted.

### Button

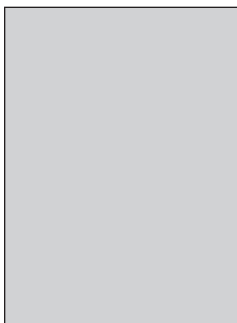


- 130 X 80 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF & Flash files accepted for website. Newsletter: Flash files not accepted.
- All supplied URLs must be active when ad is submitted.

### Skyscraper

- 130 X 600 pixels, 60k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF & Flash files accepted for website. Newsletter: Flash files not accepted.
- All supplied URLs must be active when ad is submitted.

### Featured Product



- 120 X 140 pixels, 50k, jpeg or GIF image, 40-word description that includes phone and e-mail address, and URL for link to company website.

### Green Product Directory

- 120 X 140 pixels, 50k, jpeg or GIF image, 50-word business description that includes phone and e-mail address, and link to company website.

Ad design assistance available!

\*Publisher reserves the right to reject ad design.

Send all ad materials to address or e-mail address below:

20513 Brookstone Trail, Middleburg Heights, OH 44130  
Phone: (440) 243-2055; Cell: (216) 702-0334; Fax: (440) 973-4141  
sales@greenlodgingnews.com—www.greenlodgingnews.com



**Insertion Order**

**Client Information:**

Today's Date: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Agency Information:**

Bill agency or client? \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Address to Link Ad to: \_\_\_\_\_

Online Program**	Start, End Date	Site Department	Rate
Newsletter Top Banner		N/A	
Newsletter Banner #2		N/A	
Newsletter Button/Skyscr.		N/A	
Newsletter Featured Product		N/A	
Website Banner			
Website Skyscraper			
Website Button/Vendor Video			
Website F. Product/Reprint			
Case Study/S. Spotlight			
Product & Service Directory			

Program Total:

Maximum two ads in rotation per website ad slot.



## Advertising Contract

Per the attached Insertion Order, \_\_\_\_\_  
(name of company, hereinafter referred to as Advertiser) and Green Lodging News (hereinafter referred to as Publisher) in consideration of the promises made herein and intending to be legally bound, agree as follows:

The Advertiser agrees to utilize and the Publisher agrees to provide ad space in the GLN [ ] newsletter, Supplier Spotlight [ ], and/or website [ ], subject to the terms and conditions of this Agreement and as described in the attached Insertion Order. The total rate for the advertisements (also known as the Program Total rate) is \$\_\_\_\_\_.

**To protect ad spot(s), full payment for advertisement(s) must be received within two weeks of date below.** Make payment (check) to: Green Lodging News.

This agreement must be signed and returned to Glenn Hasek, publisher and editor of Green Lodging News, via fax: 440-973-4141, by e-mail, or U.S. mail.

[A signed copy of this agreement will be returned to you.](#)

\_\_\_\_\_  
Accepted for Green Lodging News:                      Date

\_\_\_\_\_  
Accepted for Advertiser/Client:\*                      Date

**\*Ten percent commission given to agencies upon payment receipt.  
Credit cards and checks accepted.**

### **Mail check to:**

Green Lodging News  
20513 Brookstone Trail  
Middleburg Heights, OH 44130

### **Got questions?**

Contact Glenn Hasek, Publisher and Editor  
Phone: (440) 243-2055; Cell: (216) 702-0334  
E-mail: [sales@greenlodgingnews.com](mailto:sales@greenlodgingnews.com)

**Thank you  
for advertising in  
Green Lodging News!**

**See Contract Terms and Conditions on following pages.**



## Contract Terms and Conditions

### Payments:

Payment must be received by Publisher within two weeks after the date noted by Advertiser/Client on the first page of the contract. The Advertiser agrees and acknowledges that Advertiser remains liable under this contract and that payment by the Advertiser through an advertising agent/agency or third party does not constitute proper payment as per the terms of this agreement until said payment is actually received and accepted by Publisher.

### Commission:

The cost includes an amount which can be used to pay a commission of 10 percent to an advertising agency, which at the option of the Advertiser and upon written request, the Publisher shall pay directly to any designated agency.

### Taxes, Credit Card Payments:

Any and all taxes shall be billed to the Advertiser and the Advertiser is solely and fully liable for the payment of any tax. Publisher reserves right to limit amount chargeable by credit card.

### Ad Insertion:

The Advertiser shall submit all advertising copy to the Publisher at least seven days prior to each date it is to be inserted in the Publication.

Alterations to ads must be made in writing, and must be received by the Publisher before the submission deadline. Publisher reserves right to adjust ad sizes to coordinate with final newsletter & website design. Advertisers are strongly encouraged to update ads every two to three months.

### Failure to Submit on Time, Alterations or Cancellations:

If Advertiser does not submit advertising copy in time for the beginning date appearing on the Insertion Order, Advertiser will forfeit each day missed. The Publisher shall also have the option of inserting any copy previously used by the Advertiser or of declining to publish any advertisement for the Advertiser. Cancellations can only be accepted in writing, and must be received by the Publisher before the submission deadline. If a cancellation is received prior to the first insertion, the Advertiser is responsible for 50 percent of the first ad's price and 25 percent of the price of all subsequent ads that are part of the contract.

If a cancellation is received after the first insertion, the Advertiser is responsible for 100% of the charge for all prior insertions at the full rate for that number of insertions irrespective of how many insertions had originally been ordered by the Advertiser and is further responsible for 25% of the ad price for the remaining insertions if said insertions are not placed.

Upon cancellation, an ad program will not be repeatable at a future time unless a new contract is signed.

### Liability, Indemnification, Errors and Omissions:

All advertisements are accepted and published by the Publisher upon the presentation that the Advertiser and/or agency are authorized to publish the entire contents and subject matter therein.

Advertisers and their agency or agencies assume all liability for all content, including text,



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## **Contract Terms and Conditions**

representation, graphics, videos and illustrations of advertisements.

In consideration of the Publisher's acceptance of such advertisements, the agency and/or Advertiser jointly and severally agree to indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits from defamation, libel, violation of privacy, plagiarism, copyright and any and all other claims which may arise from materials provided by Advertiser and/or Advertiser's agent.

The Advertiser's exclusive remedy in the event the advertisement contains any errors shall be the correction of the error, without charge to the Advertiser, in the next issue of the newsletter. If there is an error in an advertisement appearing on the website, the remedy shall be the correction of the error, without charge to the Advertiser within 48 hours of notice from the Advertiser of the error.

The Publisher's liability under this contract shall be limited to the cost of the ad and under no circumstances will the Publisher be liable for any consequential, incidental, indirect, or special damages arising out of Green Lodging News' performance under this contract.

### **Publisher's Rights:**

Green Lodging News reserves the right in its sole discretion to reject paid advertising that it finds to be unprofessional, illegal, offensive, unethical and/or inappropriate for any reason. Advertiser also reserves the right to limit the length of any contract and the run of any individual ad in order to keep the website as "fresh" as possible.

Advertising that resembles editorial may be marked "Advertisement" by the Publisher at Publisher's sole discretion and without notice to Advertiser.

Advertising rates are subject to change at any time and are updated at least annually. The Publisher reserves the right to sell a maximum of two ads, in Website rotation, per ad spot.

In the case of multiple-ad contracts, the rates will remain as published at the time the signed contract was received by the Publisher.

### **Force Majeure & Excuse for Failure to Insert:**

The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement provided for herein because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, or any act of God, or any other cause beyond the control of the Publisher. In such event, the Advertiser shall have the option of having such advertisement inserted in a future issue of the Publication upon the terms and conditions contained herein or of having no charge made by the Publisher for such advertisement not inserted.

### **Guarantee of Circulation:**

Publisher will provide website visitor activity detail, tracked by a third party outside of the Green Lodging News website, upon request. Newsletter circulation, tracked by a third party outside of the Green Lodging News website but linked through the Green Lodging News website and newsletter, changes on a daily basis because of opt-ins, opt-outs, address changes, etc. The circulation number will be provided upon request.



## **Contract Terms and Conditions**

### **Late Advertisement Submission:**

If an advertiser neglects to submit advertising copy within a year of purchasing an ad(s), the advertiser agrees to forfeit the funds invested in the ad(s) to Green Lodging News.

### **Governing Law:**

This agreement shall be governed by the laws of the State of Ohio.

### **Section Titles:**

The headings herein are inserted as a matter of convenience only and do not define, limit or describe the scope of the agreement or the intent of the provisions hereof.

### **Binding Provisions:**

This Agreement is binding upon, and inures to the benefit of, all parties and their respective heirs, executors, administrators, personal and legal representatives, successors, and permitted assigns.

### **Jurisdiction and Venue:**

Any suit involving any dispute or matter arising under this agreement may only be brought in the courts of the State of Ohio, Cuyahoga County, or such other county where Green Lodging News may relocate its principal place of business. All parties hereby consent to the exercise of personal jurisdiction by any such court with respect to any such proceeding.

### **Terms:**

Common nouns and pronouns shall be deemed to refer to the masculine, feminine, neuter, singular, and plural, as the identity of the person may in the context require.

### **Severability of Provisions:**

Each provision of this agreement shall be considered severable; and if, for any reason, any provision or provisions herein are determined to be invalid and contrary to any existing or future law, such invalidity shall not impair the operation of or affect those portions of the agreement, which are valid.

### **Notice:**

Any and all notices to Publisher shall be sent to:

Publisher  
Green Lodging News  
20513 Brookstone Trail  
Middleburg Heights, OH 44130

Any and all notices to Advertiser shall be sent to the last known address for Advertiser unless Advertiser has an agent or advertising agency. In the event that Advertiser has an advertising agency or agent, notices sent to the advertising agency or agent shall constitute notice to the Advertiser.