



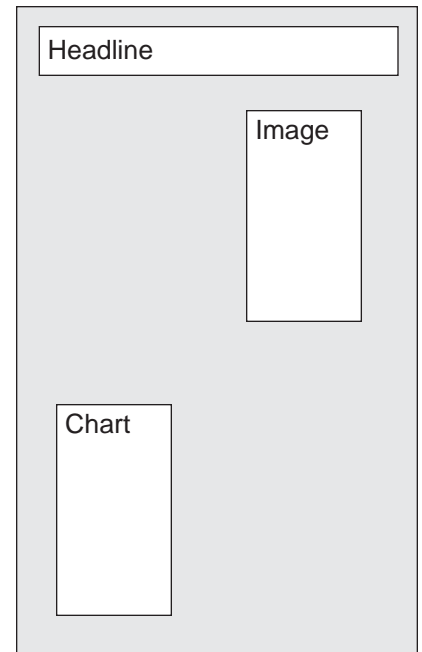
greenlodgingnews™
the lodging industry's leading environmental news source

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.*

*Rates on this page are "net."

Founding Sponsors Package:



On the 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.*