



## 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.

## Reprints:

Has your property or product been featured on Green Lodging News? If so and you would like to share the article with your company or customers in a higher-quality format, Green Lodging News will custom design a high-res PDF or one- or two-sided glossy printed piece for you.

### Reprint Criteria:

1. Reprint may include up to four images, some of which may not have appeared in the original article.
2. Reprint will include the Green Lodging News logo at the top and copyright information at the bottom.

Cost: \$150 per one-page PDF (\$200 for two sides.) Call (440) 243-2055 for a quote on a printed piece.

