



# green lodging news®

the lodging industry's leading environmental news source

## 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 \$550 (net). 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: \$375 (net).

## 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 (813) 510-3868 for more information.

