



# green lodging news®

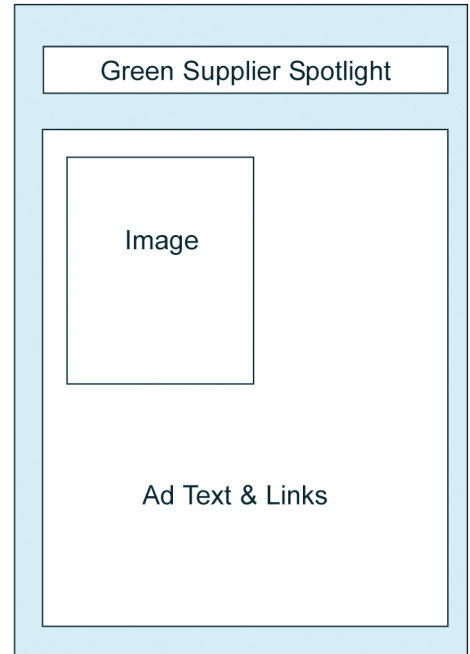
the lodging industry's leading environmental news source

## Green Supplier Spotlight:

Reach Green Lodging News' entire 25,000+ 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 \$650 (net), 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. E-mail blasts are also archived on the GLN website.



## 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 free sample or free analysis.
- 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 photos that best demonstrate 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 (813) 510-3868 today to learn more about Green Supplier Spotlight—the lodging industry's fastest way to reach environment-minded owners and operators.*