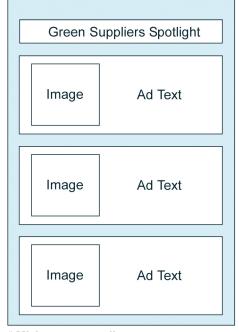
## **Green Suppliers Spotlight:**

Reach Green Lodging News' entire 21,800 + circulation list via the Green Suppliers Spotlight.\* This unique e-mail blast template allows your company to be spotlighted along with other suppliers in an HTML newsletter format. Green Suppliers Spotlight is e-mailed on Thursdays using the same service used to deliver the weekly Green Lodging News newsletter. For a price of \$200 per week, or \$675 per month, you can include the following:

- 1. Up to 100 words. Use Supplier Spotlight to highlight a special promotion, product or service, survey, or even attendance at an upcoming event.
- 2. One image 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 the e-mail blast and how many clicked through its links. A report will be provided to you summarizing activity.



\* Minimum two suppliers.

## 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 Suppliers 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 Suppliers 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 Suppliers Spotlight. Link to that page using links in Green Suppliers Spotlight.

Call (813) 510-3868 today to learn more about Green Suppliers Spotlight—the lodging industry's fastest way to reach environment-minded owners and operators.