



# green lodging news<sup>®</sup>

the lodging industry's leading environmental news source

## Green Suppliers Spotlight:

Reach Green Lodging News' entire 19,400+ 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.*

