greenlodgingnews®

the lodging industry's leading environmental news source

2027

Media Kit

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the lodging industry's leading environmental news source

Dear lodging industry supplier:

Hasek Communications, Odessa, Fla., is the publisher of Green Lodging News—the lodging industry's first electronic newsletter devoted solely to environment-related issues that impact profitability. The Monday e-newsletter that reaches 17,900+ is delivered to hotel owners, managers, executives, front-line employees, vendors, designers, architects, students, consultants and others throughout the industry. The newsletter has a corresponding website—*www.greenlodgingnews.com*—that is updated on a daily basis. The website currently attracts 60,000+ unique visitors monthly. Published on Wednesdays is an e-blast for one vendor called Green Supplier Spotlight. It reaches the same target audience as the newsletter. Published on Thursdays is an e-blast for multiple vendors called Green Suppliers Spotlight. It reaches the e-newsletter audience as well.

Green Lodging News covers the hottest issues impacting hotel operations in the following areas: wellness, energy management, HVAC, waste management, design, cleaning and maintenance, water conservation, lighting, appliances, green design and more. In addition to covering news events, Green Lodging News helps link buyers and sellers in a virtual green marketplace. Sponsorship opportunities are available only to those companies that offer products and services that enhance profitability through the wise use of energy and other natural resources. This qualification step makes Green Lodging News unique.

Green Lodging News is published and edited by Glenn Hasek, president of Hasek Communications. Hasek has more than 30 years of hospitality industry experience. He was one of the first writers in the industry to cover the environment on a consistent basis while working in several editorial positions with Hotel & Motel Management magazine.

Because Green Lodging News is a free publication, its success will depend on the amount of advertising it generates. On the following pages you will find detailed information that explains the à la carte menu of advertising options. Please give me a call after you have had a chance to look over the sponsorship/advertising information. I look forward to speaking with you soon.

Sincerely,

Glenn Hasek, Editor & Publisher
Green Lodging News
15301 Hidden Arbor Ct.
Odessa, FL 33556
greenlodgingnews@gmail.com
(813) 510-3868; M: (216) 702-0334

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Why Partner with Green Lodging News?

- Green Lodging News is published and edited by Glenn Hasek, a writer and consultant with more than 31 years of lodging industry experience—7.5 as an editor with Hotel & Motel Management magazine and more than 25 years as an industry consultant. Hasek first wrote about environment-related industry issues in 1991.
- Green Lodging News is the lodging industry's only website and blog to cover environment-related topics on a daily basis.
- The e-mail-based Green Lodging News newsletter is the lodging industry's only newsletter to cover environment-related topics on a weekly basis.
- Green Lodging News is operations oriented. Its primary goal is to provide hotel owners and operators with the knowledge they need to save money through wise (green) product and service selection.
- While Green Lodging News' intent is to be a for-profit publication, its goal is also to provide a service to the industry—to become a "go to" place for news and valuable information that encourages smart and responsible business practices.
- You will become part of a select group of companies that share the same goals and interests.
- By advertising in Green Lodging News, your company will have the opportunity to brand itself as one with a concern for the environment and sustainability—a significant public relations and marketing opportunity. Your company will also connect with hoteliers and others who want to buy your types of products.
- By becoming a Founding Sponsor, your company will have the opportunity to get discounted advertising rates and packages and benefit from logo placement on future Green Lodging News promotional materials.
- Green Lodging News is an affordable option for businesses that want to reach a highly targeted audience.
- Drive traffic to your website. Unlike a print publication, which cannot truly tell you how many persons have seen your ad, Green Lodging can tell you exactly how many different visitors have seen it.
- Green Lodging News is a gathering place for like-minded individuals who wish to impact the lodging industry and the environment in a positive way (whether operators, suppliers, academicians, students, etc.). This is done through online discussion—guest columns, blog, Twitter, Facebook, etc.
- The growing market for green products, escalating resource prices, increasing concerns about chemical sensitivities, air quality, and the desire to cut costs make the timing right.

Green Lodging News Newsletter Advertising Rates:

Green Lodging News, an HTML-based e-mail newsletter, is published each Monday throughout the year. Advertising opportunities include:

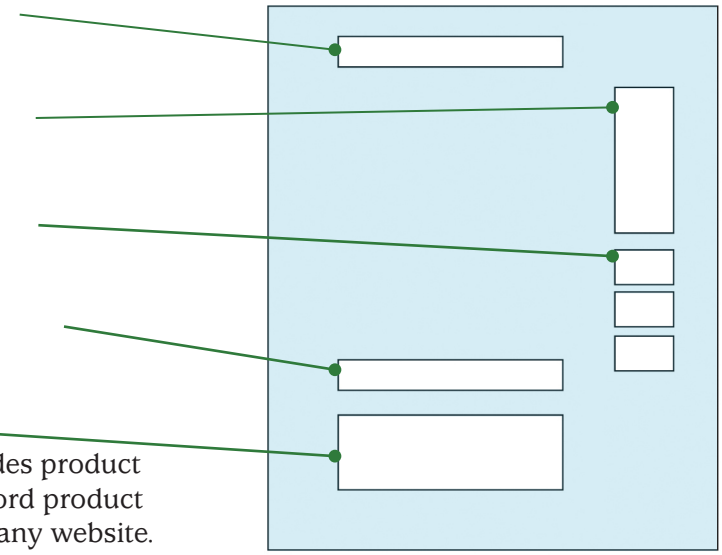
Top Banner Ad (468 X 60 pixels):
$650/month (four or five issues).

Skyscraper Ads (180 X 600 pixels):
$500/month (four or five issues)

Side Button Ads (180 X 150 pixels):
$450/month (four or five issues).

Second Banner Ad (468 X 60 pixels):
$500/month (four or five issues).

Featured Product Placement:
$500/month (four or five issues). Includes product image (about 120 X 140 pixels), 100-word product description, e-mail link & link to company website.



Payment plans available. Rates are "net."

Green Product & Service Directory:

Located at ***www.greenlodgingnews.com***, the Green Product & Service Directory is categorized by niche: e.g., Energy Management/Guestroom, Showerheads, etc. For an annual fee of $325, each company that places a listing will receive space for a logo (or other image) about 120 X 140 pixels in size, 100-word business description and link to the company's site. It is GLN's goal to make this directory the lodging industry's online "go to" place to find green products and services.

Water-Saving Faucet—Smithson Inc.

The Water-Saving Faucet from Smithson Inc. saves up to 10 gallons a day compared to comparable bathroom faucets. The secret lies in the advanced water-restricting technology inside the faucet. No water pressure is compromised with this Water-Saving Faucet from Smithson Inc.

Smithson Inc. **E-mail for Details.**

Sample Directory Ad

green lodging news®
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Green Lodging News Website Advertising Rates:

Advertising opportunities include:**

Top Banner Ad Position (728 X 90 pixels):
Home page & throughout site: $750/month.

Two Side Box Ad Positions (300 X 150 pixels):
Home page only: $600/month.

Skyscraper Ad Position (180 X 600 pixels):
Home page: $675/month.

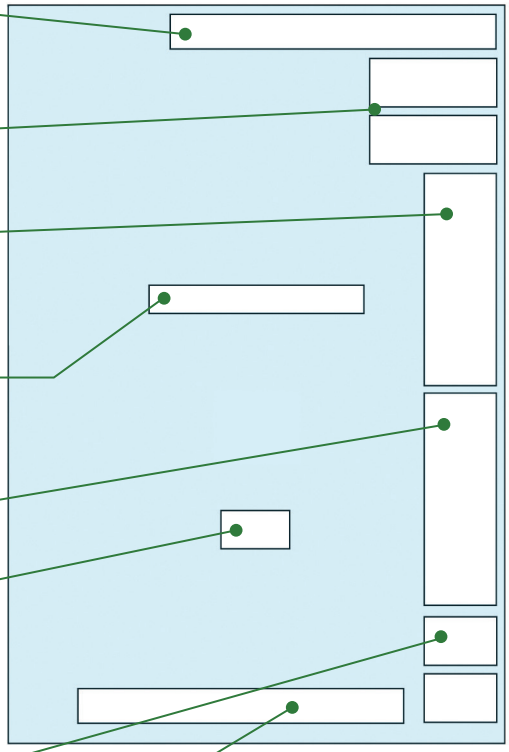
Banner Ad Position No. 2 (468 X 60 pixels):
Home page: $525/month.

Skyscraper Ad Position No. 2 (180 X 600 pixels):
Home page: $525/month.

Featured Product Placement:
Home page: $500/month. Includes product image (120 X 140 pixels), 85-word product description, link to company website and e-mail link.

Button Ad Position (180 X 150 pixels):
Home page: $450/month.

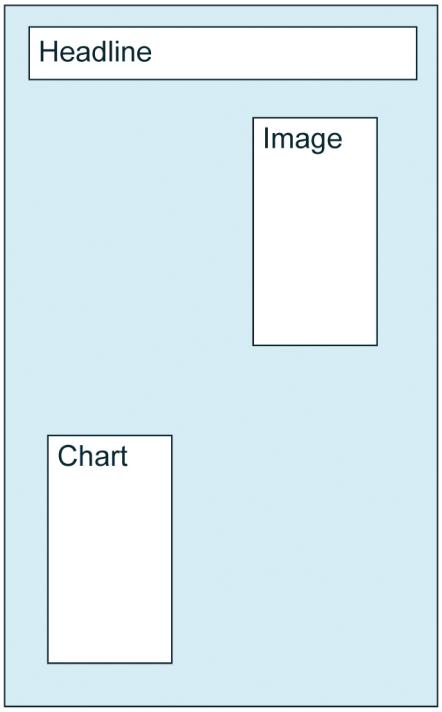
Bottom Banner Ad Position (728 X 90 pixels):
Home page: $450/month.



**Multi-page and multi-month packages available. Payment plans also available. Maximum of three companies per ad position. Rates on this page are "net."

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. Be sure to ask about our case study writing services.



Case Study Criteria:

1. Approximately 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: $375/year.* *Rates on this page are "net."

Founding Sponsors:

It was more than 20 years ago that Hasek Communications L.L.C. founded Green Lodging News. Along the way there have been many companies that have earned Founding Sponsor status by supporting Green Lodging News with their ad buying. For 2026/2027, Green Lodging News will continue its Founding Sponsorship program with three tiers: Gold, Silver and Bronze. Each tier has its own set of benefits. All Founding Sponsors get their own website page in the Founding Sponsors section for the life of the site and benefit from ad buying discounts, editorial coverage on the website and in the weekly e-newsletter, and social media exposure.

These industry leaders are making a positive impact not only on the way hoteliers operate their businesses, but also on the overall environment as well. Contact them to let them know you saw them here at Green Lodging News. To become a Founding Sponsor, contact Glenn Hasek, publisher, at (813) 510-3868, or by e-mail at *greenlodgingnews@gmail.com*.

Gold Level Benefits ($7,500 in ad purchases/year):

1. Page in Founding Sponsors section.
2. Choice of website, e-newsletter and/or Green Supplier Spotlight ads totaling $7,500.
3. Free Green Supplier Spotlight e-blast ($650 value).
4. Editorial Founding Sponsorship announcement on the website, weekly e-newsletter, Publisher's Point of View column.
5. Social media blast to more than 3,000 Twitter/Facebook/LinkedIn followers.

Silver Level Benefits: ($5,000 in ad purchases/year)

1. Page in Founding Sponsors section.
2. Choice of website, e-newsletter and/or Green Supplier Spotlight ads totaling $5,000.
3. Free Green Product & Service Directory ad for one year ($325 value).
4. Editorial Founding Sponsorship announcement on the website, weekly e-newsletter, Publisher's Point of View column.
5. Social media blast to more than 3,000 Twitter/Facebook/LinkedIn followers.

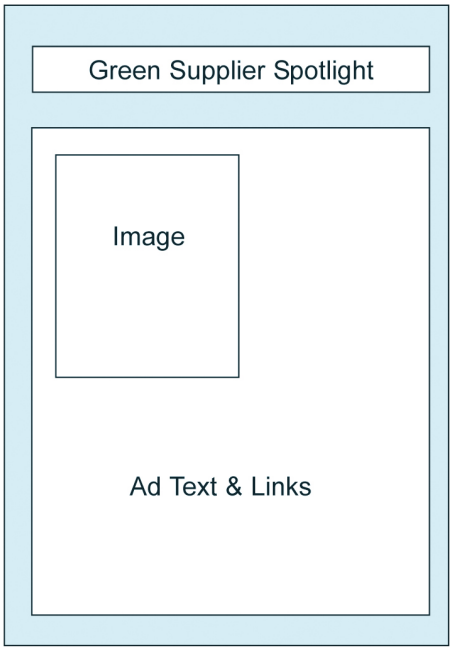
Bronze Level Benefits: ($2,500 in ad purchases/year)

1. Page in Founding Sponsors section.
2. Editorial Founding Sponsorship announcement on the website, weekly e-newsletter, Publisher's Point of View column.
3. Social media blast to more than 3,000 Twitter/Facebook/LinkedIn followers.

Green Supplier Spotlight:

Reach Green Lodging News' entire 17,900 + 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.

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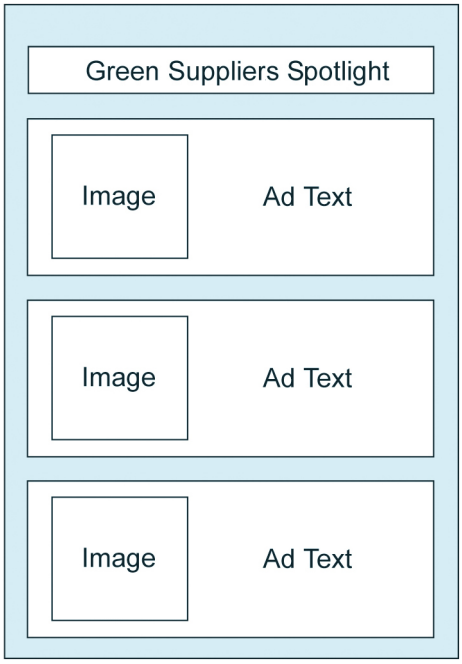
Green Suppliers Spotlight:

Reach Green Lodging News' entire 17,900 + 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 $700 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. 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 the e-mail blast and how many clicked through its links. A report will be provided to you summarizing activity.

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.
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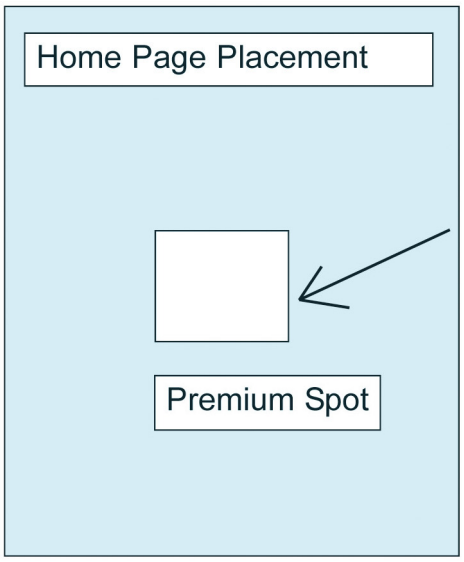
- Include a photo that best demonstrates the features of your product or service.
- Utilize Green Suppliers Spotlight as a vehicle to distribute a press release.
- Create a landing page on your website customized to the special deal you are offering via Green Suppliers Spotlight. Link to that page using 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.

Vendor Videos:

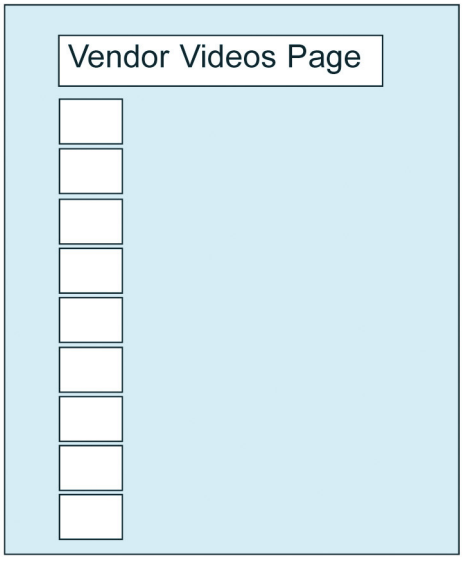
The beauty of online advertising is that you can convey your marketing message in a variety of ways. There is no better way to get your message across to potential buyers than through video.

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 $500 (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* 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.

Ad Specifications

Banners:

- 728 X 90 or 468 X 60 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

Side Box Ads:

- 300 X 150 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

Skyscraper Ads:

- 180 X 600 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

Button Ads:

- 180 X 150 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

Website & Newsletter Featured Product Ads:

- 120 X 140 pixels image—50k, jpeg or GIF, 100-word business description that includes phone and e-mail address, and link to company website.

Green Product & Service Directory:

- 120 X 140 pixels image, 50k—jpeg or GIF image, 100-word business description that includes phone and e-mail address, and link to company website.

Ad design assistance available!

Send all ad materials to *greenlodgingnews@gmail.com*.

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Insertion Order

Client Information: **Today's Date:** _____

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact name: _____ E-mail: _____

Telephone: _____ Fax: _____

Agency Information: Bill agency or client? _____

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact name: _____ E-mail: _____

Telephone: _____ Fax: _____

Web Address to Link Ad to: _____

Online Program	Start, End Date	Rate
Newsletter Top Banner		
Newsletter Banner #2		
Newsletter Button/Skyscr.		
Newsletter Featured Product		
Website Banner/Side Box		
Website Skyscraper		
Website Button/Vendor Video		
Website F. Product		
Case Study/S. Spotlight		
Product & Service Directory		
		Total:

Maximum three ads in rotation per website ad slot.

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Advertising Contract

Per the attached Insertion Order, _____
(name of company, hereinafter referred to as Advertiser) and Green Lodging News *(hereinafter referred to as Publisher)* in consideration of the promises made herein and intending to be legally bound, agree as follows:

The Advertiser agrees to utilize and the Publisher agrees to provide ad space in the GLN ❑ newsletter, ❑ Supplier Spotlight, and/or ❑ website subject to the terms and conditions of this Agreement and as described in the attached Insertion Order. The total rate for the advertisements (also known as the Program Total rate) is $ _____ .

To protect ad spot(s), full payment for advertisement(s) must be received **within two weeks** of date below. Make payment *(check)* to: **Green Lodging News.**

This agreement must be signed and returned to Glenn Hasek, publisher and editor of Green Lodging News, via e-mail, fax, or U.S. mail.

A signed copy of this agreement will be returned to you.

_____ _____
Accepted for Green Lodging News: Date

_____ _____
Accepted for Advertiser/Client:* Date

*Ten percent commission given to agencies upon payment receipt.
Credit cards and checks accepted.

Mail check to:
Green Lodging News
15301 Hidden Arbor Ct.
Odessa, FL 33556-3157

Got questions?

Contact Glenn Hasek, Publisher and Editor
Phone: (813) 510-3868; Cell: (216) 702-0334
E-mail: *greenlodgingnews@gmail.com*

Thank you for advertising in Green Lodging News!

See Contract Terms and Conditions on following pages.

Contract Terms and Conditions

Payments:

Any and all taxes and fees shall be billed to the Advertiser and the Advertiser is solely and fully liable for the payment of any tax. The Advertiser agrees and acknowledges that Advertiser remains liable under this contract and that payment by the Advertiser through an advertising agent/agency or third party does not constitute proper payment as per the terms of this agreement until said payment is actually received and accepted by Publisher.

Commission:

The cost includes an amount which can be used to pay a commission of 10 percent to an advertising agency, which at the option of the Advertiser and upon written request, the Publisher shall pay directly to any designated agency.

Taxes, Credit Card Payments:

Any and all taxes shall be billed to the Advertiser and the Advertiser is solely and fully liable for the payment of any tax. Publisher reserves right to limit amount chargeable by credit card.

Ad Insertion:

The Advertiser shall submit all advertising copy to the Publisher at least seven days prior to each date it is to be inserted in the Publication.

Alterations to ads must be made in writing, and must be received by the Publisher before the submission deadline. Publisher reserves right to adjust ad sizes to coordinate with final newsletter & website design. Advertisers are strongly encouraged to update ads every two to three months.

Failure to Submit on Time, Alterations or Cancellations:

If Advertiser does not submit advertising copy in time for the beginning date appearing on the Insertion Order, Advertiser will forfeit each day missed. The Publisher shall also have the option of inserting any copy previously used by the Advertiser or of declining to publish any advertisement for the Advertiser. Cancellations can only be accepted in writing, and must be received by the Publisher before the submission deadline. If a cancellation is received prior to the first insertion, the Advertiser is responsible for 50 percent of the first ad's price and 25 percent of the price of all subsequent ads that are part of the contract.

If a cancellation is received after the first insertion, the Advertiser is responsible for 100% of the charge for all prior insertions at the full rate for that number of insertions irrespective of how many insertions had originally been ordered by the Advertiser and is further responsible for 25% of the ad price for the remaining insertions if said insertions are not placed.

Upon cancellation, an ad program will not be repeatable at a future time unless a new contract is signed.

Liability, Indemnification, Errors and Omissions:

All advertisements are accepted and published by the Publisher upon the presentation that the Advertiser and/or agency are authorized to publish the entire contents and subject matter therein. Advertisers and their agency or agencies assume all liability for all content, including text, representation, graphics, videos and illustrations of advertisements.

Contract Terms and Conditions

In consideration of the Publisher's acceptance of such advertisements, the agency and/or Advertiser jointly and severally agree to indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits from defamation, libel, violation of privacy, plagiarism, copyright and any and all other claims which may arise from materials provided by Advertiser and/or Advertiser's agent.

The Advertiser's exclusive remedy in the event the advertisement contains any errors shall be the correction of the error, without charge to the Advertiser, in the next issue of the newsletter. If there is an error in an advertisement appearing on the website, the remedy shall be the correction of the error, without charge to the Advertiser within 48 hours of notice from the Advertiser of the error.

The Publisher's liability under this contract shall be limited to the cost of the ad and under no circumstances will the Publisher be liable for any consequential, incidental, indirect, or special damages arising out of Green Lodging News' performance under this contract.

Publisher's Rights:

Green Lodging News reserves the right in its sole discretion to reject paid advertising that it finds to be unprofessional, illegal, offensive, unethical and/or inappropriate for any reason. Advertiser also reserves the right to limit the length of any contract and the run of any individual ad in order to keep the website as "fresh" as possible.

Advertising that resembles editorial may be marked "Advertisement" by the Publisher at Publisher's sole discretion and without notice to Advertiser. Advertising rates are subject to change at any time and are updated at least annually. The Publisher reserves the right to sell a maximum of two ads, in Website rotation, per ad spot. In the case of multiple-ad contracts, the rates will remain as published at the time the signed contract was received by the Publisher.

Force Majeure & Excuse for Failure to Insert:

The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement provided for herein because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, or any act of God, or any other cause beyond the control of the Publisher. In such event, the Advertiser shall have the option of having such advertisement inserted in a future issue of the Publication upon the terms and conditions contained herein or of having no charge made by the Publisher for such advertisement not inserted.

Guarantee of Circulation:

Publisher will provide website visitor activity detail, tracked by a third party outside of the Green Lodging News website, upon request. Newsletter circulation, tracked by a third party outside of the Green Lodging News website but linked through the Green Lodging News website and newsletter, changes on a daily basis because of opt-ins, opt-outs, address changes, etc. The circulation number will be provided upon request.

Contract Terms and Conditions

Late Advertisement Submission:
If an advertiser neglects to submit advertising copy within a year of purchasing an ad(s), the advertiser agrees to forfeit the funds invested in the ad(s) to Green Lodging News.

Governing Law:
This agreement shall be governed by the laws of the State of Ohio.

Section Titles:
The headings herein are inserted as a matter of convenience only and do not define, limit or describe the scope of the agreement or the intent of the provisions hereof.

Binding Provisions:
This Agreement is binding upon, and inures to the benefit of, all parties and their respective heirs, executors, administrators, personal and legal representatives, successors, and permitted assigns.

Jurisdiction and Venue:
Any suit involving any dispute or matter arising under this agreement may only be brought in the courts of the State of Ohio, Cuyahoga County, or such other county where Green Lodging News may relocate its principal place of business. All parties hereby consent to the exercise of personal jurisdiction by any such court with respect to any such proceeding.

Terms:
Common nouns and pronouns shall be deemed to refer to the masculine, feminine, neuter, singular, and plural, as the identity of the person may in the context require.

Severability of Provisions:
Each provision of this agreement shall be considered severable; and if, for any reason, any provision or provisions herein are determined to be invalid and contrary to any existing or future law, such invalidity shall not impair the operation of or affect those portions of the agreement, which are valid.

Notice:
Any and all notices to Publisher shall be sent to:

Publisher
Green Lodging News
15301 Hidden Arbor Ct.
Odessa, FL 33556-3157

Any and all notices to Advertiser shall be sent to the last known address for Advertiser unless Advertiser has an agent or advertising agency. In the event that Advertiser has an advertising agency or agent, notices sent to the advertising agency or agent shall constitute notice to the Advertiser.