

E-NEWSLETTER LISTING

The e-newsletter is a monthly email that includes multiple partners and is distributed across the Internova Travel Group agencies. The listing will be in the Month's Highlights section and can spotlight the brand or property's current promotion, news & announcements, and more.

Required Information

Please provide the following information for an e-newsletter listing.

- **Hotel name** or brand and **location** (only 1 property and/or brand allowed)
- **Imagery:**
 - 1 high resolution image
 - JPG format
 - No copy allowed on image
- **Content:**
 - Headline – up to 30 characters
 - Body copy – **Maximum of 300 characters** (includes spaces)
Suggested topics include promotions, spotlight a property, property renovations, new openings, restaurants, spas, or events.

Desired Call-to-action

- **Option 1:** Landing page on the Internova Travel website
- **Option 2:** Promotional offer on the Internova Travel website
If providing an offer, it must be loaded to the GDS program's rate codes, combinable with the program's benefits and uploaded to the Promotion Management Tool located on the Partner Portal RFP site. Please consult with your property's RFP contact to upload promotions via the Internova RFP site.
- **Option 3:** Advisor-facing PDF
 - PDF Requirements (*optional*)
 1. File size must be under 1MB or URL, no limit on text or photos, style is up to the partner.
 2. PDF must include the program's logo on it.

Disclosure: It is the partner's responsibility to submit the information on or before the deadline provided in your marketing plan to hotelmarketing@internova.com.