



Hotels & Resorts | INTERNOVA

Last Minute Offers E-Newsletter Specs

LINE SPECS

- Hotel/Brand name and location
- Text: **20-word count**

1. Headline
2. Offer-oriented Body: Copy, advisor-facing.

- **Desired Call-to-action:**

- a. Option 1: Promotion landing page on the Internova Travel website advisor view

If providing an offer, it must be loaded to the Internova CURATED program rate codes, combinable with the Internova CURATED program amenities and uploaded to the Promotion Management Tool internovapartnerportal.com. Contact hotelmarketing@internova.com with any questions regarding login details.

- b. Option 2: Property web page, advisor-only access
- c. Option 3: Advisor-facing PDF

- i. **PDF Requirements (mandatory)**

1. File size must be under 1MB with no limit on text or photos, style is at your discretion.
2. PDF should include the Internova CURATED Hotels & Resorts program logo.
3. Call-to-action should read: Book via the Internova CURATED program rate codes, non-GDS users can contact xxx and ask for the Internova CURATED program rates and amenities.

Disclosure: It is the partner's responsibility to submit the information on or before the deadline provided in your marketing plan to your marketing account manager to be eligible for insertion.