

## HOME PAGE FEATURED VIDEO

The video will be embedded on:

- Homepage of the InternovaTravel.com, accessible to both consumers and advisors.
- Hotel Daily accessible to advisors via intranet.

### Required Information

Please provide the following information for a home page featured video.

- **Video:**
  - MP4 format
  - Video must have audio
  - Video must be fully edited, consumer-friendly content
  - Orientation – Landscape mode
  - Duration – up to 40 seconds

*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](mailto:hotelmarketing@internova.com).



## SPOTLIGHT ARTICLE

Capture attention and boost visibility across two key audiences, reaching both Internova travel advisors and consumers. This piece will be featured on InternovaTravel.com and within the private social media group for Internova travel advisors. The article will be written by Internova Travel Group copy writer. The article will be crafted by an Internova Travel Group copywriter, with all content subject to final approval by Internova.

### Required Information

Provide the following information for a spotlight article. Please allow 2 weeks for the draft of the copy. Note that Internova has final approval over both the text and image usage.

- **Content:** Must provide article content or key points to focus on.
- **Images:**
  - 4-6 images
  - JPG format
  - Maximum 2MB

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## 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](mailto:hotelmarketing@internova.com).

## SOCIAL MEDIA POST

The social media post quickly connects you to our private Facebook group for Internova Travel Group advisors, providing easy and efficient access. Please note that Internova has final approval on content submitted to the page.

### Required Information

Please provide the following information for a social media post.

- **Content:** Must provide copy or key points to focus on in the social media post.
- **Must choose EITHER video or images:**
  - Video Specs:
    - MP4 format
    - Video must be fully edited (audio included)
    - Content can be consumer-facing or advisor-facing
    - Orientation – Portrait mode
    - Duration – up to 60 seconds
  - Image Specs:
    - 4-8 images
    - JPG format
    - Maximum 2MB

*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](mailto:hotelmarketing@internova.com).



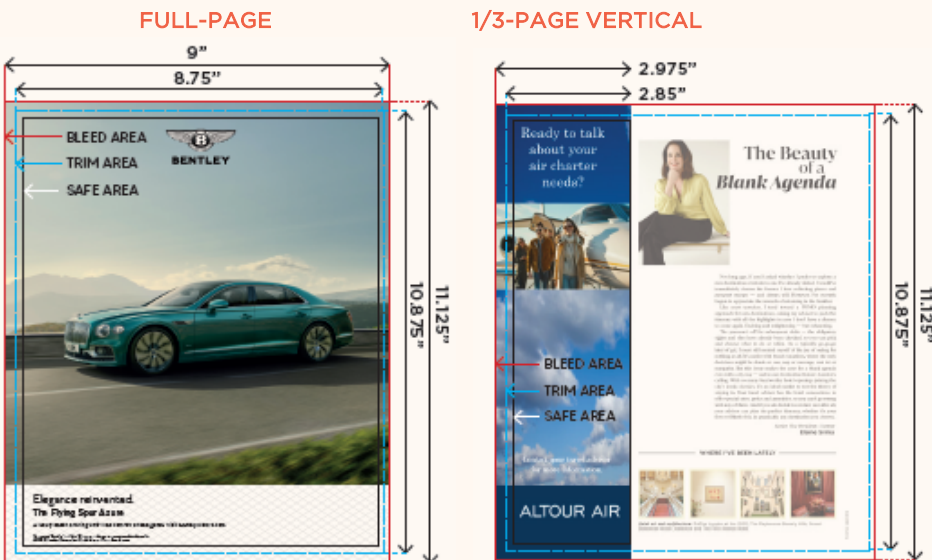
# OLTRE

## PRINT ADVERTISING SPECIFICATIONS

AD SIZE	TRIM	BLEED
2-Page Spread	17.5" x 10.875"	17.75" x 11.125"
Full-Page	8.75" x 10.875"	9" x 11.125"
1/3-Page Vertical	2.85" x 10.875"	2.975" x 11.125"

### SAFE AREA:

All live matter must be a minimum of .375" from trim on all four sides



### PRODUCTION CONTACT:

[PRODUCTION@OLTREMAG.COM](mailto:PRODUCTION@OLTREMAG.COM)

### FILE TRANSMISSION:

Upload PDF/X1A files to our ad portal:

[OLTRE Ad Submission](#)

### PREFERRED MATERIALS:

PDX/X1A (4-color composite) files

For instructions on how to create a PDF/X1A file: [OLTRE PDF-X1A File Prep Instructions](#)

### FILE SPECIFICATIONS & GUIDELINES:

- All fonts and artwork must be included/ embedded
- Image resolution is 300 dpi
- CMYK** or **Greyscale** only. RGB elements must be converted to CMYK.
- Spread Ads – keep all live matter .375" away from all trim and .75" away from inside gutter to prevent text from getting cut off
- Quark, Adobe InDesign, Adobe Illustrator, and PageMaker files will not be accepted
- Please note: OLTRE uses virtual proofing and does not accept hard copy proofs. OLTRE does not make any changes to ads or files

### DESIGN REQUIREMENTS:

- No trade ads or ads with promotional offers accepted
- Advertising may not list company contact or direct booking information including websites, email addresses and phone numbers
- Advertising with the Global Travel Collection, Travel Leaders Network or Internova Travel Group logo will not be accepted
- Included call-to-action may not reference agency but may refer reader to contact a **travel advisor** or **travel professional** for more information
- OLTRE assumes images, logos, and copy included in advertising creative are owned or licensed by the Advertiser and accepts no responsibility in case of artist legal action

# OLTRE

## PRINT ADVERTISING SPECIFICATIONS

1/4 -PAGE SHARED ADVERTORIAL (available to Internova SELECT and CURATED Hotel and Resort Partners only)

Please submit the following assets to our ad portal: [OLTRE Ad Submission](#)

- 3-5 Images
  - Combination of portrait and landscape orientation
  - Minimum 1920\*1080 - 300 dpi image resolution
  - Please note: OLTRE assumes images submitted are owned or licensed by the Advertiser and accepts no responsibility in case of artist legal action
- Maximum of 3 Copy Points
  - Copy length is standardized at up to 50 words including property name and location
  - Copy will be written by OLTRE's copywriter – do not send pre-written copy block
  - No trade or promotional offers accepted
  - Copy will not list Advertiser's logo or direct booking information including website, email address or phone number

PRODUCTION CONTACT: [PRODUCTION@OLTREMAG.COM](mailto:PRODUCTION@OLTREMAG.COM)

### ADVERTISEMENT

#### Featured SELECT and CURATED Hotels & Resorts by Internova



Matild Palace, A Luxury Collection Hotel

##### BUDAPEST, HUNGARY

Originally a palace completed in 1902, it created an entrance to Pest as one crosses the Elisabeth Bridge from Buda. Now, renovated as the Matild Palace, a Luxury Collection Hotel, located halfway between the Central Market Hall and St. Stephen's Basilica, guests enjoy Budapest's cultural richness in luxurious comfort.



Pristine El Calafate Luxury Camp

##### SANTA CRUZ, ARGENTINA

This ecolodge is 75 minutes from El Calafate, the gateway to Patagonia. The property consists of six widely spaced Premium Domes set on a private estancia surrounded by a portion of Los Glaciares National Park. The boho-styled lodgings have triangular windows that frame breathtaking views of the Perito Moreno Glacier.



Carlton Cannes, A Regent Hotel

##### CANNES, FRANCE

In March, the scaffolding was removed from the iconic Carlton to usher in a new era for this grande dame. Built in 1911, the hotel boasts a storied — and star-studded — past as a major filming location. The Carlton is set apart by its genial and welcoming staff delivering exceptional service with generosity and grace.



Rosewood Vienna

##### VIENNA, AUSTRIA

Housed within a former bank showcasing a neoclassical façade, the 99-room Rosewood Vienna waltzed its way into town in August 2022. You will love the drink trolley and the walnut and gray-marble bar area generously stocked with ready-made cocktails, set beside elegant cut-crystal tumblers, perfect for sipping in style.

Your travel advisor has the connections to secure special rates, perks and amenities for these SELECT and CURATED Hotels & Resorts by Internova.