

SELECT

Hotels & Resorts | INTERNOVA

INDIVIDUAL PARTNER EMAIL

Individual partner emails go out to Internova Travel Group's entire network of advisors. Submissions must contain advisor messaging, such as upcoming offer details, property update, training, etc.

Required information to be provided by Partner.

Mandatory information

- 3 – 6 pictures, Minimum 700 pixels wide, no copy is allowed on images
- .eps logo file
- Hotel name or Brand and location
- Text
 1. **Subject line: 50 characters**
 2. **Headline: 50 characters**
 3. **Body copy: Maximum of 600 characters with spaces**
 - a. Suggested topics:
 - i. Promotions
 - ii. Spotlight a property, new renovations & openings, updates, new experiences, etc.
 - iii. Events

Desired call-to-action:

- Option 1: Landing page on the Internova Travel Website
- Option 2: Promotional offer on the Internova Travel Website
 - a. *If providing an offer, it must be loaded to the SELECT rate codes, combinable with the SELECT amenities and uploaded to the Promotion Management Tool internovapartnerportal.com. Contact hotelmktg@internova.com with any questions regarding login details.*
- Option 3: Advisor-facing PDF
 - a. **PDF Requirements (optional)**
 1. File size must be under 1MB or URL, no limit on text or photos, style is up to you.
 2. PDF should include SELECT Hotels & Resorts program logo.
 3. Call to action should read – *Book via the SELECT rate codes, non-GDS users can contact xxx and ask for the SELECT rates and amenities.*

Disclosure: It is the customer'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.