

## E-NEWSLETTER MIDDLE FEATURE

The e-newsletter is a monthly email featuring contributions from various partners and is sent out across Internova Travel Group agencies. The feature will be prominently placed in the middle of the Month's Highlights section and will enjoy a larger space allocation of space.

### Required Information

Please provide the following information for an e-newsletter middle feature.

- **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

*Note: Offers 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 1:** Promotional offer on the Internova Travel website
- **Option 2:** 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).