

MULTI-PROPERTY BRAND EMAIL

Multi-property brand emails are deployed across the Internova Travel Group agencies. Assets must include advisor-focused messaging, such as details on upcoming offers, property updates, training sessions, and more. Each email may spotlight up to four properties within the same brand.

Required Information

Please provide the following information for an individual partner email.

- **Logo** in .EPS format
- **Property name** or brand and **locations** should be clearly included.
- **Imagery:**
 - 1-3 images per property
 - minimum 700 pixels wide
 - No copy allowed on images
- **Content:**
 - Subject line – up to 50 characters
 - Pre-header text – up to 60 characters
 - Body headline – up to 50 characters
 - Body copy – **Maximum of 600 characters** (includes spaces)
Suggested topics include promotions, spotlight a property, new renovations & openings, updates, new experiences, or events.

Desired Call-to-action

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 or landing page.
- **Option 2:** Advisor-facing PDF or PDF Requirements (optional)
 - File size must be under 1MB or URL, no limit on text or photos, style is up to the partner.
 - 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 hotelmktg@internova.com.