

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.



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

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.



INDIVIDUAL PARTNER EMAIL

Individual partner emails are deployed across the Internova Travel Group agencies. The assets must include advisor messaging, such as details on upcoming offers, property updates, training sessions, and more.

Required Information

Please provide the following information for an individual partner email.

- **Logo** in .EPS format
- **Property name** or brand and **location**
- **Imagery:**
 - 1-3 images
 - minimum 700 pixels wide
 - No copy allowed on images
- **Content:**
 - Subject line – up to 50 characters
 - Pre-header text – up to 100 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

- **Option 1:** Property 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.

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.

HOTEL DAILY FEATURE BANNER AD

The Hotel Daily is the go-to resource for Internova Travel Group advisors, offering a centralized hub for hotel and in-country partner information. The assets should cater to advisors, highlighting promotional offers, product details, training resources, and more.

Required Information

Please provide the following information for a Hotel Daily feature banner ad.

- **Artwork:**
 - 635 wide x 468 high in pixels
 - JPG format
- **Offer:** Any offers must be bookable through the full 30-day period the ad is live
- **Content:** Must be advisor-facing and call-to-action must be to book via the appropriate hotel program

Mandatory Call-to-action

- **Option 1:** Advisor-facing URL
Example: Internova Travel Website property profile page
- **Option 2:** Advisor-facing PDF
 - PDF Requirements
 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 hotelmktg@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.

