

E-NEWSLETTER MIDDLE FEATURE

The e-newsletter is a monthly email that includes multiple partners and is distributed across the Internova Travel Group agencies. The middle featured property is prominently showcased in the middle of the newsletter, receiving a larger allocation of space.

Required Information

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

- **Property Name** or **Brand** and their **location** (only 1 property and/or brand allowed)
- **Imagery:**
 - 450 wide x 372 high in pixels
 - JPG format
 - No copy allowed on image
- **Content:**
 - Body headline – up to 30 characters
 - Body copy – **Maximum of 350 characters** (includes spaces)
Suggested topics include promotions, spotlight a property, property renovations, new openings, restaurants, spas, 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.
- **Option 3:** Video hosted on Internova's Vimeo account.

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.