

NEW OPENINGS PACKAGE

2025 MARKETING SPECIFICATIONS

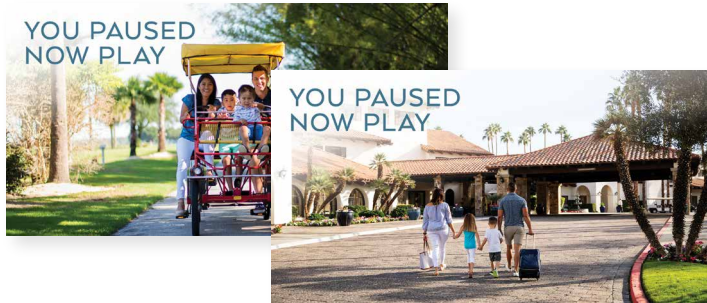
DUE DATE

One month prior to run date

OVERVIEW

This new openings package was created to assist preferred suppliers with building excitement and recognition of their new product, whether it's a new brand launch, new hotel, new loyalty program, etc.

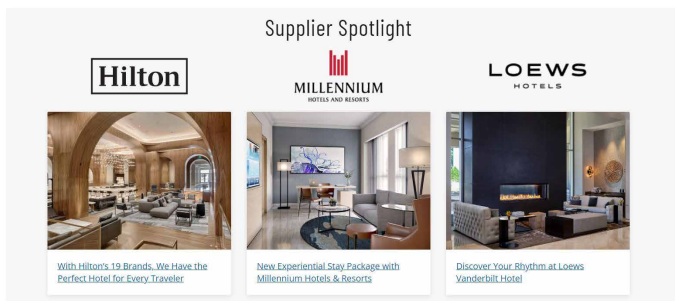
Social Media Package



Exclusive Scoop



Supplier Spotlight Ad



AGENT'S EDGE SUPPLIER SPOTLIGHT 2025 MARKETING SPECIFICATIONS

OVERVIEW

The Supplier Spotlight links from the home page to its own landing page (hosted on our site) with logo, three photos, and full details. These ads also have a dedicated 'Supplier Spotlight' link from the menu bar for maximum visibility.

SPECS

- Vector Logo
- Photos (JPG/PNG): One (1) Banner Image (1920 x 960 px, <450k), three (3) small photos (900x675 px, <400k) **AND** one (1) wide photo (900x400 px, <400k)
- Copy: Title plus maximum of 250 words - recommend to promote an offer, discount, etc.
 - Copy must include a call-to-action: Book chain code [XX] using the TSA rate code in the GDS or the TRAVELSAVERS rates in tripXpress.
- SEE AD KEY FOR MORE SPEC DETAIL ON PAGE 8

There should be **no** copy or logos on the photos. No renderings, please.

Supplier Spotlight



[With Hilton's 19 Brands, We Have the Perfect Hotel for Every Traveler](#)



[New Experiential Stay Package with Millennium Hotels & Resorts](#)



[Discover Your Rhythm at Loews Vanderbilt Hotel](#)

SOCIAL MEDIA PACKAGE

2025 MARKETING SPECIFICATIONS

OVERVIEW

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 1,435 advisors in our closed Facebook groups.

Please provide a total of 4 posts and/or videos to be shared once per week for the duration of the social media campaign.

POST

- Image: 1200 px (w) x 633 px (h)
- Resolution: 72 dpi
- Text: Keep the exclusive offer short and to the point. (50 words max)
- Send terms and conditions with the exclusive offer above. (200 words max)
- File Format: jpg



VIDEOS

- Do not submit video links from YouTube, the only acceptable video link is from Vimeo

Submitting Video Files:

- Videos should be 5 min or less
- Acceptable video file extensions are: .wmv, .mov, .mp4, .avi

Video Content:

- New Hotel/Property
- Hotel relaunch/renovations
- Brand/Loyalty Program videos
- Any promotional video

EXCLUSIVE SCOOP

2025 MARKETING SPECIFICATIONS

DUE DATE

Two weeks prior to run date

OVERVIEW

Stand-alone email distribution featuring your product i.e., current promotions, training opportunities, and supplier updates. Clickable (hyper-link) through to full promotional details. Your call-to-action is tagged with all hotel offers. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.

Copy must include a call-to-action: Book chain code [XX] using the TSA rate code in the GDS or the TRAVELSAVERS rates in tripXpress.

AD DIMENSIONS

Ad Size	Width	Height	Resolution	File Type
Exclusive Ad	600 px	650 px or more	72 dpi	GIF, JPG



The advertisement is a vertical banner. At the top, it features the text "Exclusive SCOOP" in a large, white, serif font, with "by TRAVELSAVERS" in a smaller, blue, sans-serif font below it. Below this is a blue horizontal band with the "IHG REWARDS" logo in white. The main body of the ad is a photograph of a modern hotel lobby with blue and white decor, including a large chandelier and a patterned rug. At the bottom, the text "Fast Track Your Status" is displayed in a bold, black, sans-serif font. Below this, there is a block of text explaining the promotion: "Travel is back on and there has never been a better time to be a member. For business, leisure, and everything in between, enhance every stay and earn Elite status in less time across all 17 brands within the IHG® Hotels & Resorts family. Register now until March 12, 2022, to earn Platinum Elite status in just 5 nights. Platinum Elite members enjoy exclusive benefits such as complimentary room upgrades, extended check-out, and 50% bonus points. Book using TRAVELSAVERS rate code TSA in the GDS." At the very bottom, there is a black button with the text "Register Today" in white.

Exclusive
SCOOP
by TRAVELSAVERS

IHG
REWARDS

Hotel Indigo Baltimore Downtown

Fast Track Your Status

Travel is back on and there has never been a better time to be a member. For business, leisure, and everything in between, enhance every stay and earn Elite status in less time across all 17 brands within the IHG® Hotels & Resorts family.

Register now until March 12, 2022, to earn Platinum Elite status in just 5 nights. Platinum Elite members enjoy exclusive benefits such as complimentary room upgrades, extended check-out, and 50% bonus points.

Book using TRAVELSAVERS rate code TSA in the GDS.

Register Today