

NEWLY RENOVATED HOTEL PACKAGE

2025 MARKETING SPECIFICATIONS

DUE DATE

One month prior to run date

OVERVIEW

This newly renovated hotel package was created to assist preferred hotel suppliers with their relaunch efforts. After spending all of the time, money and resources on major changes to your hotel, it's extremely important to get the word out to our advisors.

Social Media Package



Supplier Spotlight Ad



Supplier Scoop Preferred 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



CELEBRATE THE NEW YEAR
WITH HILTON



LEARN MORE ABOUT THE
UNBOUND COLLECTION BY HYATT



RED LION HOTELS OFFERS
HOTELS FOR EVERY TRAVELER

2 SUPPLIER SCOOP PREFERRED ADS

2025 MARKETING SPECIFICATIONS

OVERVIEW

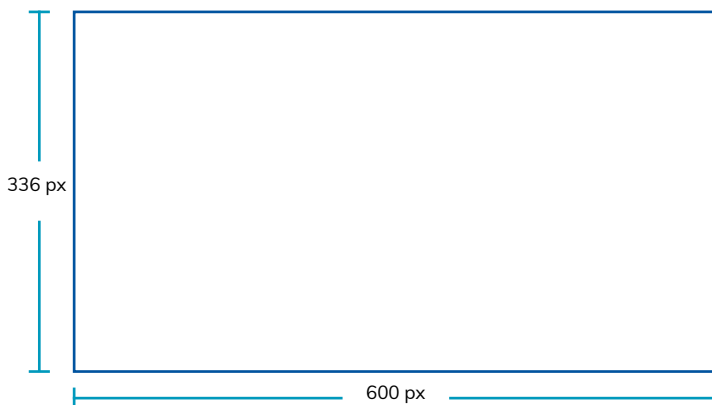
A promotional marketing email that reaches over 5,500 travel advisors. This weekly email helps to promote branding, new openings/renovations, promotions, FAMS and more. It features preferred supplier products along with proprietary TRAVELSAVERS programs.

To see a full issue of Supplier Scoop, [click here](#).

If designing your own ad for Supplier Scoop, please include a call to action at the bottom: Book chain code [XX] using TRAVELSAVERS rate code TSA in the GDS

- ▶ Supplier Scoop by TRAVELSAVERS — A bi-weekly email
 - **Preferred Ad:** Logo, up to 60 words of text, link to info — we add a call-to-action, **OR** your pre-designed ad:

Width	Height	Resolution	File Type
600 px	336 px	72 dpi	GIF, JPG



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.

SOCIAL MEDIA PACKAGE

2025 MARKETING SPECIFICATIONS

DUE DATE

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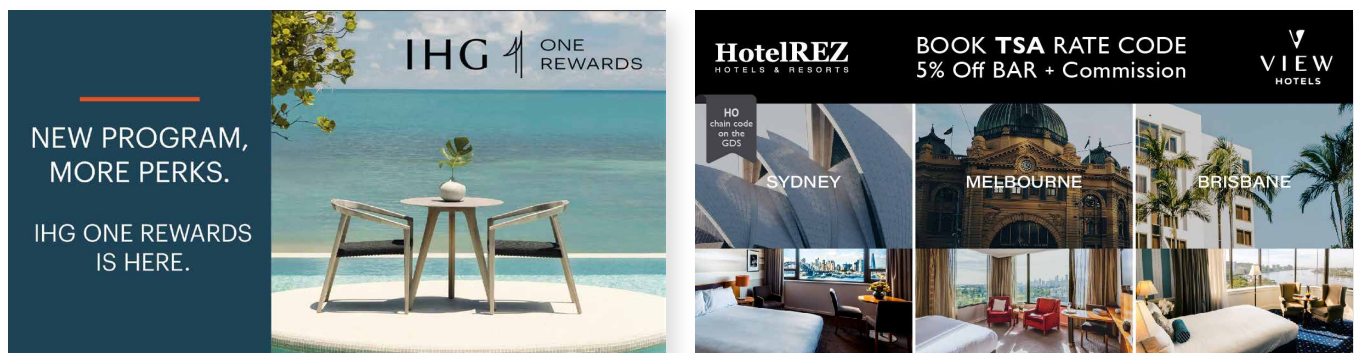
OVERVIEW

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