

EXCLUSIVE SCOOP

2026 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	JPG or PNG



The advertisement features a top section with the text "Exclusive SCOOP" in a large, white, serif font, with "by TRAVELSAVERS" in a smaller font below it. Below this is a blue banner with the "IHG REWARDS" logo. The main image shows a modern hotel lobby with a large chandelier, blue and white patterned armchairs, and a blue patterned rug. The text "Hotel Indigo Baltimore Downtown" is visible in the bottom right corner of the image. Below the image is the headline "Fast Track Your Status" in a bold, black, sans-serif font. The body text reads: "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 bottom is a black button with the text "Register Today" in white.