



**Internet Marketing**

AzHLA's member website, [www.azhla.com](http://www.azhla.com), is a valuable resource for all members to keep up on association events, industry changes and legislative issues.

**Banner Advertising Rates**

*Linkable Banner Ad (160x600)*

*3-month Minimum Consecutive Required*

Home Page . . . . . \$150 per month

Secondary Section . . . . . \$100 per month

Certified Green Sponsor ... \$150 per month

*\*20% Discount for 6+ Consecutive months*

**Online Lodging Guide/StayInAZ.com**

**Expanded Property Listing:** \$249 per year for full description and direct link to your property.

**Featured Rotating Photo:** \$299 for 3 months or \$549 for 6 months. (Must have expanded listing)

**Arizona Hotel & Hospitality News**

A quarterly printed newsletter distributed to AzHLA primary contacts in February, May, August & November

*Distribution - approximately 500 per issue.*

**Advertising Rates**

1/4 page (4.25" x 5.5") - ..... \$275

1/2 page (8.5" x 5.5") - ..... \$350

\*Inserts (8.5" x 11") - Color ..... \$400

*\*500 inserts required (provided by advertiser)*

**Monthly E-Bulletin Linkable Banner**

1 month (160x600) . . . . . \$200

Sent eight times per year: January, March, April, June, July, September, October, December

*Distribution - approximately 1,000 per issue.*

**Member Directory & Purchasing Guide**

An annual publication listing current AzHLA Hotel & Allied members. The publication is marketed to our Hotel members as a vendor resource guide. As a membership benefit, each Allied member is listed alphabetically in one category of their choice. Additional category listings are available.

*Distribution – All current AzHLA Members*

**Advertising Rates**

Full Page Advertising - 8" x 5.25"

Inside Cover (4-color) ..... \$1,500

Outside Back Cover (4-color) ..... \$1,500

Inside Back Cover (4-color) ..... \$1,200

Inside Tab front or back (B&W)..... \$350

Additional Category Listing ..... \$20 per category

Space Reservation Deadline: April 30, 2012

Camera-Ready Mat'l Deadline: May 14, 2012

**Print Advertising**

**Mechanical Requirements**

Art Deadlines are:

February 1, May 1, August 1, November 1

Camera-ready artwork provided by advertiser

300 DPI

PDF, jpeg or tif formats accepted

All ad materials should be sent to

Kristen Jarnagin:

[kjarnagin@azhla.com](mailto:kjarnagin@azhla.com)

or

1240 E. Missouri Ave.

Phoenix, AZ 85014

If you have any questions regarding these opportunities, please contact :

Kristen Jarnagin—Vice President of Communications

602-604-0729 or [kjarnagin@azhla.com](mailto:kjarnagin@azhla.com)



ARIZONA  
HOTEL & LODGING  
ASSOCIATION

2012

**ADVERTISING ORDER FORM**

Please check the desired advertising opportunity you wish to take advantage of.

**Internet Banner Advertising on www.AzHLA.com**

- |   |                                   |                                   |                                    |
|---|-----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Home Page            | <input type="checkbox"/> 3 months | <input type="checkbox"/> 6 months | <input type="checkbox"/> 12 months |
| <input type="checkbox"/> Secondary Page       | <input type="checkbox"/> 3 months | <input type="checkbox"/> 6 months | <input type="checkbox"/> 12 months |
| <input type="checkbox"/> Green/Resources Page | <input type="checkbox"/> 3 months | <input type="checkbox"/> 6 months | <input type="checkbox"/> 12 months |

**AzHLA Printed Newsletter**

- 1/2-page    1/4-page    Insert   Issue \_\_\_\_\_

- Monthly eBulletin Newsletter**   Issue \_\_\_\_\_

**Member Directory & Purchasing Guide**

- Inside Cover    Outside Back cover    Inside Back Cover    Inside Full Page Tab\*  
 Front    Back
- Additional Category Listing : \_\_\_\_\_

\*Members will be contacted to discuss which tab pages are available. Provided on a *first pay, first served* basis

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Method of Payment: \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ AMEX \_\_\_\_\_ Check Enclosed

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_

**MAIL OR FAX BACK TO AzHLA**

**602-604-0769**

Arizona Hotel & Lodging Association, 1240 E. Missouri Ave., Phoenix, AZ 85014 Phone: 602-604-0729