



Marketing for CCRA Hotel Partners

Direct e-Mail Marketing to Over 30,000 Travel Agents

CCRA Weekly Tuesday e-Blast Specials historically maintain a highly successful open rate average as high as 20%, with an average ad click-through rate as high as 9%.

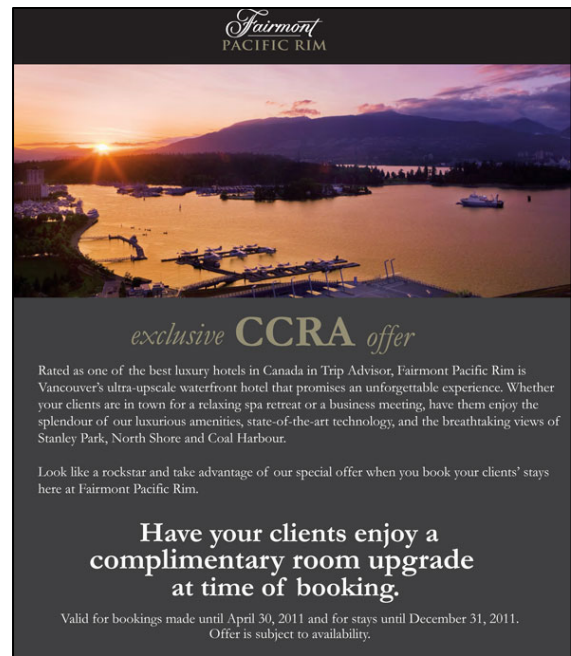
Weekly Tuesday e-Blast Special

*Available for Chains or Individual Hotels
Availability is based on a first come, first served basis e-Blast ads must contain promotional or discount offer, available in all 4 GDS
Size for click through splash page: 600 pixels wide x 800 pixels tall. Format: HTML, PDF or Word with images. CCRA creates an abbreviated banner image from your logo and provided artwork on the main page of the eBlast.*

Private label e-Blasts maintain an open rate of 15%, with a nearly 12% click-through rate.

Private Labeled e-Blast

*Available for Chains or Individual Hotels
Any non-Tuesday date; 2 private labeled ads available per week
Ad Size: 600 pixels wide x 800 pixels tall
Format: HTML, PDF or Word with JPEG or GIF images*



Instructions: Any ad promoting "BAR" rates *must* refer to the rates as "CCRA" rates. Any ad promoting "BAR" will be returned. Promotional rates must be loaded into the GDS prior to ad distribution. Websites or phone numbers for direct hotel booking tools other than CCRATravel.com will be replaced with our standard booking instructions: *To locate all the best hotel rates, visit CCRATravel.com. For the best value in GDS-published rates, book the CCRA rate by selecting "CCR" in Amadeus, Sabre and Worldspan or "CCRA" in Galileo.*

CCRA will format final HTML file to ensure successful, spam-free e-marketing.
If an advertiser requires extensive revisions after content is supplied to CCRA, a \$100 design fee will apply.

Please send ad materials and inquiries to: marketing@ccra.com
Scheduling is subject to availability. Early ad scheduling is recommended.



Marketing for CCRA Hotel Partners

Travel Agent Specials (FAM trip rates) & Hotel/Intel

Providing travel agents the opportunity to visit your property personally is the best way to gain their endorsement. A non-commissioned Travel Agent Special rate promotes awareness of your property and a positive relationship with agents. The TA Special link is consistently the most popular link in every weekly e-Blast and on our two websites.

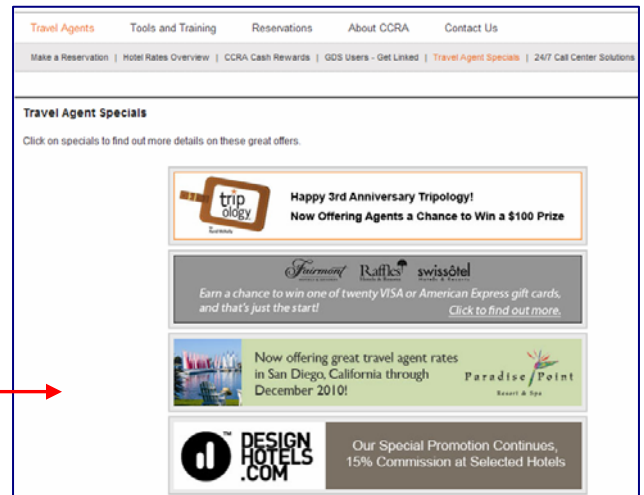
Travel Agent Specials >

Available for Chains or Individual Hotels
(Distributed via a link in each Tuesday e-Blast, and posted on 2 travel agent Websites)

Content = FAM trips or non-commissioned discount rate for travel agent travel

Size of landing page: 600 pixels wide x 800 pixels tall;
Or up to 500 words and 3 images in HTML, PDF or Word.
Format: 72dpi JPEG or GIF

Size of banner image (if you care to provide one):
500 pixels wide x 83 pixels tall; JPEG or GIF



Hotel/Intel >

Available for Individual Hotels: posted as a banner on the Travel Agent specials page beneath Travel Agent Specials; Hotel/Intel is an opportunity to Promote an important message about your hotel directly to Travel Agents.

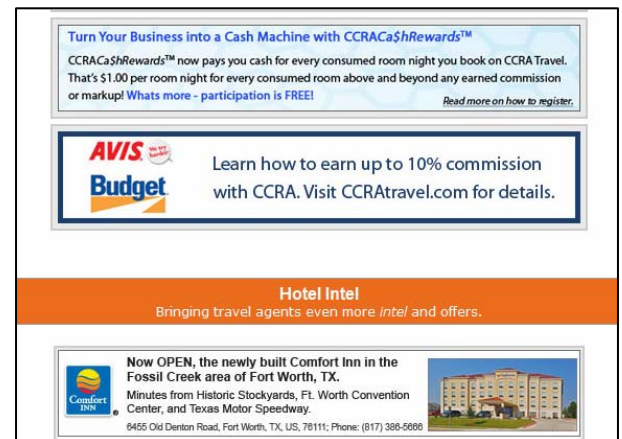
Content = special announcements about your hotel, i.e. grand opening, renovations, change of brand, special rate or package.

Size of banner image:
500 pixels wide x 83 pixels tall; JPEG or GIF

To include 1 photo, 1 logo and up to 75 words
Hotel may choose to include a landing page with more information.

Size of landing page: 600 pixels wide x 800 pixels tall;
Or up to 500 words and 3 images in HTML, PDF or Word.
Format: 72dpi JPEG or GIF

CCRA can create the ad or landing page. A \$50 design fee will apply. Please provide us with 3 images, logo, and text for your ad.





Marketing for CCRA Hotel Partners

Monthly e-Newsletter

CCRA e-Newsletter is distributed the first week of each month to our membership of over 22,000 Travel Agencies, and is archived on the CCRAinternational.com website. A link appears in weekly e-Blast Specials. Materials are due by the 20th day of the preceding month.

e-Newsletter Ad >

Available for Chains or Individual Hotels
 (monthly, availability = 6 ad positions per month)
 Display ad appears between newsletter articles
 Size: 600 pixels wide x 380 pixels tall
 Format: GIF, JPEG at 72dpi or PDF
 Landing page: up to 500 words and 3 images in HTML, PDF or Word



e-Newsletter Advertorial >

Available for Chains or Individual Hotels
 (monthly, availability = 6 ad positions per month)
 Format: Up to 300 words in Word, and 3 images in JPEG or GIF. An advertorial is presented within the body text of the e-Newsletter, with its headline included in the Contents at the top of the issue. Should feature newsworthy content, unique or timely information. *Suggestions: property opening, renovation, new amenities, awards, special offers or promotions for Agents.* Content may be edited to fit our editorial format. Review draft supplied for approval.

CCRA May Newsletter

Hotel Viking, Newport RI offers a Spring Escape Package

- [Bringing You and](#)
- [Resides from L.A. to](#)
- [Go to Singapore with](#)
- [Adding More to](#)
- [TravelAdvisor.com](#)
- [Hotel Viking, Newport](#)
- [Summer in Spain](#)

Located in the historic hill neighborhood, the Hotel Viking is within walking distance to shops, restaurants and the famous Newport waterfront. Built in 1926 and a member of the prestigious Historic Hotels of America, the hotel reflects the rich history of the area.

209 guest rooms and suites, as well as public areas and meeting space, have been renovated to reflect the richness of the 1920's and 30's. Specialty suites are reflective of the Newport Mansions and named after the grand houses whose décor they inspired. The historic Viking wing was completely restored in 2008 and surrounds guests with luxurious textures and fabrics.

A \$3 million renovation of the Newport Rooms was completed in mid-March 2011. The rooms have been designed with the cool color palate of the 'Progressive Design' era, an out-growth of the famous Gilded Age in Newport. Silhouettes of 1930's ladies as well as photographs of Teddy Roosevelt grace the guestroom walls giving a vintage feel but filled with modern amenities. Wall mounted flat screen TV's, complimentary guest room internet, honor bars and baskets, in-room safes are a few of the amenities that will make guests stay both comfortable and memorable.

This charming New England town is centrally located on the Rhode Island coast and offers visitors a myriad of activities to enrich their stay. Guests will enjoy walks on the beach, touring the Newport mansions, discovering the important role Newport played in the American Revolution or



Marketing for CCRA Hotel Partners

CCRAtravel.com Booking Portal Ads

Booking Portal Sign-In Banner on CCRAtravel.com >

Available to Chain Hotels, 4 rotating positions per month
DUE one week prior to the scheduled month

Size: 290 pixels wide x 112 pixels tall

Format: 72dpi JPEG or GIF files, can rotate up to three images. Includes landing page content in HTML, PDF or Word, with up to 500 words and up to 3 images.

Agents do not use chain codes when booking on CCRAtravel.com. Portal Sign In Banners must not include chain codes. Booking instructions should be: *To locate all the best hotel rates, book here on CCRAtravel.com*



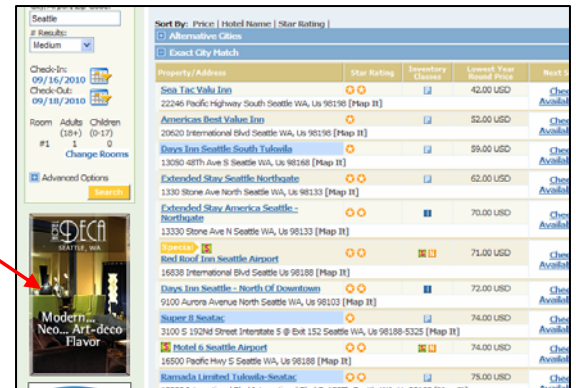
Destination Banner >

For Individual Hotels, on city-specific search results page
3 ads per city, per month, DUE one week prior to scheduled month
Ad clicks through to hotel's live booking page.

Size: 132 pixels wide x 215 pixels tall

Format: 72dpi JPEG or GIF format; may rotate up to 3 images

Agents do not use chain codes when booking on CCRAtravel.com. Destination Banners must not include chain codes. Booking instructions should be: *Click Here to Book*



< Interstitial Ad

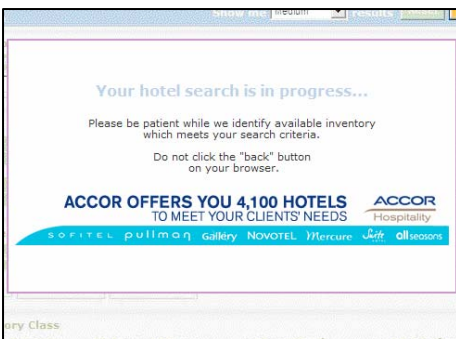
For Chains, appears during wait screen for each hotel search, up to 5 ads per month
DUE one week prior to scheduled month.
Content must be portal specific, no Chain code instructions.

Size: 468 pixels wide x 60 tall

Format: 72dpi JPEG or GIF

May animate up to 3 graphics

Agents do not use chain codes when booking on CCRAtravel.com. Interstitial ads must not include chain codes. Booking instructions should be: *To locate all the best hotel rates, book here on CCRAtravel.com*



< Featured Property Listing

For Individual hotels, moves your hotel into one of the top 3 positions on the search results page. Spots are based on a first come first serve basis.

One horizontal image or logo can be used.





Marketing for CCRA Hotel Partners

Online Ads

Animated Banner Ad >

For Chain Hotels

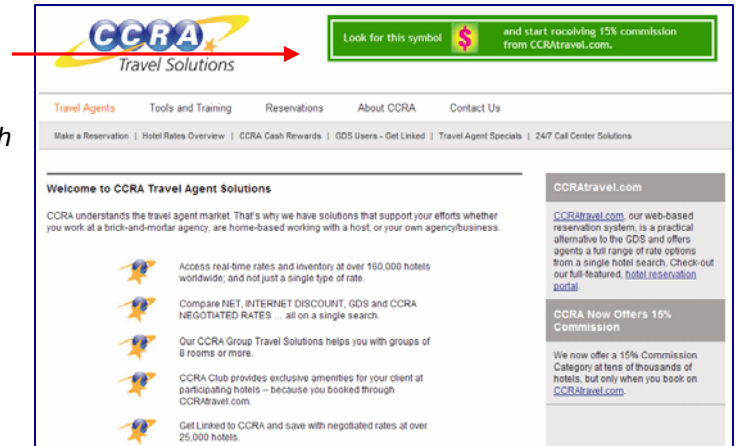
Due one week prior to first day of the scheduled month

Size: 500 pixels wide x 60 pixels tall

May animate up to 3 rotating graphics

Format: 72dpi JPEG or GIF, plus landing page link, or landing page content in HTML, PDF or Word

Appears on throughout www.ccra.com



Online Reference Guide Banner + Skyscraper >

For Chain Hotels

Year long ad placement, content can be updated quarterly.

Size: Top Banner is 500 pixels wide x 60 pixels tall

Skyscraper is 300 pixels tall x 200 wide

May animate up to 3 rotating graphics

Ads rotate in appearance on more than 40 unique web pages

Online Reference Guide pages receive our highest clicks

among CCRA website page views.

FORMAT: 72dpi JPEG or GIF, plus landing page link, or landing page content in HTML, PDF or Word.

Linked from the CCRATravel.com Booking Portal, weekly e-Blasts, monthly newsletter, and our website:

www.ccra.com



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CCRA has the right, at its sole discretion, to refuse any promotional rate that is perceived to be better than the CCRA rate as it conflicts with our parity policy. The policy states that the CCRA rate must be equal to or better than the unrestricted Best Available Rate, consortia rate or on-line travel agency rates. This policy exists to protect all participants and users of the CCRA Hotel Program. CCRA will contact the advertiser if an issue arises to review.

Sample Ads

Correct Ad



Incorrect Ad

