



# OHLA Email Advertisement Rate Sheet



OHLA's exclusive email advertising opportunity where you can directly reach our hotel membership in our bi-monthly membership e-newsletter, SNAPSHOT. With an average open rate of 35%, reach a larger audience with your ad! Take advantage of this great opportunity to debut a new product, highlight a service, or gain more exposure for your company! Choose the ad and rate that works for you! *As of 2023, no more than 2 banner ads per Snapshot.*

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## ADVERTISEMENTS

### Large Banner Ad - 700x260px

A Large Banner Ad, at 700x260 pixels, will be placed in the middle or at the end of the SNAPSHOT issue.

- **Member:** \$250 per issue
- **Nonmember:** \$325 per issue

### Small Banner Ad - 700x130px

A Small Banner Ad, at 700x130 pixels, will be placed in the middle or at the end of the SNAPSHOT issue.

- **Member:** \$150 per issue
  - **Nonmember:** \$275 per issue
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## Specs

JPEG & PNG are the requested format for your logo or ad.

## Schedule

SNAPSHOT issues are sent twice a month on Mondays. Art must be received the Friday before the Monday your advertisement is scheduled to be in.

## DISCLAIMER

*The OHLA reserves the right to adjust dates to SNAPSHOT publications as needed. We will notify client if date of publication is changed. The OHLA also reserves the right to edit, change or reject ads.*