

WHAT IS THE COOPERATIVE PROGRAM?

*An opportunity for
member hotels to reach
heritage travelers online
at Historic Hotels of
America.*

- ◆ Target the historic preservation vertical market with a hero image or widget placement.
- ◆ Find engaged customers looking for new destinations through *Discover & Explore* e-newsletter.
- ◆ Inspire wanderlust with unique content creation about your hotel.
- ◆ Increase your digital audience with tagged social posts across multiple platforms.
- ◆ Reach engaged and passionate fans of cultural travel.
- ◆ Beat the crowds and sign up for the busy season now!

Sign up:

<https://bit.ly/2023coop>

Have questions? Reach out!

Phone: +1 202 772 8325

Email: Webmaster@historichotels.org

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**HISTORIC HOTELS
of AMERICA**

National Trust *for* Historic Preservation®

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**Cooperative
Program**

Opportunities Abound

On the Historic Hotels of America website, we offer multiple placements to advertise your destination at multiple price points.

Questions?
Webmaster@historichotels.org

Bronze Package

Duration: one week

One “Featured Offer,” Placement determined by availability	\$1,000
Placement in “Discover & Explore,” the monthly newsletter. Placement determined by availability	\$850
Twitter post on @HistoricHotels account	\$250
Total	\$2,100

Silver Package

Duration: two consecutive weeks

“Destination” page hero image	\$1,000
“Destination” page destination widget, one of three Placement determined by availability	\$900 (\$100 discount)
“Spotlight” placement in <i>Discover & Explore</i> the monthly newsletter Placement determined by availability	\$900 (\$100 discount)
Instagram and Twitter posts on @HistoricHotels account	\$500
Total	\$3,300

SIGN UP TODAY:

bit.ly/2023coop

Placements and timing are first come, first served.

Gold Package

Duration: three consecutive weeks

HistoricHotels.org hero image #1 carousel placement	\$1,200
“Featured Offer,” Placement on right-hand rail of Experiences, Destinations, and Special Occasions pages	\$900 (\$100 discount)
“Spotlight” placement in <i>Discover & Explore</i> the monthly newsletter	\$2,000 (\$500 discount)
Second feature in newsletter with new copy written content written by the Historic Hotels team. (e.g.- “History Mystery,” “Culinary Heritage”); New content also featured on hotel page	\$300
Facebook, Instagram and Twitter posts on @HistoricHotels account	\$600
Total	\$5,000