



2023 Media Kit

Why Advertise?



As the only official U.S. government-wide sponsored lodging program available to all U.S. military and government personnel on official business, FedRooms provides direct access to a targeted audience of military and government travelers.

Our website is not only an informational source for program updates and details, but also serves as a simplified online tool specifically designed to streamline the search and booking process for our travelers. Advertising properties must be located within a 25 mile radius of the designated airport. Updated bi-weekly, as of winter 2022 we have nearly **338,000+ user accounts on FedRooms.com.**

In FY22, FedRooms **room nights were up 20% from FY19.** FedRooms.com is the only place to advertise for FedRooms government lodging in our booking channels.

Advertising through FedRooms.com will increase your property's visibility to military and government travelers, government contractors, or state and local contractors.

Contact us at **advertising@FedRooms.com** to guarantee your spot today.

FedRooms.com Placements

Who can use FedRooms?

Federal government employees on official travel

Federal government employees on leisure travel*

Federal travelers for small groups and meetings

Government contractors and state and local employees on official travel

Stay on the pulse of government travel news with FedRooms Check-in
[Sign-up for our newsletter](#)

Ad Placement

Ad Placement

FedRooms.com benefits include:

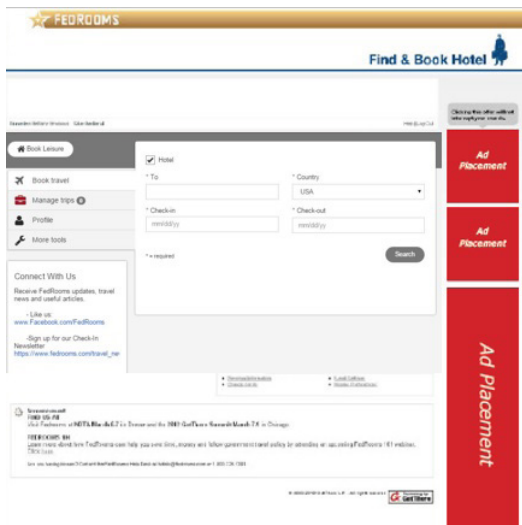
- Modern and easy to navigate design
- News section for quick and efficient traveler updates
- Targeted information and program updates for travelers, hoteliers and travel counselors
- Portal for hotel searches and program inquiries
- Point of entry for program information and booking purposes

Space limited to 10 banners
 (2 spots rotating 5 ads each)

Pricing

\$1,750 per month
 (3 month minimum - months must be sequential)

Booking Page & Search Tiers



Booking Homepage Placement

- Capture traveler directly after log-in
- Portal for all hotel searches and bookings
- Space limited to 3 banners
 - » (2 single box - 1 premium vertical)

Single Box:
 \$1,250 per month
 (3 month minimum
 - months must be
 sequential)

Premium Vertical:
 \$1,750 per month
 (3 month minimum
 - months must be
 sequential)

Booking Search Results

- Influence traveler hotel selection
- Space limited to 3 banners (2 single box - 1 premium vertical)
- Rates dictated by city selection (see below)



Booking Search Result Tiers

Platinum (\$40+ Million in Annual Government Spend)

New Orleans, LA; Chesapeake, VA; Nashville, TN; Honolulu, HI; Virginia Beach, VA; Orlando, FL; New York, NY; Yuma, AZ; San Antonio, TX; San Diego, CA; Washington, D.C.

Single Box **\$1,250 per month** (3 month minimum - months must be sequential)
Premium Vertical **\$1,750 per month** (3 month minimum - months must be sequential)

Gold (\$20-40 Million in Annual Government Spend)

Las Vegas, NV; Boston, MA; Denver, CO; Houston, TX; Atlanta, GA; Chicago, IL; Savannah, GA; Seattle, WA; Austin, TX; Biloxi, MS; Fairbanks, AK; Miami, FL; Albuquerque, NM; Middletown, RI; Santa Fe, NM; Phoenix, AZ; Pensacola, FL; Tampa, FL; Jacksonville, FL; Missoula, MT

Single Box **\$1,000 per month** (3 month minimum - months must be sequential)
Premium Vertical **\$1,250 per month** (3 month minimum - months must be sequential)

Silver (\$10-20 Million in Annual Government Spend)

All other markets

Single Box **\$750 per month** (3 month minimum - months must be sequential)
Premium Vertical **\$1,000 per month** (3 month minimum - months must be sequential)



Check-In Newsletter



FEDROOMS Check-In

December 2022



What FedRooms Can Waive: The Difference Between an Add-On Fee and a Tax

Reviewing your hotel bill can be tricky with taxes and fees varying by hotel, city, and state. When you book the FedRooms rate, you are exempt from add-on fees such as destination fees and cleaning fees. Learn more [here about the differences between these taxes and fees.](#)

Benefits of Using a Digital Key Card

According to hotel key card manufacturer RFID, over 1,300 tons of plastic hotel key cards end up in American landfills annually. Prior to your stay, download the hotel company's app, which will prompt you to check in and if available, give you the option for digital keys. Read more [here for some other benefits of using a digital key cards.](#)



Reminder! Make Sure Your Traveler Profile Contact Information is Current and Updated

Recently a hotel notified us that one of our travelers left his wallet at the hotel. Unfortunately, the traveler phone number and email in their profile was out of date and the hotel was unable to reach the traveler. Check out our recent article here on why it's important to keep your information updated.

*Ad
Placement*

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The Check-In Newsletter is a quarterly subscription distributed to 3,200+ federal government travelers and travel managers.

The publication features government travel news, FedRooms updates, travel tips and more. Issues are distributed each year in March, June, September and December.

\$2,750 (per issue)



Technical Info/Specifications

Homepage Placement

- 728 px. (w) x 90 px. (h)
- Space limited to 10 banners (2 spots rotating 5 ads each)

Booking Homepage Placement

- Single Box: 160px (w) x 160px (h)
- Premium Vertical: 160px (w) x 600px (h)
- Space limited to 3 banners (2 single box - 1 premium vertical)

Booking Search Results

- Single Box: 160px (w) x 160px (h)
- Premium Vertical: 160px (w) x 600px (h)
- Space limited to 3 banners (2 single box - 1 premium vertical)

Check-In Newsletter

- 350px (w) x 250px (h)

PLEASE NOTE:

All ads must be in static JPG format. All materials must be submitted by the 10th of the month prior to launch.

Guidelines and Contact Info

Landing Page Guidelines

All advertising brands/individual properties must adhere to the following guidelines for ease and consistency purposes:

- PDF format
- GOV or additional rate codes may NOT be visible, displayed or referenced
- Rate reflects FedRooms negotiated rate and availability per the FedRooms Terms and Conditions
- When possible, pages should reference the FedRooms program and/or include the FedRooms logo
- Do not associate the FedRooms rate with military, government or any additional rates you may have available. Your landing page will not be approved.
- Do not include references or links to booking websites, email addresses or phone numbers

PLEASE NOTE:

All landing pages must be approved. Please provide the landing page PDF (or URL of PDF) along with Harp number (when possible) for each property to your advertising representative for approval. All materials must be submitted by the 10th of the month prior to launch.

CONTACT US

To learn more about FedRooms.com advertising opportunities, please contact our hotel advertising specialists at [**advertising@FedRooms.com**](mailto:advertising@FedRooms.com)

