



# 2018 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 early 2018 we have a total of nearly 192,000 user accounts on FedRooms.com.



We have seen 38% YoY growth in overall FedRooms reported room nights from FY16 to FY17, and have experienced a steady increase in our booked room nights through 2017. FedRooms.com is the only place to advertise for FedRooms government lodging in our booking channels.

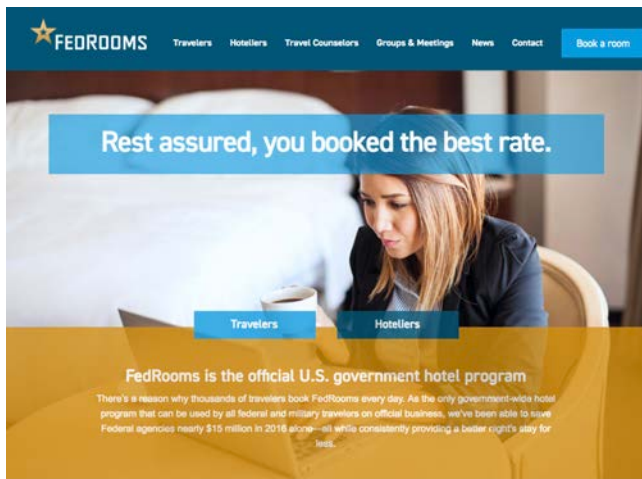
Advertising through FedRooms.com will increase your property's visibility to military and government travelers, government contractors, or state and local contractors.



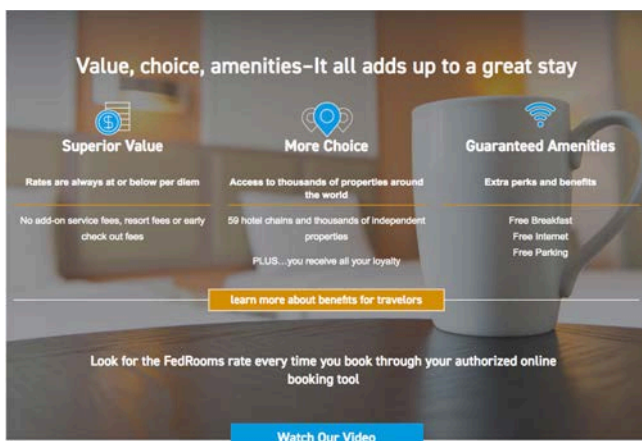
FedRooms no longer accepts all interested properties into the program. Due to this transition, we have fewer selected properties than in the past. This reduction in the number of properties increases the value and preferencing of your ad space and in turn increases your property's visibility at the top of the search results. Travelers will not need to scroll down to find your property.

Contact us at [advertising@FedRooms.com](mailto:advertising@FedRooms.com) to guarantee your spot today.

# FedRooms.com Placements

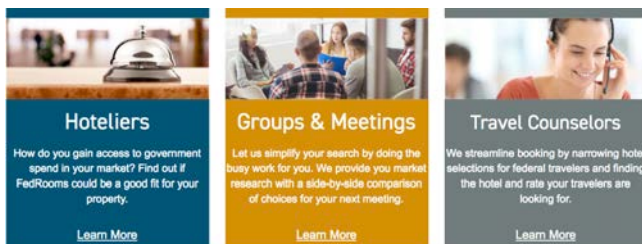


## Who can use FedRooms?



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

*Ad Placement*



*Ad Placement*

## NEW IN 2018

FedRooms.com has a new look and feel this year with our brand new site design. Travelers can now seamlessly view our site from their work desktops and on-the-go on their mobile phones. Launching in February of 2018, additional enhancements to our new site include:

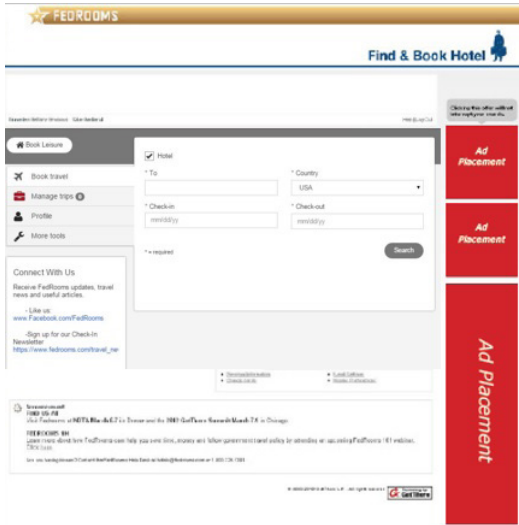
- Modern and easy to navigate design
- News section for quick and efficient traveler updates
- Targeted information and program updates for travelers, hoteliers and travel counselors
- Portal for hotel searches and program inquiries
- Point of entry for program information and booking purposes

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

## Pricing

- \$5,000** (3 months)
- \$9,750** (6 months)
- \$17,500** (year)

# 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:

\$3,500 (3 months)  
\$6,650 (6 months)  
\$12,000 (year)

### Premium Vertical:

\$4,550 (3 months)  
\$8,645 (6 months)  
\$15,600 (year)

## 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)

Arlington, VA; Honolulu, HI; Washington, D.C.

Single Box                    \$3,500 (3 months)    \$6,650 (6 months)    \$12,000 (year)  
Premium Vertical            \$4,550 (3 months)    \$8,645 (6 months)    \$15,600 (year)

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

Alexandria, VA; Atlanta, GA; Las Vegas; New York, NY; San Antonio, TX; San Diego, CA; Tumon, Guam

Single Box                    \$2,750 (3 months)    \$4,850 (6 months)    \$7,275 (year)  
Premium Vertical            \$3,575 (3 months)    \$6,305 (6 months)    \$9,455 (year)

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

Anchorage, AK ; Austin, TX; Chicago, IL; Colorado Springs, CO; Dallas, TX; Denver, CO; Fayetteville, NC; Huntsville, AL; New Orleans, LA; Oklahoma City, OK; Orlando, FL; Philadelphia, PA; San Francisco, CA; Seattle, WA; Springfield, VA; Tampa, FL; Manama, Bahrain

Single Box                    \$2,125 (3 months)    \$3,720 (6 months)    \$5,580 (year)  
Premium Vertical            \$2,760 (3 months)    \$4,835 (6 months)    \$7,255 (year)

### Bronze (<\$10 Million in Annual Government Spend)

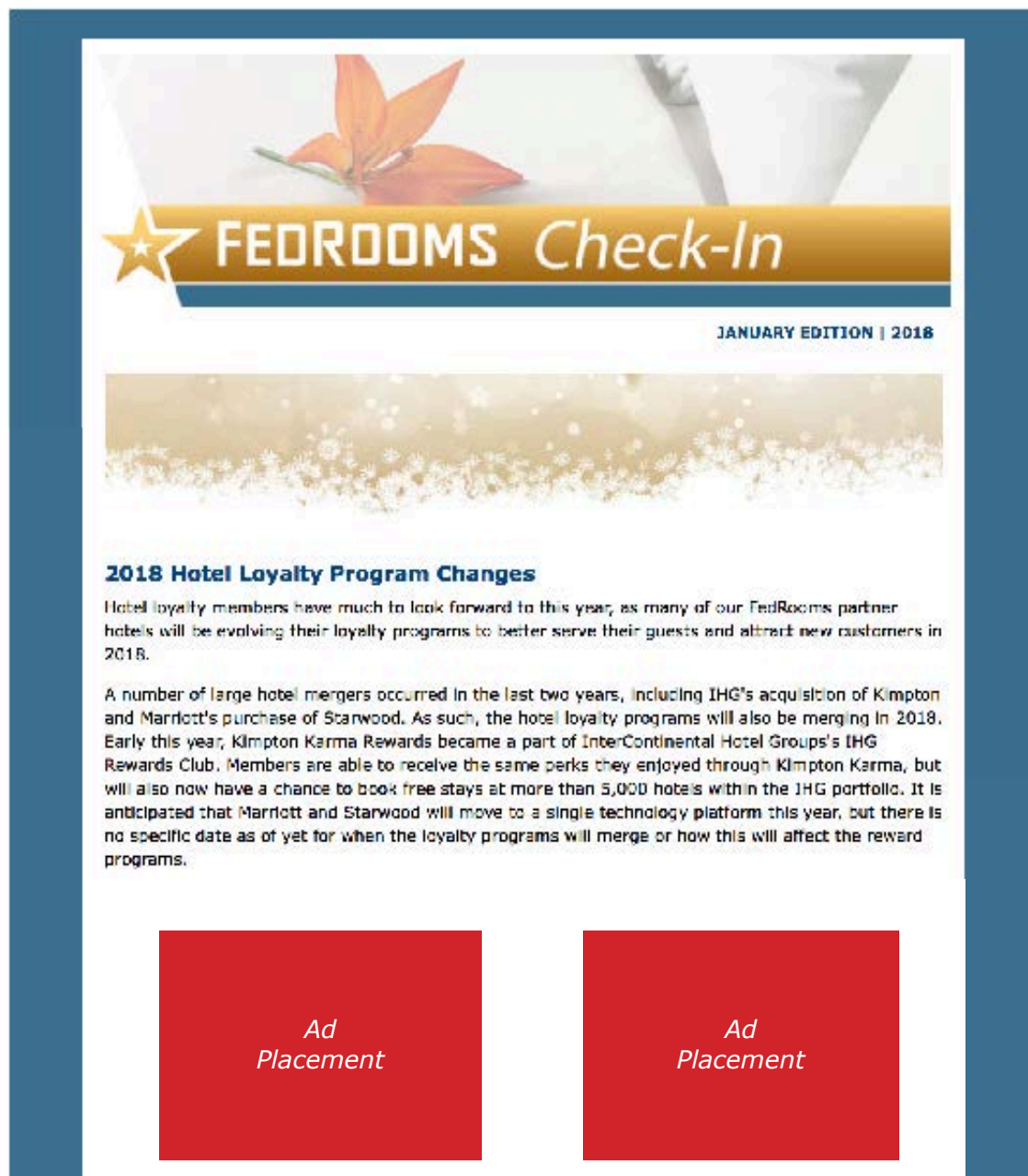
All cities not listed above, including international cities.

Single Box                    \$1,400 (3 months)    \$2,450 (6 months)    \$3,675 (year)  
Premium Vertical            \$1,820 (3 months)    \$3,185 (6 months)    \$4,775 (year)

\* Please contact the advertising team for your city's tier level.



# Check-In Newsletter



## 2018 Hotel Loyalty Program Changes

Hotel loyalty members have much to look forward to this year, as many of our FedRooms partner hotels will be evolving their loyalty programs to better serve their guests and attract new customers in 2018.

A number of large hotel mergers occurred in the last two years, including IHG's acquisition of Kimpton and Marriott's purchase of Starwood. As such, the hotel loyalty programs will also be merging in 2018. Early this year, Kimpton Karma Rewards became a part of InterContinental Hotel Groups's IHG Rewards Club. Members are able to receive the same perks they enjoyed through Kimpton Karma, but will also now have a chance to book free stays at more than 5,000 hotels within the IHG portfolio. It is anticipated that Marriott and Starwood will move to a single technology platform this year, but there is no specific date as of yet for when the loyalty programs will merge or how this will affect the reward programs.

*Ad  
Placement*

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Placement*

The Check-In Newsletter is a quarterly subscription distributed to nearly 5,000 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.

**\$2,500** (per issue)

# Technical Info/Specifications

## Landing Page Guidelines

### 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

- 35px (w) x 250px (h)
- Artwork must be submitted no later than the first Friday of the publication month

### PLEASE NOTE:

All ads must be in static JPG format. Excluding the Check-In Newsletter, all artwork must be submitted no later than two weeks prior to start date.

# Guidelines and Contact Info

## Landing Page Guidelines

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

### FOR BOOKING PAGES:

- Create an individual property-level page for each FedRooms hotel that links to one of the following:
  - » FedRooms rates at the property, bypassing any chain-level or informational pages
  - » Brand/chain page that defaults to FedRooms rates
- Link directly from the FedRooms.com search page to the availability search screen for each individual property.
- Page should pre-populate with FedRooms promotional code/rate, visible or not (may show "XVU," "FedRooms" or actual rate). 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.

### FOR NON-BOOKING PAGES:

- You can promote and link to a page where the call to action is NOT focused on booking. For instance, linking to loyalty program landing pages (call to action is to join) is perfectly acceptable.
- Do not associate the FedRooms rate with military, government or any additional rates you may have available. Your landing page will not be approved.
- When possible, pages should reference the FedRooms program and/or include the FedRooms logo.

### PLEASE NOTE:

All landing pages must be approved. Please provide the landing page URL along with Harp number (when possible) for each property to your advertising representative for approval at least two weeks prior to the advertising start date.

## CONTACT US

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

