

# ADVERTISING RATE CARD

Your best connection direct to a highly targeted user base of enthusiastic hotel lovers, Thailand fans and people in the hospitality industry.



Get the word out about your hotel or property opening to thousands of hotel lovers eager to be the first to know about beautiful new properties in Thailand.

Whether your goal is to let the world know of your impending or new opening, drive qualified guests directly to your booking engine, or simply increasing awareness of your brand, advertising with NewThaiHotels offers extended reach to highly interested consumers at cost-effective rates.

Choose from any combination of website, newsletter and Facebook advertising to get your brand in front of people who have demonstrated an active interest in your market.

All options listed in this media kit can be purchased separately or we can customise a package to suit your marketing program.

## SPECIAL ADVERTISING BUNDLE PACKAGE

Get your hotel or opening in front of MORE targeted prospects for less.

### The package includes:

- 1x top leaderboard banner (728x90) every page.  
**Standard rate: USD 100 per month**
- 1x sidebar banner (250x250) every page.  
**Standard rate: USD 50 per month**
- 1x dedicated newsletter emailing. This email will contain only your hotel's information, no other stories, links or banners.  
**Standard rate: USD 450.**
- 1x banner and up to 50 words of text in regular newsletter followup.  
**Standard rate: USD 50 per newsletter**

**Standard package price- USD 650**

**Special bundle offer price- USD 470**

ONLY ONE BUNDLE PACKAGE  
OFFER AVAILABLE PER MONTH.



# Website Advertisement

## LEADERBOARD (top right, under menu)

5000+ impressions a day, 150,000 impressions per month.

### Exclusive

3 Months	6 Months	12 Months
USD 600	USD 1020	USD 1420

### Rotating

3 Months	6 Months	12 Months
USD 300	USD 510	USD 720

## SQUARE SIDEBAR

5000+ impressions a day, 150,000 impressions per month.

### Exclusive

3 Months	6 Months	12 Months
USD 300	USD 500	USD 720

### Rotating

3 Months	6 Months	12 Months
USD 150	USD 250	USD 360

## MEDIUM RECTANGLE (Above content on front page)

5000+ impressions a day, 150,000 impressions per month.

### Exclusive

3 Months	6 Months	12 Months
USD 150	USD 240	USD 360

### Rotating

3 Months	6 Months	12 Months
USD 75	USD 120	USD 180

## Technical Specifications:

- Banners may be GIF, JPEG or Flash format
- Banner sizes should not exceed 45 kb
- Minimum purchase of three months (except Bundle Package)



## Newsletter Advertisement

Choose from top leaderboard, square feature ad or single mailing exclusive.

- Top leaderboard banner: THBxx
- Square feature ad (300x300px) + up to 50 word supporting text: THBxx
- Exclusive single mailing. The entire email will be dedicated to your hotel/resort. Include text and photos. You can choose to link to more thorough content on your site or mine: THBxx

## Facebook Page Advertising

Feature an HD photo of your property as the cover photo of ThaiHotels Facebook page for one month with up to three supporting stories posted to the Timeline. One of those stories will be promoted to between 50-94,000 people on Facebook.

