

○ **Three out of five** of all U.S. hotel properties are owned by AAHOA Members – that's more than 36,000 hotels

○ AAHOA's **20,000 members represent owners of independent, budget, economy, mid-scale, and upper mid-scale hotels** across the U.S.

- 32% of membership represents independent hotels
- 82% are affiliated with franchise brands, such as Hilton, Best Western, G6, Red Roof, Sonesta, and Wyndham

○ Members spend **\$51.3 billion with product and service suppliers** each year

○ **AAHOA and *Today's Hotelier* Media Offerings**

- Monthly *Today's Hotelier* magazine
- *Today's Hotelier* website
- *Hotelier Weekly* newsletter
- *Today's Hotelier* sponsored advertorial eblast
- AAHOA.com advertising
- AAHOA's *Convention & Trade Show Guide*
- *AAHOACON Show Daily* newsletter



ASIAN AMERICAN HOTEL OWNERS ASSOCIATION

Advertising Media Kit

today's hotelier

The official publication of the Asian American Hotel Owners' Association

Today's Hotelier Monthly Magazine

Today's Hotelier delivers in-depth insights and practical advice to AAHOA's 20,000 members and industry leaders. This award-winning publication features expert articles on industry trends, operational strategies, marketing innovations, and success stories from leading hoteliers to enhance profitability and guest satisfaction.

Ad Size	Specs
Double Page Spread Bleed	17" x 11.125"
Double Page Spread No Bleed	15.417" x 9.5"
Full Page Bleed	8.625" x 11.125"
Full Page No Bleed	7" x 9.5"
1/2 Page Horizontal	7" x 4.583"
1/2 Page Vertical	4.583" x 7"
1/3 Page Horizontal	7" x 3"
1/3 Page Vertical	2.166" x 9.5"
1/3 Page Square	4.583" x 4.583"
1/4 Page Vertical	3.333" x 4.583"
1/6 Page Horizontal	4.583" x 2.166"
1/8 Page Horizontal	3.333" x 2.166"

FULL COLOR RATES

Position	1x	4x	6x	12x
Outside Back Cover	\$8,119.50	\$7,839.50	\$7,559.50	\$6,999.50
Inside Front or Inside Back Cover	\$7,369.50	\$7,089.50	\$6,809.50	\$6,249.50
Double-Page Spread	\$9,829.50	\$9,339.50	\$8,849.50	\$7,859.50
Full Page	\$5,619.50	\$5,339.50	\$5,059.50	\$4,499.50
1/2 Page Island	\$4,169.50	\$3,959.50	\$3,749.50	\$3,339.50
1/2 Page	\$3,559.50	\$3,379.50	\$3,199.50	\$2,849.50
1/3 Page	\$2,679.50	\$2,549.50	\$2,409.50	\$2,139.50
1/4 Page	\$2,069.50	\$1,969.50	\$1,859.50	\$1,659.50
1/6 Page	\$1,609.50	\$1,529.50	\$1,449.50	\$1,289.50
1/8 Page	\$1,259.50	\$1,199.50	\$1,129.50	\$1,009.50

Members receive a 5% discount off of print advertising.

15% guarantee fee for non-cover prime positions.



2026 Today's Hotelier Monthly Magazine Calendar

Edition	Theme	Ad Copy Deadline
January 2026	Design	11/28/25
February 2026	Events Bonus Distribution: Helping Young Professionals Evolve (HYPE) Conference, TBD	12/10/25
March 2026	Revenue Bonus Distribution: Hunter Hotel Investment Conference, March 16-18, 2026 and HD Expo, May 5-7, 2026	1/9/26
April 2026	AAHOACON Bonus Distribution: AAHOACON, April 8-10, 2026	2/2/26
May 2026	Leadership Bonus Distribution: NYU International Hospitality Investment Forum, May 31-June 2, 2026	3/13/26
June 2026	Innovation	4/10/26
July 2026	The American Dream	5/11/26
August 2026	Marketing	6/12/26
September 2026	Legal Bonus Distribution: The Lodging Conference, October 5-8, 2026	7/10/26
October 2026	Advocacy Bonus Distribution: HerOwnership Conference, TBD	8/13/26
November 2026	Women Hoteliers	9/11/26
December 2026	Future Trends	10/8/26

Content themes and bonus distribution subject to change without notification.

Additional distribution at the following events year-round:

- Hotel Owners Conferences & Trade Shows, June - November
- 60+ AAHOA Town Halls across the country

Additional Today's Hotelier magazine options:

- Sponsored Content – Double-Page Spread: \$8,500
- Sponsored Content – Full Page: \$4,500
- Digital Edition eblast Sponsorship – \$2,000 per issue
 - 468 x 60 pixels; jpg only
 - 51% open rate

Website Advertising

Members and other hotel industry professionals visit AAHOA.com for various reasons, including details on upcoming events, AAHOA membership, and resources to stay current on the fast-paced hospitality industry.

- **AAHOA.com receives 20,700+ page views** per month
(Average stats from 1.1.25 - 6.30.25)
- Ads appear on sub-pages

Sub-page Rectangles – \$4,760 / 12 months

- Three positions; five rotations (15 spots total)
- 300 x 250 pixels; jpg



Today's Hotelier Website

Today's Hotelier website connects users with AAHOA and industry news, web exclusives, and the latest issues and archives of *Today's Hotelier* magazine. Ads on this section of the website offer year-round visibility, promoting brand recognition with members, industry leaders, and other hospitality professionals.

- Average of 10,031 visits per month
(Stats from April 2025 - July 2025)

Run-of-Site Leaderboards – \$2,430 / 12 months

- Five rotations
- 728 x 90 pixels; jpg or png

Run-of-Site Rectangles – \$1,895 / 12 months

- Five rotations
- 300 x 250 pixels; jpg or png

Sponsored Content – \$1,500 / month

- Will remain archived as an article by relevant category



todayshotelier.com

Hotelier Weekly newsletter

- Delivered weekly to **14,000+ hotel owners and operators** with the latest AAHOA updates, events, market reports, industry news, and more.
- **51% open rate; higher than the industry average!**
- All ad positions are exclusive with no rotation.

Headline Leaderboard – \$5,730 / 12 months

Square 1 or 2 – \$5,375

Leaderboard 2 – \$5,000

Square 3 or 4 – \$4,700

Leaderboard 3 – \$4,500

Square 5 or 6 – \$4,250

Leaderboard 4 – \$4,000

Square 7 or 8 – \$3,850

Specs:

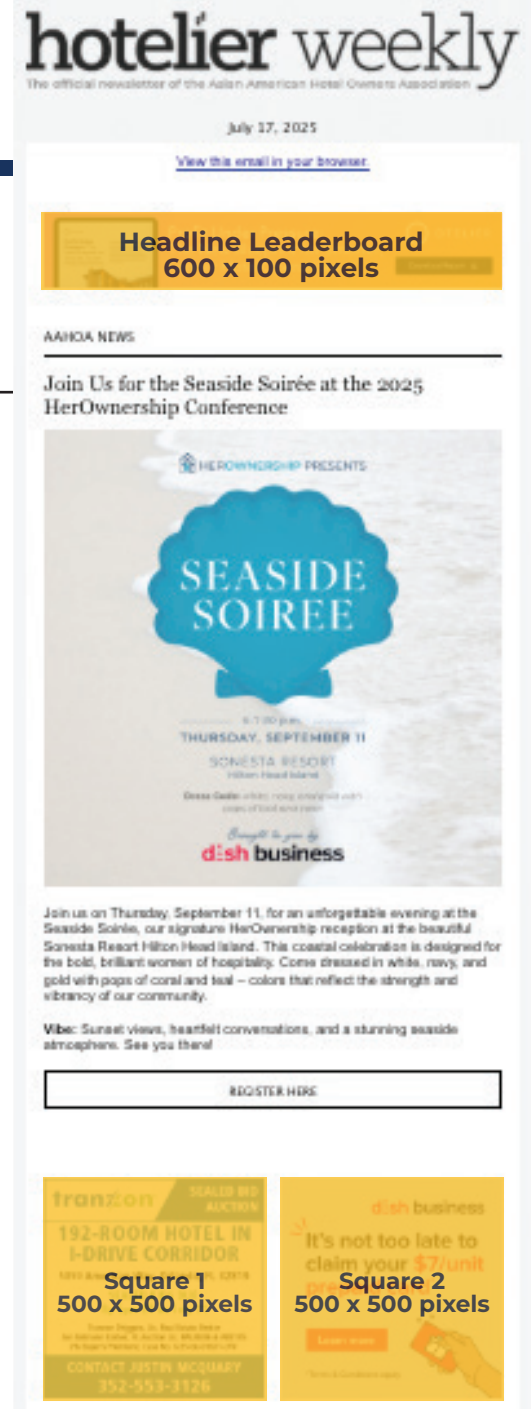
- All leaderboard positions are 600 x 100 pixels; jpg or png
- All Squares are 500 x 500 pixels; jpg or png

Sponsored Content – \$1,000 per month

- Exclusive, one per issue
- Thought leadership opportunity designed to be informative, educational, and to offer best practices
- Content should not promote a specific product/service
- Proofing assistance and writing services available: \$375 fee
- Includes logo/headshot, 75-word lead-in, author contact, and link to content
- Max two purchases in a calendar year; cannot run in consecutive months

Product/Company Spotlight – \$1,500 per month

- Exclusive, one per issue
- Includes a 300 x 300 image, 100-word description, and link
- This content can be promotional



Today's Hotelier Sponsored Advertorial eblast

- Thought leadership opportunity designed to be informative, educational, and to offer best practices. **Content should not promote a specific product/service.**
- **Exclusive email and limited to only two companies per month**, with the exceptions of March and April. In March and April, three advertisements per month are permitted for pre-show and show months for AAHOACON.
- Advertisers are only permitted to one eblast every six months; max of two per year. Content must be different for each eblast.

\$4,410 per eblast

Specs:

Advertorial Content

- 600 × 74 pixels banner;
72 dpi (jpg – no animation)
- One company logo (150 pixels wide max)
- Company tagline (5-10 words)
- 70-100 words of text
- Call-to-action text (5-7 words). If not provided, the default text will be “Learn More”
- One URL/call-to-action link



AAHOA Convention & Trade Show Guide

Hotel owners and operators make million-dollar purchasing decisions at AAHOACON; protect your investment and keep your company brand in front of those **5,000+ attendees** with the *Convention & Trade Show Guide*.

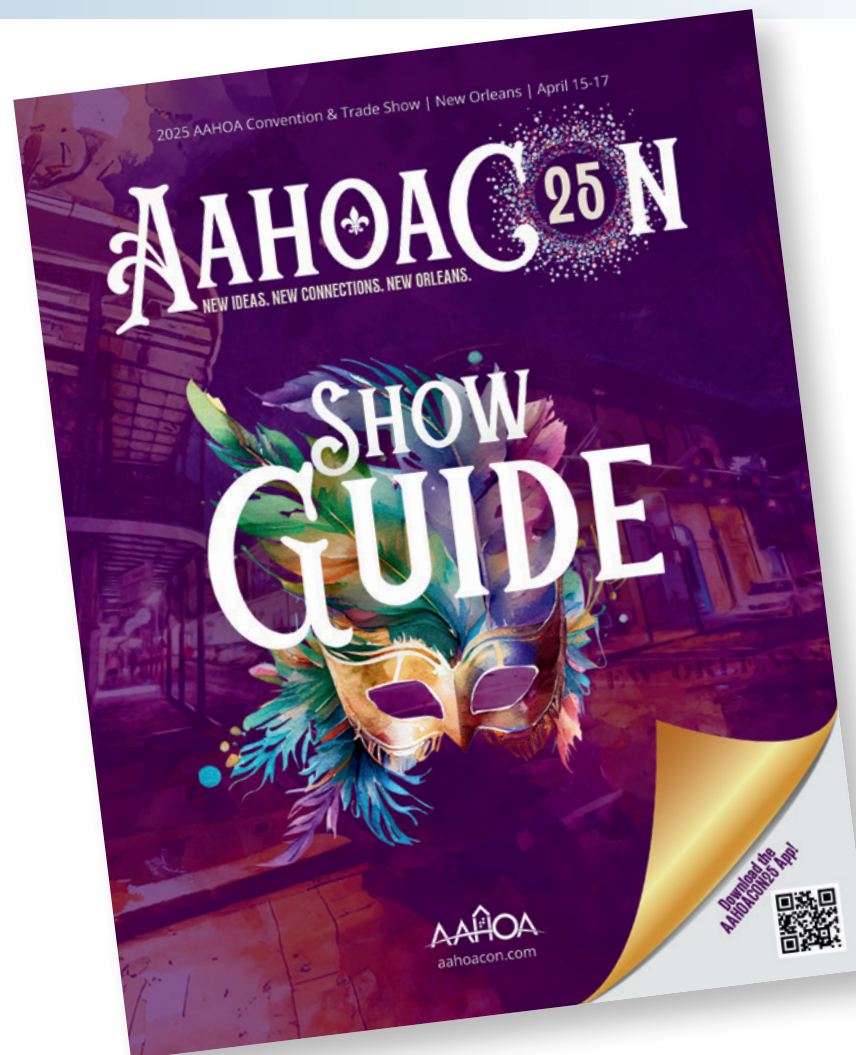
Position	Full-Color Rates
Outside Back Cover	\$3,639.50
Inside Front or Inside Back Cover	\$3,139.50
Double-Page Spread	\$4,709.50
Full Page	\$2,739.50
1/2 Page Island	\$2,049.50
1/2 Page	\$1,769.50
1/4 Page	\$1,019.50
1/8 Page	\$609.50

15% guarantee fee for non-cover prime positions.

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Additional options: Exhibitor Listing Enhancement – \$375

- Includes full-color logo and 50-word description



AAHOACON Show Daily newsletter

Your company's brand can be one of the first images attendees see when planning their day at the show. AAHOACON registrants, including AAHOA Members, exhibitors, and industry leaders, receive this newsletter for vital convention and trade show information.

- Delivered to **thousands of inboxes every day of the show** and in the weeks leading up to and after the show
- **Distribution Dates:**
 - One week before show
 - One day prior
 - First day of show
 - Second day of show
 - Third day of show
 - One week after the show

Headline Leaderboard – \$3,025

Leaderboard 2 – \$2,900

Leaderboard 3 or 4 – \$2,750

Leaderboard 5 or 6 – \$2,600

- Specs are 560 x 141 pixels; jpg for all leaderboards

