- **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 the membership represents independent hotels
  - 82% are affiliated with franchise brands, such as Hilton, Best Western, 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* enewsletter
  - *Today's Hotelier* sponsored advertorial eblast
  - AAHOA.com advertising
  - AAHOA *Convention & Trade Show Guide*
  - *AAHOACON Show Daily* enewsletter

2027

AAHOA

ASIAN AMERICAN HOTEL OWNERS ASSOCIATION

Advertising Media Kit

today's hotelier

The official publication of the Asian American Hotel Owners' Association

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"

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.

FULL COLOR RATES

Position	1x	4x	6x	12x
Outside Back Cover	$8,359.50	$8,069.50	$7,789.50	$7,209.50
Inside Front or Inside Back Cover	$7,589.50	$7,299.50	$7,009.50	$6,439.50
Double-Page Spread	$10,119.50	$9,619.50	$9,119.50	$8,099.50
Full Page	$5,789.50	$5,499.50	$5,209.50	$4,629.50
1/2 Page Island	$4,289.50	$4,079.50	$3,859.50	$3,439.50
1/2 Page	$3,669.50	$3,479.50	$3,299.50	$2,929.50
1/3 Page	$2,759.50	$2,629.50	$2,479.50	$2,199.50
1/4 Page	$2,129.50	$2,029.50	$1,919.50	$1,709.50
1/6 Page	$1,659.50	$1,579.50	$1,489.50	$1,329.50
1/8 Page	$1,299.50	$1,239.50	$1,159.50	$1,039.50

Members receive a 5% discount off of print advertising.
15% guarantee fee for non-cover prime positions.



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2027 *Today's Hotelier* Monthly Magazine Calendar

Edition	Theme	Ad Copy Deadline
January 2027	Guest Experience **Bonus Distribution: Americas Lodging Investment Summit (ALIS) Jan. 25-27**	11/19/2026
February 2027	Young Professionals **Bonus Distribution: AAHOA Helping Young Professionals Evolve (HYPE) Conference, TBD**	12/14/2026
March 2027	Revenue **Bonus Distribution: Hunter Conference, March 22-24**	1/18/2027
April 2027	Design	2/15/2027
May 2027	AAHOACON **Bonus Distribution: AAHOACON, May 4-6**	3/4/2027
June 2027	Leadership	4/19/2027
July 2027	Operations	5/20/2027
August 2027	Workforce	6/17/2027
September 2027	Technology **Bonus Distribution: The Lodging Conference, TBD; AAHOA HerOwnership Conference, TBD**	7/16/2027
October 2027	Advocacy	8/17/2027
November 2027	Her Ownership	9/16/2027
December 2027	Future Trends	10/18/2027

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: $8,759.50
- Sponsored Content – Full Page: $4,639.50
- Digital Edition eblast Sponsorship – $2,059.50 per issue
  - 468 x 60 pixels; jpg only
  - 52% 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 averages 35,600+ page views per month**
  (Stats from Jan. 2026 to June 2026)
- Ads appear on sub-pages

Sub-page Rectangles – $4,899.50 / 12 months

- Three positions; three rotations (nine spots total)
- 300 x 250 pixels; jpg



Today's Hotelier Website

The *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.

- 5,475 average visits per month
  (Stats from Jan. 2026 - June 2026)

Run-of-Site Leaderboards – $2,499.50 / 12 months
- Five rotations
- 728 x 90 pixels; jpg or png

Run-of-Site Rectangles – $1,949.50 / 12 months
- Five rotations
- 300 x 250 pixels; jpg or png

Sponsored Content – $999.50 / month
- Will remain archived as an article by relevant category



todayshotelier.com

Hotelier Weekly enewsletter

- Delivered weekly to **14,000+ hotel owners and operators** with the latest AAHOA updates, events, market reports, industry news, and more.
- **53% open rate; higher than the industry average!**
- All ad positions are exclusive with no rotation.

Headline Leaderboard – $5,729.50 / 12 months
Square 1 or 2 – $5,539.50
Leaderboard 2 – $5,149.50
Square 3 or 4 – $4,700
Leaderboard 3 – $4,839.50
Square 5 or 6 – $4,379.50
Leaderboard 4 – $3,089.50
Square 7 or 8 – $2,579.50

Specs:
- All leaderboard positions are 600 x 100 pixels; jpg or png
- All squares are 500 x 500 pixels; jpg or png
- All display advertisements reflect a 12 month rate

Sponsored Content – $999.50 per month
- Exclusive, one per issue
- Thought leadership opportunity designed to be informative, educational, and to offer best practices
- Content cannot 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 – $1,549.50 per month
- Exclusive, one per issue
- Includes a 300 x 300 image, 100-word description, and link
- This content can be promotional



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Today's Hotelier
Sponsored Advertorial eblast

- Thought leadership opportunity designed to be informative, educational, and to offer best practices. **Content cannot promote a specific product/service.**
- **Exclusive email and limited to only two companies per month,** with the exceptions of April and May. In April and May, 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.

$4,539.50 per eblast
Specs:
- 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


today's hotelier
THE OFFICIAL PUBLICATION OF AAHOA
April 20, 2026
Sponsored Content
vtech | Hospitality
Trusted technology for every guest room
In the race toward smarter hotel rooms, it's easy to overlook the role of reliable, purpose-built technology. The right in-room solutions – whether analog or advanced – can simplify operations and elevate the guest experience. The key isn't chasing trends, but aligning technology with room type, property goals, and staff workflows. When hotels take a strategic approach to even the most basic devices, they unlock better efficiency, consistency, and long-term value across every room.
LEARN MORE
vtech | Hospitality
This is a sponsored message.
Opinions expressed in this advertisement do not constitute endorsement by the Asian American Hotel Owners Association.

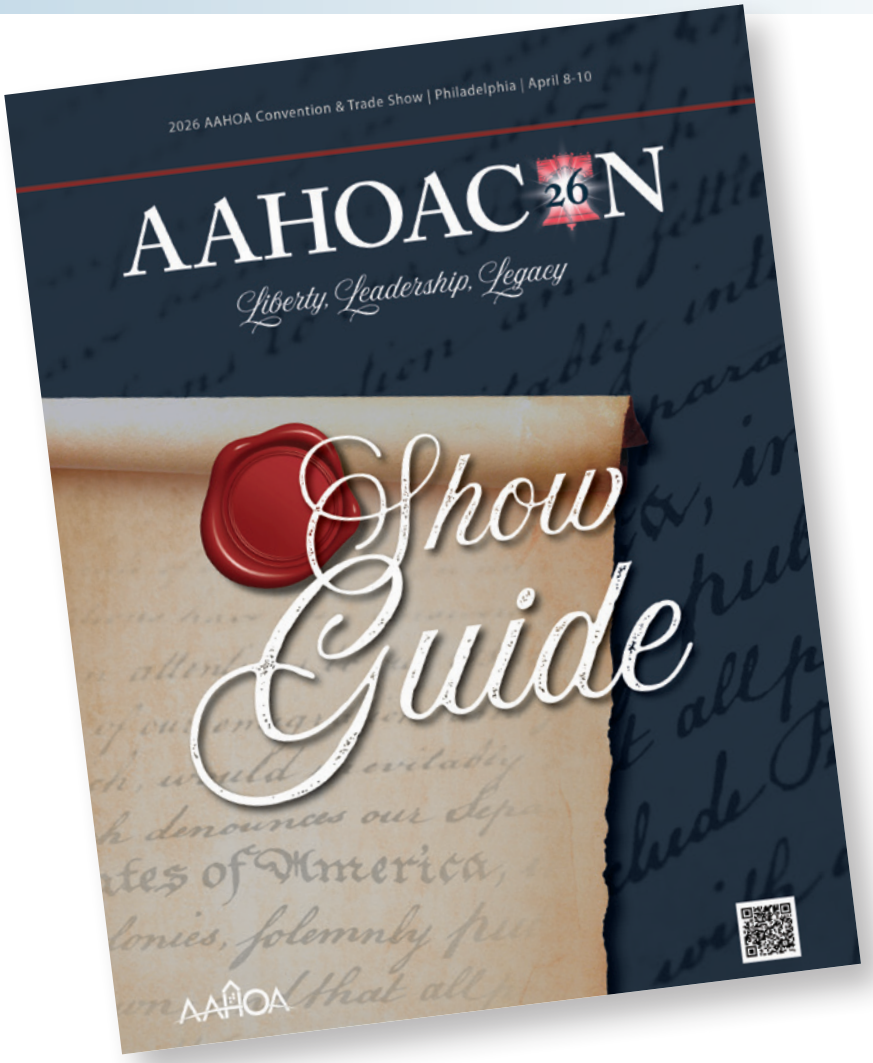
AAHOA *Convention & Trade Show Guide*

Hotel owners and operators make million-dollar purchasing decisions at AAHOACON; protect your investment and keep your company brand in front of those **5,300+ attendees** with the *Convention & Trade Show Guide*.

Position	Full-Color Rates
Outside Back Cover	$3,749.50
Inside Front or Inside Back Cover	$3,229.50
Double-Page Spread	$4,849.50
Full Page	$2,819.50
1/2 Page Island	$2,109.50
1/2 Page	$1,819.50
1/4 Page	$1,049.50
1/8 Page	$629.50

15% guarantee fee for non-cover prime positions.

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”
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1/4 Page Vertical	3.333” x 4.583”
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AAHOACON Show Daily enewsletter

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 enewsletter 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 – $3,119.50
Leaderboard 2 – $2,989.50
Leaderboard 3 or 4 – $2,829.50
Leaderboard 5 or 6 – $2,399.50

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



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