



## **Advertise in the exclusive newsletter of the Texas lodging industry, the *Industry Update*!**

Reach your target market of Texas lodging owners, operators, and managers through the official e-newsletter of Texas Hotel & Lodging Association, the *Industry Update*!

The *Industry Update* is THLA's exclusive monthly publication that directly reaches over 4,500 hospitality professionals throughout Texas. An advertisement in the *Industry Update* puts you in immediate contact with the decision makers of lodging properties, large and small, across the Lone Star State.

Email Monica Whitlock at [mwhitlock@texaslodging.com](mailto:mwhitlock@texaslodging.com) for more information.

### **ADVERTISING RATES**

**THLA Allied Members Discounted Rate: \$350 per issue**

THLA requires that all inserts be designed by advertisers and approved by THLA prior to publication.

#### **Advertising Graphic Specifications:**

Image Size: 600 pixels width

Resolution: 72 PPI

Image Size Max: 1 MB

File Type: PNG, JPG or GIF

The newsletter is mailed at the end of the month.

Please include a copy of your company logo. A live link to your website will be provided within your ad space.

**THLA Member:** \$350 per issue

**Non-Members:** \$1000 per issue

# INDUSTRY UPDATE ADVERTISING CONTRACT

Texas Hotel & Lodging Association  
1701 West Avenue, Austin, Texas 78701 512.474.2996 Fax 512.480.0773

Company Name: \_\_\_\_\_ Member #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**ADVERTISING RATES: MEMBERS \$350**

**NON-MEMBERS \$1,000**

**Payment must be received in order to reserve placement of your advertisement**

## Publications

|          |       |           |          |
|----------|-------|-----------|----------|
| January  | April | July      | October  |
| February | May   | August    | November |
| March    | June  | September | December |

ISSUE DATE/DATES REQUESTED: 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

## ADVERTISING GRAPHIC SPECIFICATIONS:

Image Size: 600 pixels width  
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THLA requires that all inserts be designed by advertisers and approved by THLA prior to insertion. Please include a copy of your company logo. A live link to your site will be provided within your ad space. Ads must be submitted and approved no later than the 20th day of the month that advertising is requested.

Payment must be received to confirm the desired publication date. Please make checks payable to the **Texas Hotel & Lodging Association** and mail to P.O. Box 735614 Dallas, TX 75373-5614. Payments made by credit card may be filled in below and emailed or faxed to THLA at 512.480.0773. Once ads are submitted, approved, and payment is made, THLA is not able to provide a refund for that ad space.

Check Enclosed

Please Charge the Credit Card # Below:

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV2 Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Company Representative/Date

THLA Representative/Date

\_\_\_\_\_

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