


chillers • kiosks • tvs • lighting • lamps • renovations



inventory • storage • water management • security




*National Association of
 Hotel and Lodging Engineers*
MEDIA KIT 2015



plumbing •

• fire safety



elevators • marble • landscaping • ice machines



pools • food service • carpeting • temperature control

National Association of Hotel and Lodging Engineers

MEDIA KIT 2015

Put the Purchasing Power of NAHLE 's Hotel Engineering Community to work for you.

There are 52,000 hotels with 4.9 million rooms in the \$155 Billion U.S. hotel industry. Every hotel property has an engineer or maintenance professional initiating input to capital expenditures and the purchasing of products and supplies.*

- AH&LA Industry Profile

**“A man who stops
advertising to save money
is like a man who stops a
clock to save time.”**

– Henry Ford



What NAHLE Can Do for You!

NAHLE creates national exposure for your products and services by reaching:

- **Hotel & Resort Engineers**
- **Maintenance Professionals**
- **General Managers**
- **Corporate Engineering Directors**
- **Corporate Renovation Planners (CapEx Managers)**
- **Hotel Management Companies**
- **REITs**

These are the persons who make the decisions on how and where capital dollars and operating budget dollars will be spent in today's \$157 Billion U.S. hotel industry. NAHLE's marketing programs and publications are designed to promote your products and services directly to the desks of these difficult to reach hotel engineers and hotel management executives.

Our Mission:

Our mission is to promote engineering excellence in hotels and lodging properties by creating and fostering a medium to exchange information regarding hotel products, technologies and services. We believe this sharing of information will improve the engineer's professional development, assist the engineer to better protect the property's assets, and improve the hotel's profitability as well as guest safety and satisfaction.

Our Goal:

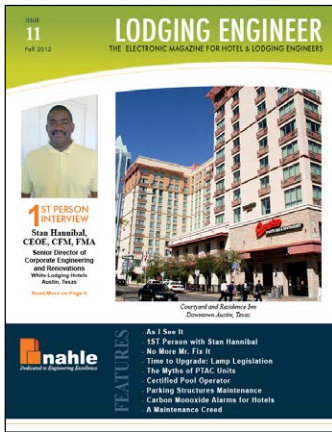
Our goal is to provide hotel engineers with the most current and useful information about products, services and technology found in lodging properties today. This will be accomplished by connecting vendors and suppliers directly with the engineers responsible for procuring these products and services and providing their maintenance. Further, we strive to enable engineers to continue their professional development by providing our 'Certified Chief Engineer' educational programs designed for both full-service and select-service property hotel engineers.

Core Objectives:

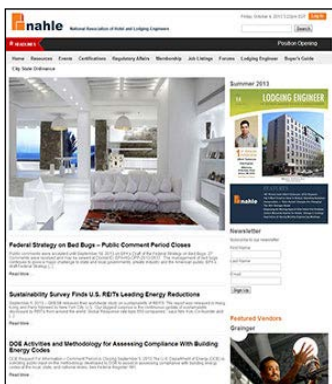
- Improve the performance of hotels by striving for engineering excellence.
- Provide current information regarding vendor products and services.
- Provide education and training for engineers and their staff.
- Promote a safe and enjoyable work environment for staff and fellow employees.
- Provide updates regarding new federal and state regulations affecting hotels.
- Support the exchange of peer-to-peer (engineers' expertise and experience) information.
- Support products and services that are sustainable and conserve energy and water consumption.
- Our guiding philosophy is based upon connecting members with members.



PRODUCTS AND SERVICES



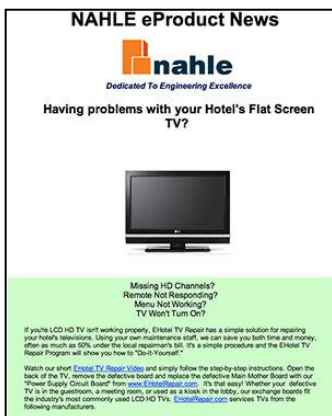
LODGING ENGINEER is NAHLE's official trade magazine. The maintenance and performance of the physical assets of the hotel is a complicated and demanding task. *Lodging Engineer* provides valuable information and insightful coverage of all aspects of hotel engineering. Topics include; Federal & State Regulations, Operations, Energy & Water Management, Building Systems, Human Resources, Building Envelope & Grounds, New Technology, Project Management, Maintenance, Renovations, Sustainability and Personal Development.



WEBSITE www.NAHLE.org is a portal to connect hotels and hotel engineers to resources for improving the performance of their properties. The site includes industry news, regulatory updates, buyer's guide, jobs, events and a resource/video library. Promote your products and services on this high traffic website for the hotel engineering community.



eNEWSLETTER focus on delivering the latest information hotel engineers need to know, published weekly and sent to opt-in subscribers of NAHLE's hotel engineer community. This information includes industry news and trends, federal and state rulemaking and legislation, and updates to codes and standards. Advertisers may select banners and ads for extended exposure, which are linked to their websites and product information.



ePRODUCT NEWS BLAST provides suppliers with a powerful tool to promote products and services directly to difficult to reach hotel engineers and hotel management. An eProduct Update is a custom email blasted to over 20,000 readers providing hotel engineers and decision makers product information that can assist hotel engineer's and GMs in making better informed decisions on their next purchase.

Mattress Protection, Hygiene & Comfort
It's All In a Good Night's Sleep

National Association of Hotel & Lodging Engineers Educational Webinar Why Mattress Encasements?

A new or upgraded mattress is an expensive investment. It is also the most vulnerable asset subject to easy damage by human and pest contamination. Join leading industry experts including two Chicago GMs from Hilton and Marriott discuss mattress protection, labor and cost efficiencies, and proper hygiene maintenance. Entomologist, Jeffery White, speaks to bed bugs and other pest infestations. And, Marc de Grace, VP of Business Development, Protect-A-Bed, moderates. Our goal is to help you learn how to increase guest satisfaction by offering a sleep experience that replicates the comfort and cleanliness of home while increasing your mattress' return on investment (ROI).



PRODUCTS AND SERVICES (continued)

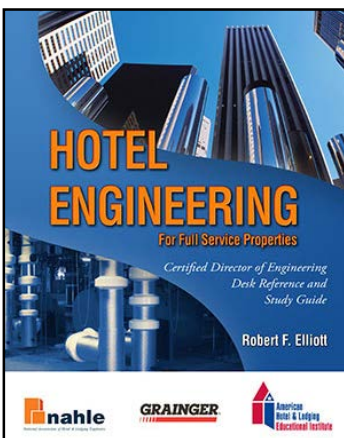
WEBINARS This interactive demonstration and presentation program delivers meaningful information to hotel engineers and corporate hotel executives in a direct and interactive format. The team at NAHLE will assist in the planning, promoting and hosting of the Webinar presentation.

BUYERS GUIDE Join the leading suppliers in the hotel industry and list your company products or services for easy access by hotel engineers. Your company listing and advertisement will be visible to users of NAHLE's Buyers Guide at www.nahle.org. Enhanced listings are available to Allied Members of NAHLE.



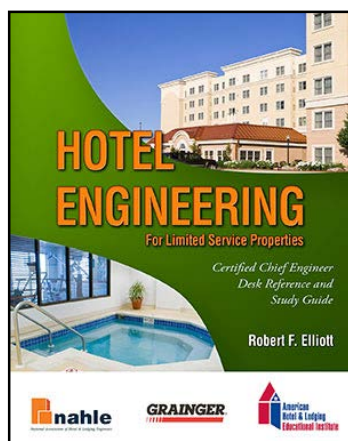
EDUCATION and CERTIFICATION PROGRAMS CERTIFIED DIRECTOR OF ENGINEERING (CDOE) For FULL SERVICE PROPERTIES

This 31 chapter Study Guide provides preparation for the Certified Director of Engineering (CDOE) professional designation offered by NAHLE for hotel engineers. The American Hotel & Lodging Educational Institute provides an online test. Companies may contribute to content to our curriculum, be referenced at the end of chapters along with corporate logos on the textbooks' back cover.



CERTIFIED CHIEF ENGINEER (CCE) – For LIMITED SERVICE PROPERTIES

Developed specifically for hotel engineers and managers at limited service properties. This 19 chapter Study Guide and Desk Reference provides the non-salaried maintenance professional a comprehensive review of hotel engineering that is self-paced and doesn't require the engineer to leave the property. Our program is custom designed to assist REITs and Hotel Management Companies track the performance of each candidate among a portfolio of multiple properties. We can help you identify and improve your engineer's understanding based upon our unique online examination process.





LODGING ENGINEER

MAGAZINE Advertising Dates

ISSUE DATE	AD CLOSING DATE	PUBLISH DATE
Spring	2/1/2015	March 2015
Summer	5/2/2015	June 2015
Fall	8/2/2015	September 2015
Winter	11/2/2015	December 2015

Editorial Calendar (Suggested Topics)

Energy Management	Elevators	Utilities	Room Sensors	Systems	Kitchens	Sensors
Lighting	LED Update	Lobbies	Exterior	Rooms	Bath	Fixtures
HVAC	PTAC	Chillers	Air Pressure	Boilers	Dehumidifiers	Filters
Water Management	Utilities	Pool	Landscaping	Conservation	Kitchen	Heaters
Maintenance	Floors	Paints	Pools	Inventory	Equipment	Cleaning
Building Envelope	Roof	Windows	Sealants	Entrance	Parking	Sealants
Building / Grounds	Signage	Landscape	Recreation	Pest Management	Paving	Power Tools
Security	Door Locks	Review	Lighting	Cameras	Doors	Safety
Sustainability	LEEDS	Recycle	EVC Stations	Green Clean	Innovations	EnergyStar
Technology	Internet - Wi-fi	Project Sys.	Tech Trends	Communications	Entertainment	Digital
Management	Certification	Recruiting	Team Building	Dress/Footwear	Certification	Tools
Renovations	Planning	Management	Contracting	Guest Impact	Execution	FF&E
Regulatory	Federal	State	Standards	Propane/Natural Gas	CO Detectors	ICC/NFPA
Products	Cleaning	Bath	Polishers	Locks	Tools	NAHLE Picks
Conferences	ASHRAE	Grainger	HITECH/BOMA	Lodging Conf.	IH/M&R	ECOBUILD

Lodging Engineer's Editorial Calendar is suggested and subject to change at the sole discretion of NAHLE. It is our intent to provide information that is current, relevant and reflects unforeseen changes in legislation, products, technology and industry practices.

**T
I
P**

Most buyers are well informed by the time they make contact. They have done their home-work, researched your product and your competitors and now they want to meet you and talk price. Work with our team at NAHLE to develop materials and promote your products to ensure it's your product or service an engineer is seeing when researching their purchasing needs. Don't rely on brand alone. Let NAHLE help you create content that nurtures buyers towards a purchase with materials like webinars, white papers, magazine articles, technical documents, video demos and informative e-blast product update.

More Information Contact:

NAHLE Sales, 703-922-7105

sales@nahle.org

LODGING ENGINEER

MAGAZINE Advertising Rates 2015

Frequency	1X	2X	4X
Full Page	\$3,500	\$2,500	\$1,900
1/2	\$2,000	\$1,800	\$1,600
1/3	\$1,600	\$1,400	\$1,200
1/4	\$1,200	\$1,000	\$800
1/6	\$800	\$700	\$600

Advertising Dimensions

Ad Size in inches	Width X Height			
1 Page	7 1/4 x 10			
1/2 Pg. Island	4 5/8 x 7 1/2			
1/2 Pg. Horizontal	7 1/8 x 4 7/8			
1/2 Pg. Vertical	3 1/2 x 10			
1/3 Pg. Vertical	2 1/4 x 10			
1/3 Pg. Square	4 5/8 x 4 7/8			
1/4 Pg. Vertical	3 3/8 x 4 7/8			
1/6 Pg. Vertical	2 1/4 x 4 7/8			

Full Page Trim Size – 8 1/8" X 10 7/8"

Full Page Bleed Size – 8 3/8" x 11 1/8"

NOTE: Publisher's Right of Refusal. Lodging Engineer and NAHLE reserve the right to refuse any advertising for any type of product or service that is deemed unsuitable or inappropriate.

CIRCULATION & READERSHIP INFORMATION

NAHLE's engineering community continues to grow at an exceptional rate as engineers and hotel management gravitate to our highly focused editorial content and educational programs. Readership has increased in the past year and will continue as our products and service continue to expand. NAHLE has compiled a database of over 20,000 non-NAHLE members of various groups of hospitality professionals. For the latest distribution and circulation information, contact our sales representative at sales@nahle.org.

NAHLE does not sell its membership lists.

NAHLE WEBSITE

Build a Presence on our Website

Visitors each Year

Visitors each Month | [Visitors each Year](#)

Year	Total Visitors	Visitors per Day	Unique Visitors	Unique Ratio	Pages	Hits	BW
2008	55	1.8	19	35%	3,192	16,736	81.0M
2009	58,687	160.8	24,807	42%	738,922	1,234,814	21.1G
2010	19,130	52.4	12,301	64%	130,720	296,799	5.7G
2011	20,729	56.8	10,535	51%	222,324	305,789	6.9G
2012	71,149	194.4	25,057	35%	907,337	1,026,633	23.8G
2013	22,788	62.4	12,428	55%	129,177	575,530	31.3G
2014	29,376	88.8	17,208	59%	242,156	1,023,011	36.5G
2014 Total	221,914		102,355		2,373,828	4,479,312	125.4G

Visitors this Month

[Overview](#) | [Calendar of Visitors](#) | [Calendar of Page Views](#) | [Calendar of Hits](#) | [Calendar of Bandwidth Usage](#)



Day	Date	Visits	Pages	per Visit	Hits	per Visit	BW	per Visit
Friday	1 Aug '14	62	546	8.8	1,972	31.8	62.7M	1.0M
Saturday	2 Aug '14	63	234	3.7	992	15.7	49.8M	809.6k
Sunday	3 Aug '14	81	562	6.9	2,206	27.2	79.0M	998.1k
Monday	4 Aug '14	93	818	8.8	3,527	37.9	178.4M	1.9M
Tuesday	5 Aug '14	109	780	7.0	2,839	26.0	89.2M	837.9k
Wednesday	6 Aug '14	99	555	5.6	2,679	27.1	95.6M	968.6k
Thursday	7 Aug '14	121	1,501	12.4	6,644	54.9	214.9M	1.8M
Friday	8 Aug '14	177	2,273	12.8	11,393	64.4	464.2M	2.6M
Saturday	9 Aug '14	64	541	8.5	2,470	38.6	149.3M	2.3M
Sunday	10 Aug '14	630	6,645	10.5	8,402	13.3	224.0M	364.2k
Monday	11 Aug '14	104	1,622	15.6	6,300	60.6	281.7M	2.7M
Tuesday	12 Aug '14	112	1,031	9.2	4,464	39.9	243.5M	2.2M
Wednesday	13 Aug '14	74	513	6.9	3,068	41.5	108.8M	1.5M
Thursday	14 Aug '14	94	1,265	13.5	5,002	53.2	149.4M	1.6M
Friday	15 Aug '14	76	442	5.8	2,085	27.4	63.3M	852.7k
Saturday	16 Aug '14	56	206	3.7	970	17.3	55.2M	1,009.0k
Sunday	17 Aug '14	71	256	3.6	1,226	17.3	45.0M	648.8k
Monday	18 Aug '14	90	422	4.7	2,212	24.6	91.8M	1.0M
Tuesday	19 Aug '14	87	376	4.3	2,554	29.4	79.2M	932.0k
Wednesday	20 Aug '14	81	355	4.4	2,203	27.2	79.7M	1,007.5k
Thursday	21 Aug '14	82	606	7.4	2,187	26.7	148.2M	1.8M
Friday	22 Aug '14	74	391	5.3	1,516	20.5	67.0M	926.6k
Saturday	23 Aug '14	64	276	4.3	1,253	19.6	76.4M	1.2M
Sunday	24 Aug '14	61	265	4.3	805	13.2	62.2M	1.0M
Monday	25 Aug '14	77	597	7.8	2,881	37.4	67.6M	898.6k
Tuesday	26 Aug '14	107	573	5.4	3,105	29.0	82.6M	790.5k
Wednesday	27 Aug '14	101	441	4.4	1,795	17.8	70.4M	713.6k
Thursday	28 Aug '14	92	531	5.8	2,674	29.1	111.1M	1.2M
Friday	29 Aug '14	73	426	5.8	1,970	27.0	68.9M	966.6k
Saturday	30 Aug '14	66	370	5.6	1,304	19.8	37.7M	585.1k
Sunday	31 Aug '14	74	311	4.2	1,258	17.0	70.6M	976.6k
2014 Total		3,215	25,710	8.0	93,956	29.22	3.6G	1.1M



A three month snapshot of 2014 statistics showed a new 'unique' visitor every 15 minutes.

Total Visitors To Date: 221,914 and

Total Pages Viewed To Date: 2,373,882.

Total Hits To Date: 4,479,312

Total Hits Nearing 4.5 Million!

NAHLE WEBSITE ADVERTISING

www.nahle.org

Advertising Item


Wide X High

Rate

Advertising Item	Wide X High	Rate
Headline Banner	660 X 50 pixels	\$500/month
Industry News Banner*	660 X 50 px	\$250/month
Sidebar – Large Tile	300 X 85 px	\$100/month
Sidebar – Double Hi	300 X 160 px	\$150/month
Sidebar – Small Tile	140 X 100 px	\$50/month


Stacked Sidebar Buttons. Buttons will be stacked in the order they are reserved. Order is based on first signed, first listed basis. Publisher reserves right to make adjustments to size, rotation, frequency, position, and location of any advertising on the website.

NAHLE eProduct News



Dedicated To Engineering Excellence





Having problems with your Hotel's Flat Screen TV?



Missing HD Channels?
Remote Not Responding?
Menu Not Working?
TV Won't Turn On?

If you're LCD HD TV isn't working properly, EHotel TV Repair has a simple solution for repairing your hotel's televisions. Using your own maintenance staff, we can save you both time and money, often as much as 50% under the local repairman's bill. It's a simple procedure and the EHotel TV Repair Program will show you how to "Do-It-Yourself."

Watch our short [EHotel TV Repair Video](#) and simply follow the step-by-step instructions. Open the back of the TV, remove the defective board and replace the defective Main Mother Board with our "Power Supply Circuit Board" from [www.EHotelRepair.com](#). It's that easy! Whether your defective TV is in the guestroom, a meeting room, or used as a kiosk in the lobby, our exchange boards fit the industry's most commonly used LCD HD TVs. [EHotelRepair.com](#) services TVs from the following manufacturers.

Hotel LCD TV Board Exchange Program
Fast One-Day Turnaround On All Repairs
Nationwide Repair Service shipping anywhere in the USA
We also repair INCOMM Thermostats & VingCard Encoders

Questions & Tech Support
Contact: John P. Khoury at (866)-631-2901 or Email: johnpkhoury@gmail.com

EHotelRepair.com
2737 Irving Blvd.
Dallas, TX 75207
www.EHotelRepair.com

EHotelRepair.com IS AN INDEPENDENT SERVICE CENTER

NAHLE ePRODUCT BLAST

Product Information You Can Use

NAHLE eProduct News delivers the latest products and services to help hotel engineers keep their properties in top shape performing safely and efficiently. Engineers are genuinely interested in reading about innovative products, services and supplies that help them perform their jobs.

Our eProduct News blasts are sent to over 20,000 hospitality professionals nationwide. This simple advertisement will enhance any marketing campaign.

Fee \$1,000



The eNewsletter of the National Association of Hotel & Lodging Engineers

Home Resources Events Certification Membership Jobs Lodging Engineer Regulatory Buyer's Guide

More hotels are going green, and not just to save water or money

Los Angeles Times
In the hotel industry, being green sometimes means ripping out the greenery. The Intercontinental Los Angeles Century City Hotel is removing draping ivy plants from the balconies of all 361 rooms, replacing them with drought-tolerant succulents. The Courtyard by Marriott in Torrance, California, tore out 900 square feet of turf and flower beds, swapping them for native California grass to help cut water use by 15 percent.

Share this article: [f](#) [t](#) [in](#) [e](#) [READ MORE](#)



Service and clean your equipment to make the most of the holidays

Foodservice Equipment & Supplies
For many foodservice operators, the holiday season is one of the most profitable times of the year. During such a busy time, a broken piece of equipment can be a bigger-than-normal problem, both in terms of a kitchen's smooth operation and in terms of a restaurant's bottom line.

Share this article: [f](#) [t](#) [in](#) [e](#) [READ MORE](#)

New OSHA reporting requirements begin Jan. 1, 2015

Today's Facility Management
Beginning Jan. 1, 2015, there will be a change to what covered employers are required to report to the Occupational Safety and Health Administration. Employers will now be required to report all work-related fatalities within eight hours and all in-patient hospitalizations, amputations and losses of an eye within 24 hours of finding about the incident.

Share this article: [f](#) [t](#) [in](#) [e](#) [READ MORE](#)

The facility manager title varies as much as their duties

IOOffice
Between the rise of millennials entering the workforce, the impending retirement of baby boomers, technological growth and energy efficiency initiatives, there are many moving parts in running a successful business. Executives look to their facilities manager to develop a workspace that meets these growing needs while still realizing a growing bottom line. These evolving needs shift almost daily, making the facility management profession both unique and influential.

Share this article: [f](#) [t](#) [in](#) [e](#) [READ MORE](#)



NAHLE eNewsletter

Supplement your marketing effort through NAHLE's weekly eNewsletter. NAHLE eNewsletter is published weekly as an opt-in email resource providing a summary of weekly news briefings from the association, as well as comprehensive weekly news briefings of interesting stories important to the industry. Each edition of the eNewsletter contains articles gathered from an expansive list of sources, including news and publications from around the world. The NAHLE eNewsletter is delivered free to the inboxes of subscribers and members, keeping them up to date on the latest industry news and engineering developments.

eNewsletter Rates

Top Banner	\$1,500 per quarter (13 weeks)
Side Skyscraper	\$ 750 per quarter
Bottom Banner	\$ 750 per quarter

Dimensions:

Banner: 728 X 90, GIF or JPG, Size 40K

Skyscraper: 120 X 480, GIF or JPG, Size 40K

WEBINARS



Every Mattress Needs Protection®

HOTEL ENGINEERS: WHY DO MATTRESS ENCASEMENTS MAKE "CENTS"?

- Save The Date For A Webinar On -
October 30th, 2014 at 1pm EST

Join Our Expert Panel As They Discuss:

- The Bed – A focused hospitality marketing driver.
- How do encasements protect the life comfort, hygiene and sanitation of this asset?
- How does mattress protection drive profit to the bottom line?
- What is the benefit of proactively installing encasements?
 - Is it about bed bugs, people or more?

- Go to www.nahle.org and register! -





Marc de Grave
VP of Business Development -
Protect-A-Bed (Hospitality)



Holly Allgauer-Cir
General Manager -
Hilton Chicago/Northbrook



Dan Gustafson
General Manager -
Chicago Marriott Naperville



Jeffrey White
Technical Director - BedBug
Central & Cooper Pest Solutions



www.protectabed.com

NAHLE Webinar Fee

\$7,500

This is an impactful program providing product information directly to the hotel engineer's desk and computer screen. The team at NAHLE will assist in the planning, promoting and hosting of your webinar presentation. Webinars are one of the most effective ways to meet the busy schedule of today's hotel engineer. Webinars are informative and generate immediate interest among attendees. Webinars are one of our most cost effective means of providing your sales force with new customer leads and contacts.

*Webinars include eMarketing in **Lodging Engineer** and on our website prior to the event, your company logo on the website registration page for the sponsored event, and all registrant contact data.*



NAHLE BUYER'S GUIDE

The Buyer's Guide is sourced all year long to keep your company visible and "front of mind" whenever an engineer is searching for products and services.

Item	Wide X High	PRICE
Sidebar – Large Ad	300 X 85px	\$100/month
Sidebar – Double Hi	300 X 160px	\$200/month
Sidebar – Small Ad	140 X 100px	\$50/month

The screenshot shows the NAHLE website interface. At the top left is the NAHLE logo with the tagline "Dedicated to Engineering Excellence". To the right, it displays the date "Friday, November 28, 2014 11:59am EST" and a "Log In" button. Below the logo is the text "National Association of Hotel & Lodging Engineers" and a search bar. A navigation menu includes "Home", "Resources", "Calendar", "Certification", "Membership", "Job Listings", "Forums", "Lodging Engineer Magazine", and "Buyer's Guide".

The main content area features a "Category Archives: Micro-Turbines" section with a "Previous Page" link. Below this is a search box for "Micro-Turbines" with a "Distance Search" option set to "10 Miles". The search results show a listing for "Capstone Turbine Corp." with contact information: 21211 Nordhoff Street, Chatsworth, CA 91311; Phone: 1-818-734-5300; Email: jrathke@capstoneturbine.com; and website: http://www.capstoneturbine.com/.

To the right of the search results is a "CLICK ON THE COVER TO READ" section featuring the cover of "Lodging Engineer" magazine, Summer 2014. The cover includes a photo of a hotel entrance and a list of featured articles such as "1st Person - An Interview with Bill Fizer", "A Letter from the Editor - As I See It", "Integrated Pest Management: Encouraging Pests to Find Shelter: Elsewhere This Summer", "Electric Motors in Hotels: Part One", "Now Battling in the Clean up Spot...your New Engineer", "Increasing Hotel Energy Savings and Guest Comfort with Air Curtains", "Property Upgrades and Conversions: What to Expect", and "Crossword Puzzle: What are You Feeding Your Brain?".

At the bottom of the page, there is a "Join our Newsletter" section with a "Subscribe to our newsletter" link.

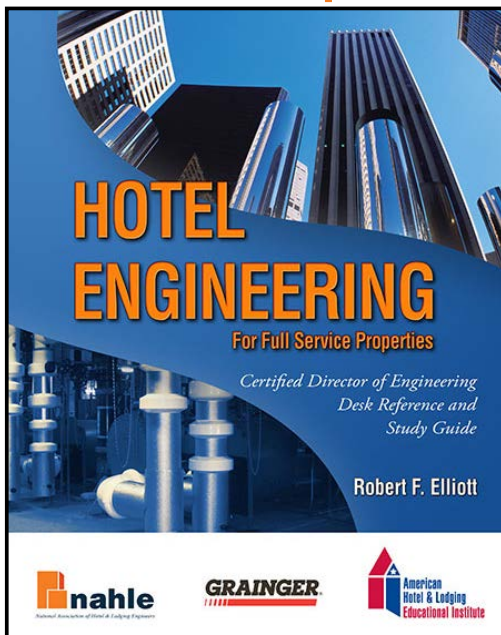
NAHLE Training and Professional Development:

NAHLE has developed an educational program and partners with the American Hotel & Lodging Educational Institute in the delivery of two certification programs for Chief Engineers.



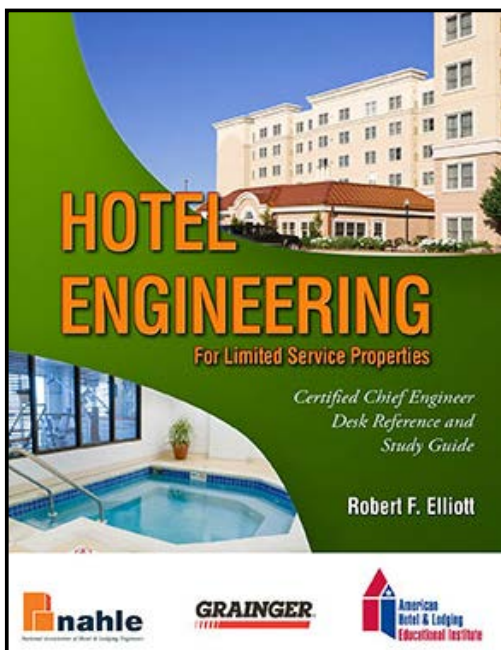
Celebrating 60 Years of Hospitality Excellence!

Full Service Properties



This 31-chapter study guide provides preparation for the Certified Director of Engineering (CDOE) professional designation offered by NAHLE for hotel engineers. The Guide includes information related to the planning and organizing of tasks, overviews of hotel engineering systems, and the financial and ethical skills required to operate effectively within a hotel organization. NAHLE's CDOE curriculum is comprehensive and covers most all hotel building engineering subjects including: HVAC, plumbing, electrical, lighting, landscaping, swimming pools, vertical transport systems and many other areas. NAHLE's online certification test is provided by our educational partner, the American Hotel & Lodging Educational Institute.

Limited Service Properties



The Certified Chief Engineer (CCE) was developed specifically for hotel engineers at limited service properties. The Study Guide has 19 chapters that focus on low-rise wood frame construction properties with a comprehensive review of subjects including PTAC units, moisture infiltration, building systems and maintenance, and engineering principles. NAHLE's online certification test is provided by our educational partner, the American Hotel & Lodging Educational Institute.

Corporate/Allied members are encouraged to sponsor and support NAHLE's Hotel Engineer Certification programs. Place your logo on our studyguide's back cover.

DIGITAL SPECIFICATIONS

File Types /Size	Ads	Video	Audio
Lodging Engineer	JPEG, PDF 300 dpi - Minimum resolution	Available Contact Nahle	Available Contact Nahle
Website	JPEG, PNG, GIF 72 dpi - Min/Res	YouTube, mpeg, mpg, dv, mp4, mov, avi, wmv, QuickTime	Available
eProduct Blast	JPEG, PDF, PNG, GIF 150 dpi - Min/Res.	Available	Available
Webinars	JPEG, PDF, Excel.xls 150 dpi - Min/Res	Available	Available
eNewsletter	JPEG, PNG, GIF 72 dpi - Min/Res.	Available	Available

Additional file types and sizes will be considered; contact your sales rep for details.

Ad Size: Sizes may vary depending on which product you choose the location within and format. Publisher will make its best effort to meet specified requirements.

Resolution: NAHLE reserves the right to publish any ad in varying format resolutions. *Lodging Engineer* may be printed at a minimum resolution of 150 dpi.

Color: Submit color files as RGB or CMYK for all digital files.

tip: Promoting Your Products Through NAHLE Is Good Business.

Successful hotel suppliers are steady advertisers

Advertising creates traffic and new customers

Advertising encourages repeat business

Advertising keeps you at the top of your target audience's mind

Advertising gives you a successful image

NAHLE is the best way to connect with difficult to reach Hotel Engineers.

Information Contact:

NAHLE Sales, 703-922-7105, sales@nahle.org.

National Association of Hotel & Lodging Engineers

NAHLE, LLC; P.O. Box 30844, Alexandria, VA 22310