What is the Vendor Digest?
The Vendor Digest is a weekly AAHOA Member opt-in subscription email that includes deals, discounts, and promotions offered by up to 15 of our Industry Partners per issue.

What are the benefits of participating?
Because members have to opt in to receive the digest, you know that those who are getting it want it. In addition to email delivery, the digest also is shared across AAHOA’s social media channels. In addition to sharing the latest on what’s happening at your organization, your participation allows your company to remain top of mind to America’s hotel owners.

How many times can I participate?
The number of complimentary entries is based on your level of membership. If you are unsure how many are included or how many have been used, contact ads@aahoa.com. Additional placements may be purchased at a discounted rate.

Do I have to reserve all my dates at the same time or can I reserve them individually?
Using the sign-up form, you can choose to reserve all of your dates at once or you can choose to sign up for individual weeks as the need arises. Dates can be canceled or rescheduled, if needed.

What if I can’t access your Google form to submit my creative?
If you’re unable to access the form due to firewalls, etc., please email all components to ads@aahoa.com at least 72 hours in advance of when the email is scheduled to deploy. Please be sure to include all elements as outlined in our Specifications Document. If you cannot meet the 72-hour deadline, AAHOA reserves the right to move your reservation.

Do I have to submit new creative material for each entry?
Content is key to getting the most interaction on your placement. Although you are not required to submit new material for each issue, we do highly recommend refreshing your content as often as possible. If you would like to run the same copy for multiple issues, please indicate on the creative

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FAQ

Vendor Deals, Discounts, and Promotions for AAHOA Members

submission form on the heading line, in parentheses. E.g.: (Use copy for next 3 reservations). New Saving for AAHOA Members. You can also email us at ads@aahoa.com.

How often does AAHOA send out the Vendor Digest?
AAHOA distributes the digest each week, on Thursday. If a holiday falls on Thursday, the email will be rescheduled at AAHOA’s discretion.

Will my competitors be in the same digest?
AAHOA will go to great lengths to ensure competitors are not placed together. To that end, AAHOA reserves the right to adjust any requested dates to avoid competing organizations or products/services. AAHOA will give you advance notice if your entry needs to be moved. To make this process easier, please advise in the Submission Form or during the submission process if you wish not to be advertised in the same digest with another company.

In what order are vendors listed?
Participants are listed by level of membership and in alphabetical order. Industry Partner seals are used to denote each participant's membership level.

Will I get a copy of the Vendor Digest when it’s sent out?
The Vendor Digest is emailed to every email address associated with your vendor member account. Log in to the AAHOA Vendor Portal to update contact information as needed.

How do I get reporting/metrics on my entry?
Email metrics and click-through rates are available by request only. Please email ads@aahoa.com to request this information.

What does typical engagement look like?
Currently, the digest is delivered to an average of 4,500 inboxes. AAHOA is consistently working to increase this distribution.

Have another question that’s not covered here? Please email us at ads@aahoa.com.