

2024

*“Voice of the Vacation
Ownership Industry”*

All the latest news, trends, and best practices



DISTRIBUTION & STATISTICS

THE INSIDE LOOK

E-MAIL MARKETING

SPONSORED ARTICLE

BANNER ADVERTISING

SOCIAL POLL SPONSOR

SPONSORED SOCIAL POST

**INSIGHTFUL EXCHANGES
SPONSORSHIP**

**TRAILBLAZER TALKS
SPONSORSHIP**



EMAIL AUDIENCE

Over **5,000** subscribers

Average open rate of **25%**

Average click through rate is **4-6%**



LINKEDIN

Nearly **8,000** Followers

11% Engagement Rate



TOP 5 Audience Seniority Levels

Senior
Entry-level
Director
Vice President Manager



TOP 3 Cities

Greater Orlando
Miami-Fort Lauderdale
Las Vegas



TOP 5 Job Functions

Business Development
Sales
Operations
Marketing
Human Resources



FACEBOOK

Nearly **3,000** Followers

7.8% Engagement Rate



X (TWITTER)

Almost **2,500** Followers

11% Engagement Rate

ARDA INSIDE LOOK

E-NEWSLETTER

A monthly e-newsletter offering industry insights & regulatory updates

KEEP YOUR MESSAGE AND BRAND VISIBLE FOR THE INDUSTRY — ADVERTISE IN THE ARDA INSIDE LOOK

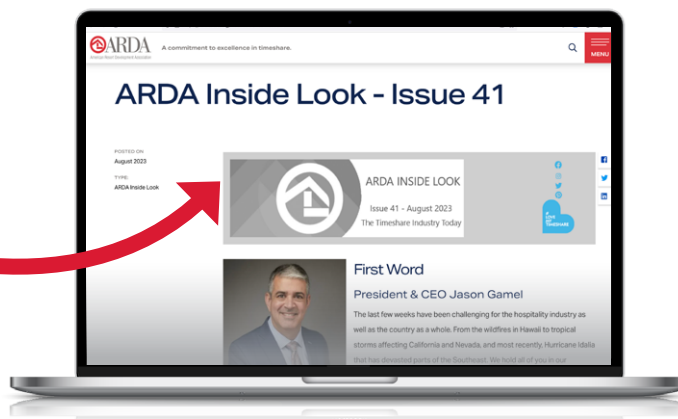


Three advertising placements are available per month for a minimum of two month run.

Analytics

- Over **5,000** subscribers
- Average open rate of **25%**
- Average click through rate is **4-6%**

Check out previous editions of ARDA Inside Look!



INSIDE LOOK BANNER ADVERTISING

The Inside Look is released twice monthly, keeping the industry informed on ARDA related activities and a newsworthy roundup. There are two banner ad placements within each Inside Look, ads are sold in two-month blocks. Provide your placement timing preference by indicating January/February for example.

AD OPTIONS	Specs	2x	4x	6x
Premium Banner Ad	702 x 97 dpi	\$3,000	\$2,750	\$2,500
Banner Ad	236 x 524 dpi	\$4,000	\$3,750	\$3,500

Artwork is due to ARDA by the 5th of the month



Questions? Contact Katelyn Reitz at Kreitz@arda.org, or call 202-207-1074.

Below advertising opportunities are available throughout the year to all ARDA Members

SPONSORED ARTICLE

Leverage a professional writer to elevate your industry expertise in a sponsored article.

Sponsored Article

1x — \$5,000

Deadline

To run article in the 2024 calendar year, ARDA must be notified of intent to place article(s) by **September 30, 2024**.

HOW IT WORKS:

- Kick-off call with ARDA team and writer to brainstorm topics, then ARDA will confirm approved topic, assigned writer will draft article and there can be up to two rounds of revisions before finalizing the article.
- Your team can have preference on the timing for when the sponsored article is released and promoted (estimated 6 week turn-around from concept to publication).

KEY BENEFITS INCLUDE:

- Up to 1,000-word article
- Promotion of article includes:
 - Your company logo included
 - Post on ARDA Website with promotion on the home page
 - Post on Facebook and Twitter
 - Mention in Inside Look newsletter
 - Boosted post on LinkedIn



ARDA MEDIA ADVERTISING OPPORTUNITIES

Below advertising opportunities are available throughout the year to all ARDA Members

SOCIAL POLL SPONSOR

Want to get a read on how the industry reacts to your burning question? By collaborating with ARDA we can get that question answered through our monthly social poll.

3 post increments

\$2,500

HOW IT WORKS:

Share your top 3 burning questions and ARDA Mar/Comm team will work with you to finalize a poll question to be shared on social. The poll duration will last 3 days and you'll be able to see it all play out on LinkedIn.

KEY BENEFITS INCLUDE:

- Promotion of your social poll includes:
 - Company name shared within post on LinkedIn
 - Poll results will be shared in Inside Look with company name mention
 - Recap article of poll and results posted on ARDA website (250 words min.)

SPONSORED SOCIAL POST

Leverage ARDA's social channels to share your Infographic, data or article on social.

3 post increments

\$2,500

KEY BENEFITS INCLUDE:

- Social post with ARDA-approved sponsored content
- Boosted post on LinkedIn
- Post on Facebook and Twitter
- Your company tagged on social channels

**Below sponsorships are available first come, first serve;
only 1 member can sponsor each opportunity**

INSIGHTFUL EXCHANGES SPONSORSHIP

Introducing our new monthly article series, “Insightful Exchanges.” Each month, we tackle a different pivotal question or challenge that directly impacts our industry. Through expert analysis, and engaging debates, we dissect the complexities to provide actionable insights. This series aims to empower industry professionals with the knowledge needed to navigate challenges and capitalize on opportunities effectively. Stay informed and stay ahead with “Insightful Exchanges.”

Sponsorship

1x — \$20,000

HOW IT WORKS:

- Collaborate with ARDA team to strategize framework and brainstorm monthly topics and questions.
- Sponsor provides expertise as lead for one of the monthly exchanges.

KEY BENEFITS INCLUDE:

- Sponsor logo on all promotional pieces, including:
 - Posted on ARDA Website
 - Mention in Inside Look newsletter
 - Posted on LinkedIn, Facebook and X

TRAILBLAZER TALKS SPONSORSHIP

“Trailblazer Talks” is a dynamic initiative that brings together industry leaders for concise, 10-minute video interviews. These discussions, hosted by an ARDA leader, focus on dissecting key industry challenges, offering practical insights and actionable strategies. By facilitating candid conversations, we provide viewers with an inside look at how successful businesses tackle obstacles, fostering a culture of shared knowledge and real-world solutions. These insightful videos become valuable resources, enabling professionals to stay informed and make informed decisions in today’s rapidly changing business environment.

Sponsorship

1x — \$25,000

HOW IT WORKS:

- Collaborate with ARDA team to strategize framework and brainstorm topics and questions we will tackle in 2024
- Sponsor can be the lead interviewed by Jason Gamel in one of the 10 talks throughout the year. All other talks will be lead by a variety of ARDA Leaders based on topic.

KEY BENEFITS INCLUDE:

- Sponsor logo on all promotional pieces, including:
 - On each of the recorded videos
 - Posted on ARDA Website
 - Mention in Inside Look newsletter
 - Posted on LinkedIn, Facebook and X