

2025

*“Voice of the Vacation  
Ownership Industry”*

All the latest news, trends, and best practices



Information based on Market Intelligence



## Email Audience

Over **6,000** subscribers

Average open rate of **32.9%**

Average click through rate is **2.87%**



## LinkedIn

Nearly **10,000** Followers

**13.5%** 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

**7.9%** Engagement Rate



## X (Twitter)

Almost **2,500** Followers

**2.1%** Engagement Rate

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 a two month run.

### *Inside Look Banner Advertising*

The Inside Look newsletter is released twice monthly, keeping the industry informed on ARDA related activities and other industry news. There are two banner ad placements within each Inside Look. The purpose of these ads is to enhance brand awareness and should be considered as a piece of your larger promotional efforts. Ads are sold in two-month blocks. Provide your placement timing preference by indicating January/February for example.

#### AD PLACEMENTS      Specs      2 Banners

Premium Banner Ad	630 x 75 dpi	\$4,250
Banner Ad	630 x 75 dpi	\$3,250

#### CHOOSE 3 TIMING PREFERENCE OPTIONS:

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



### *Analytics*

- Over **6,000** subscribers
- Average open rate of over **30%**
- Average click through rate is **2-4%**

# Advertising Opportunities ARDA MEDIA

The advertising opportunities featured below are available throughout the year to all ARDA Members

## Sponsored Article

Highlight your company's services and expertise in a sponsored article.

1x \$5,000

### HOW IT WORKS:

- Determine your article launch date before contract is signed.
- Kick-off call with the ARDA team and member to brainstorm topics and determine who will draft the article.
  - The call will take place 6 weeks prior to the predetermined publication date. The ARDA team will send a calendar hold and project timeline for this meeting at the time of signature.
- ARDA will confirm approved topic, assigned writer (either ARDA or member) will draft article and there can be up to two rounds of revisions before finalizing the article.

### KEY BENEFITS INCLUDE:

- Up to 1,000-word article
- Promotion of article includes:
  - Your company logo included
  - Up to 3 relevant images embedded within the article, if approved by ARDA (NOTE: No videos are permitted)
  - Post on ARDA Website with promotion on the home page
  - Post on Facebook and X
  - Mention in Inside Look newsletter
  - Boosted post on LinkedIn

### Example Sponsored Articles from 2024

- > [Westgate Resorts](#)
- > [Hilton Grand Vacations](#)
- > [Nordis Technologies](#)



# Advertising Opportunities ARDA MEDIA

The advertising opportunities featured below are available throughout the year to all ARDA Members

## Social Post/Poll Sponsor

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

3 post increments

\$2,500

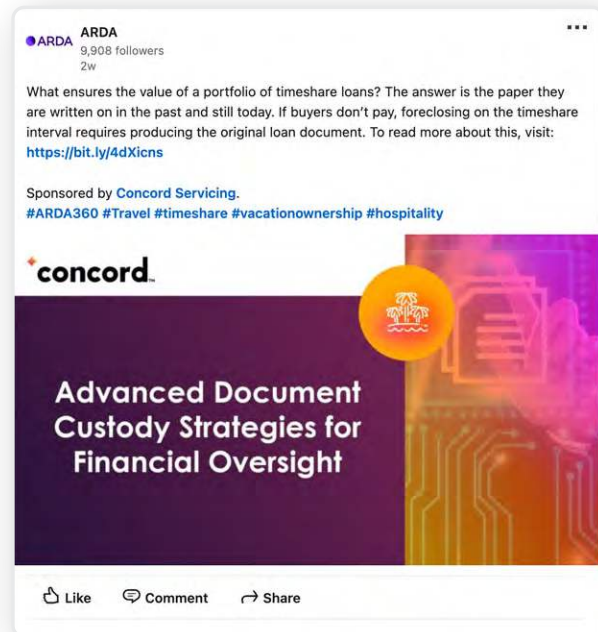
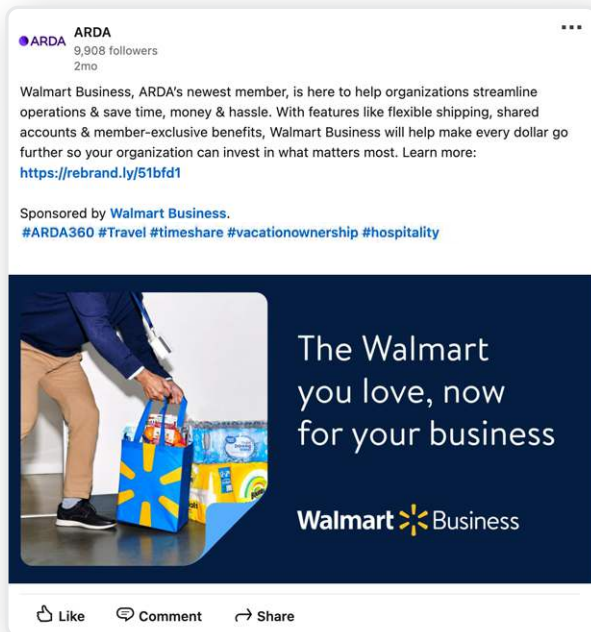


### HOW POLLS WORK:

Share your top 3 questions and the ARDA Marketing & Communications Team 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:

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



Questions? And Ready to Get Started? Contact [Partnership@arda.org](mailto:Partnership@arda.org).



# Sponsorships

ARDA MEDIA

Sponsorships are available first come, first serve; only 1 member can sponsor each opportunity

## *ARDA Educational Series — Quarterly Insights*

ARDA will produce an educational series, which will feature one topic each quarter of the year (4 total topics), to help strengthen our members' industry knowledge. As part of this series, ARDA's CEO Jason Gamel will conduct a one-on-one, two-to-three minute, interview-style discussion on camera with the sponsor that covers important questions members should know about the sponsor's service, product, etc., as well as their outlook on their respective industry topic.

In addition to the video, ARDA will work with the sponsor to produce an article that goes into further detail on the select topic. The article will be added to the ARDA website, and both the video and the article link will be sent to all ARDA members in ARDA's newsletter, Inside Look. The video will also be shared on ARDA's LinkedIn, Facebook and X.

This opportunity is available to one sponsor per quarter on a first come first serve basis. Upon signing partnership agreement, ARDA Marketing & Communications Team team will have final discretion on chosen topic and interview questions later. ARDA will then send project plan and timeline accordingly.

### **Sponsorship**

\$10,000

**4 Available**

### **HOW IT WORKS:**

- Upon signing partnership agreement, sponsor will receive:
  - Information on which quarter their topic will be launched, including the date of their interview with Jason
  - Opportunity to craft interview topics/questions, to be reviewed and approved by ARDA
  - A calendar invitation along with a project timeline for a pre-interview discussion with ARDA team to review the interview questions
- ARDA will confirm your company logo and URL
- Once the video is launched on social, the article will also get posted online and will be included in ARDA's newsletter, Inside Look. Sponsor will receive logo recognition at this time.



**Questions?** And Ready to Get Started? Contact [Partnership@arda.org](mailto:Partnership@arda.org).

Sponsorships are available first come, first serve; only 1 member can sponsor each opportunity

## Legislative Webinar Sponsorship

The ARDA State Affairs Team will be producing 4 legislative webinars in 2025. There are two participation opportunities available for these webinars:

- 1 | Sponsor the webinar with logo recognition for \$5,000.
- 2 | Sponsor the webinar with logo recognition and participate with a speaking role in the webinar for \$10,000.

Sponsor will receive logo recognition on the pre-event marketing materials and have access to the attendee list of those who participated in the webinar.

### Sponsorship

\$5,000 – \$10,000

#### KEY BENEFITS INCLUDE OF OPPORTUNITY #1:

- Logo recognition pre-event marketing emails
- Logo recognition on webinar platform
- Sponsor recognized on social as sponsor
- Access to webinar participants

#### ADDITIONAL BENEFITS FOR OPPORTUNITY #2:

- Speaking role on the sponsored webinar

#### HOW IT WORKS:

- Webinars are expected to be produced in May, July, August and October of 2025
- Sponsor will coordinate with the ARDA State Affairs Team to confirm:
  - Session topic
  - Timing of webinar
  - Possible speakers for webinar