



BEYOND GREENSM

Paid Media Opportunities
Q1 2027

2027 Paid Media

We are excited to offer the opportunities below, with a combined estimated reach of more than **5 million consumers & luxury travel advisors**. Please review the deck and submit your selections to **kvieten@staybeyondgreen.com** by **October 16, 2026**. Please note that some campaigns may not proceed if minimum participation levels are not met. Hotels participating in Marketing Solutions may also enroll in eligible opportunities directly on the Marketing Solutions site as well.

Condé Nast
Traveler

LUXURY
TRAVEL ADVISOR

AFAR

Overview of Co-op Marketing Opportunities 2027

Campaign	MEDIA INCLUSION	TIMEFRAME	SUPPORT NEEDED	COST PER HOTEL
AFAR Online 1.75 Million impressions	Online Article	Launch Q1 2027 (Stays on AFAR Permanently)	6 Participating Properties	5,750 USD
Programmatic Banner Ads 1.575 Million impressions	Online Banner Ads	Jan – March 2027	5 Participating Properties	5,500 USD
Luxury Travel Advisor 140K total reach	1 Dedicated Email (per property)	Feb and March	4 Participating Properties	3,250 USD
Conde Nast Traveller Estimated 2.4M impressions	Paid Social Campaign	Q1 2027	5 Participating Properties	3,300 USD

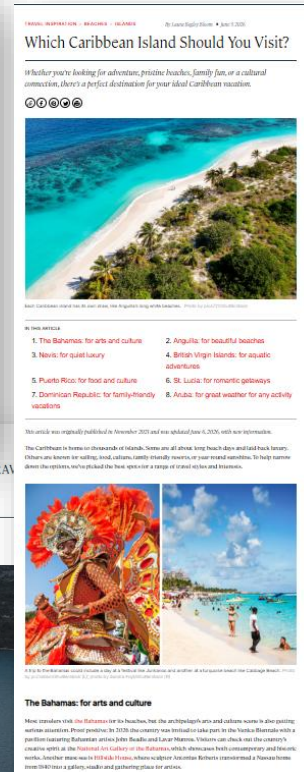
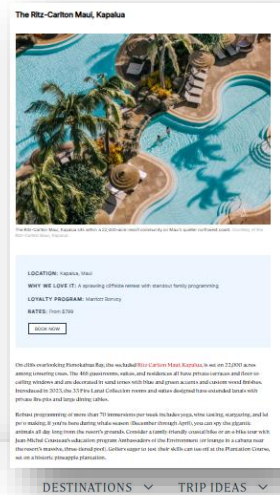
Please review the more detailed descriptions of each opportunity later in this presentation, to help you in your decision making. Please note pricing could be subject to slight change due to conversion rates and tax.

If you have any questions or concerns about the timeframes available – please reach out to Kayla Vieten [kvieten@staybeyondgreen.com]



Campaign Details

AFAR



Oceania Is Launching a First-Ever Entirely Gluten-Free Cruise, and It Will Sail the British

— AFAR Online Article

AFAR's values-driven, affluent travel audience aligns closely with Beyond Green. With 84% actively planning their next trip, this dedicated Beyond Green article offers a powerful opportunity to reach engaged travelers. Reserve your placement for a **cost of \$5,750** per participating hotel.

- **Campaign Reach:** 1.75MM+ Article Impressions
- **Time Frame:** Launch Q1 2027 (Article to remain on site permanently)
- **Creative Specs:** 1 Online article ([see example](#))
- **Hotel Feature:** Each hotel will have their image, name and location and short paragraph dedicated to their hotel included in the article.

**For your convenience, our team handles all creative design and submission, no additional action is needed after you sign up.*

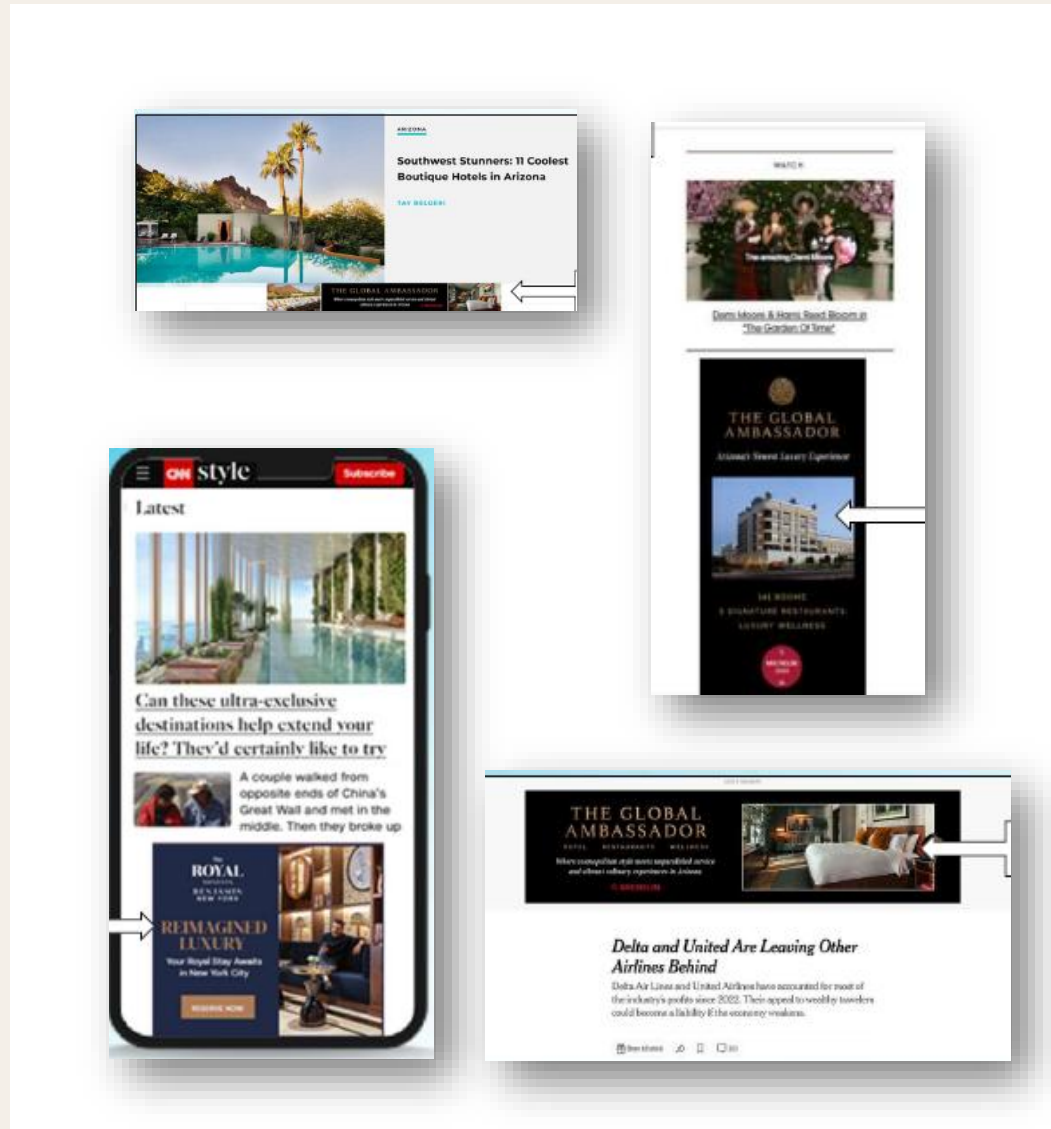


Programmatic Banner Ads

Reach affluent U.S. travelers through targeted online banner advertising powered by StackAdapt, delivering your hotel message to airline loyalty members, premium credit card holders (Amex, Chase), Airline Customers (Delta, United) and other high-value travel audiences (Priority Pass) across trusted websites. Each hotel get their own set of banner ads at a **cost of \$5,500** per participating hotel.

- **Campaign Reach:** 315K Impressions per hotel
- **Time Frame:** Jan – March (6-week run)
- **Creative Specs:** 7 Banner ad sizes per hotel:
 - 320x50, 300x250, 728x90, 300x600, 160x600, 970x250, and 970x90
- **Hotel Feature:** Each hotel will have their image, name and location on their banner ads, linking back to their hotel page on lprefer.com or staybeyondgreen.com.

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LUXURY TRAVEL ADVISOR

Dedicated Email

Reach influential U.S. travel advisors specializing in luxury and sustainable travel through dedicated email campaigns targeting travel agencies, corporate travel planners, tour operators, and other key industry professionals. The **cost is \$3,200** per participating hotel.

- **Campaign Reach:** 35K Opt-in Subscribers per email
- **Time Frame:** Jan – Feb
- **Creative Specs:** 1 dedicated email **per hotel**
- **Hotel Feature:** Each hotel will have their own dedicated email promoting only their Beyond Green hotel. The email will include hotel image, name and a paragraph about the hotel linking back to their hotel page on lprefer.com or Staybeyondgreen.com.

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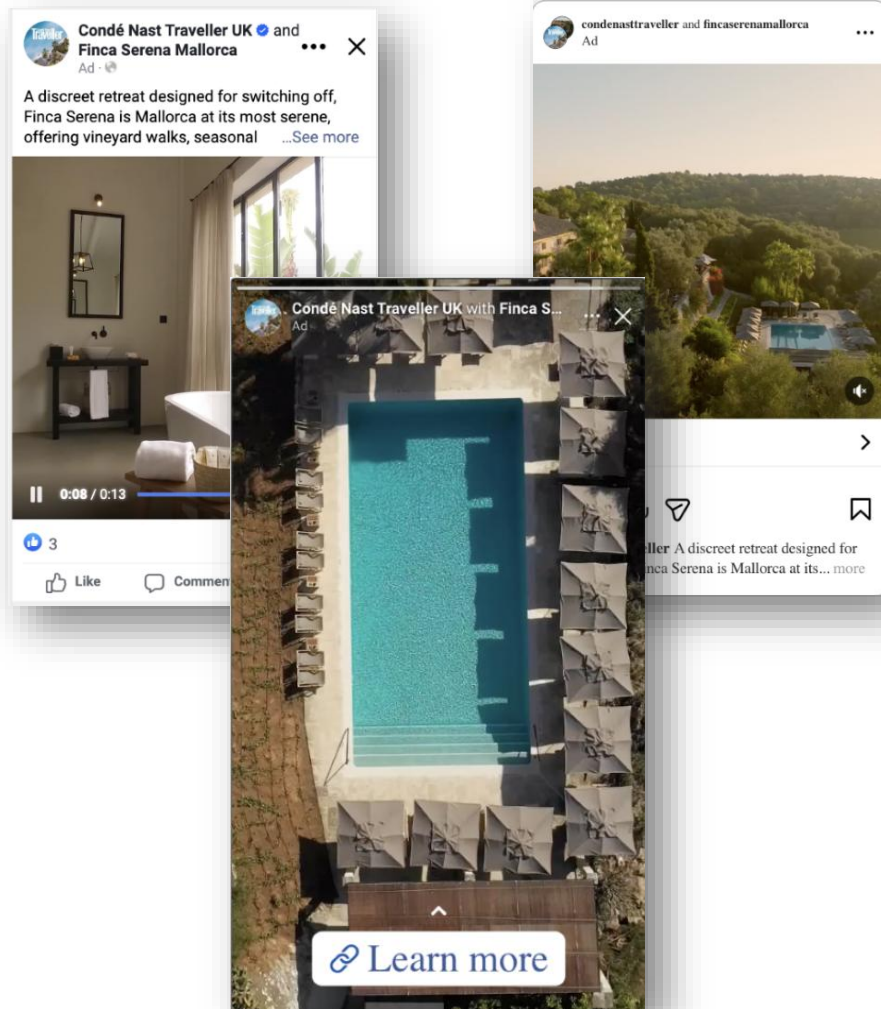


Social Media Campaign

Connect with Condé Nast Traveller UK's highly engaged travel audience through In-feed Facebook and Instagram placements. For participating hotels the **cost is \$3,300** per participating hotel.

- **Campaign Reach:** Estimated 2.4 M+
 - Total impressions may vary depending on audience targeting criteria
- **Time Frame:** Q1 2027 (these are In-feed posts that remain on each channel)
- **Creative Specs:** In-Feed Instagram + Facebook Posts, plus Instagram story
- **Hotel Feature:** Each hotel will have their own image, and name included in all visuals in the campaign.

**For your convenience, our team handles all creative design and submission, no additional action is needed after you sign up.*





How to Sign Up



— Beyond Green Paid Media

Sign Up by Oct 16

Interested in these opportunities? Let us know by signing up through one of the two options below.

- **Via Email:** Reach out to Kayla Vieten at Kvieten@staybeyondgreen.com confirming which campaigns you'd like to participate in.
- **Via Marketing Solutions:** Select Beyond Green members with connectivity to Beyond Green channels can access and enroll in these opportunities directly through the Marketing Solutions platform here.

Questions? Reach out to Kayla Vieten at Kvieten@staybeyondgreen.com.