

Hotel Savings[®]

D I R E C T O R Y . C O M



A new approach to increase and track your walk-in business.

- 100% Customer Satisfaction
- 100% Trackable Call Reports
- Identify Your Feeder Markets
- Front Desk Monitoring and Call Management
- Extensive & Exclusive Distribution
- Convenient Size: 5" x 8"




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CALL FIRST & SAVE!

A New Approach to Creating and Tracking Walk-In Business

RESULTS: The Hotel Savings Directory is committed to achieving the highest and most accurate return on investment of ANY print advertising program you currently use.

TRACKABLE: With our toll-free telephone tracking system , we will monitor your property's results through phone calls. This is designed to increase your front desk point-of-sale, and quality assurance.

FLEXIBILITY: With our innovative  tracking system, your property will no longer have to deal with:

- Untrackable Coupons
- Fixed Discounts
- Expired Rates

Our Hotel Savings Directory promotes "from" rates, "starting at" rates, and "% off RACK" rates. This will enable your property to accept your advertised rate every day.



Hotel Savings Directory Demographics

AGE

65 +	24%
34 to 64	66%
33 and below	10%

INCOME

100,000 +	5%
70,000 to 99,000	18%
40,000 to 69,000	55%
39,000 and below	22%

KIDS

Kids at home	71%
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TRAVEL HABITS: ANNUAL DAYS TRAVELED

20 Days +	22%
10-19 Days	39%
5- 9 days	27%
4 and below	12%

REASON FOR TRAVEL

Leisure	55%
Business	27%
Transient	18%

AVERAGE NIGHT STAY PER STAY

5+	2%
3 to 4	23%
1 to 2	75%



*Market Metrics 2008 ©

Distribution

New for 2008: We've added over 100 new **Denny's** locations in CA, NV, & AZ

We print MILLIONS of Hotel Savings Directories annually.

We have over 2000 locations focusing on high traffic areas such as:

- Airports
- Rental Car Agencies
- California Rest Areas
- Restaurants
- Gas Stations



- We also have extensive Digital Distribution with **Verizon Wireless** and **Google Maps**



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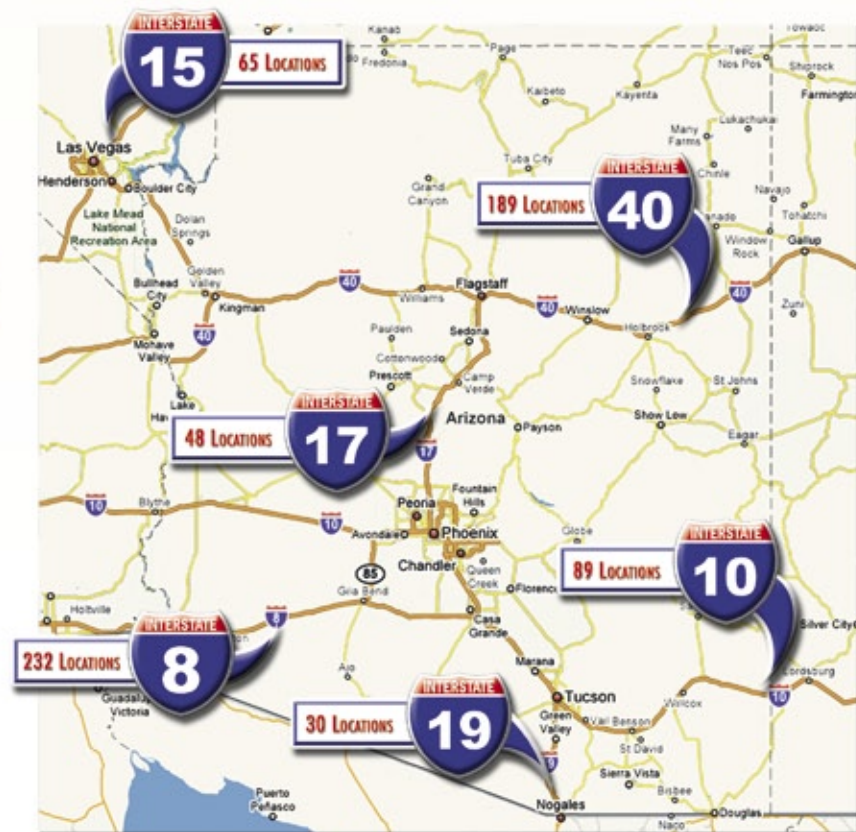
Distribution

...Over 2000 Locations

California & Nevada



Arizona & New Mexico



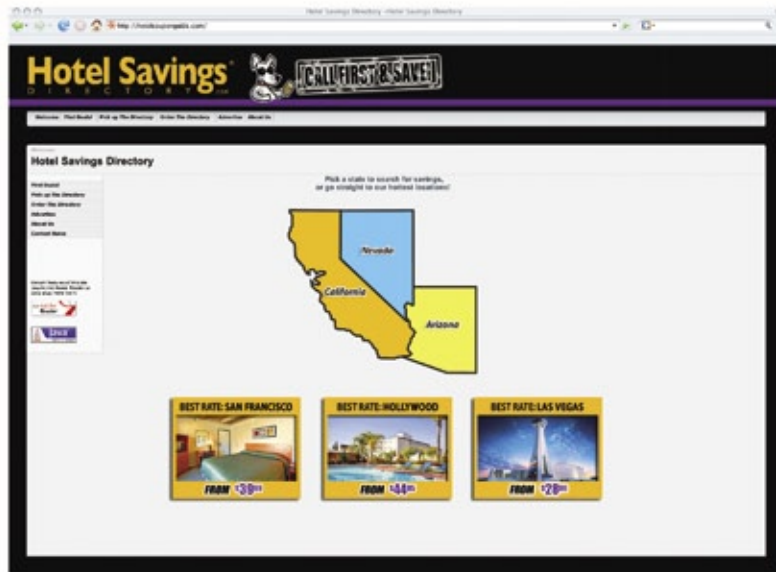
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... Value added benefits

Along with exclusive Denny's distribution at over 100 locations throughout California, Nevada and Arizona, our website is featured on Denny's Free Wireless Internet Website



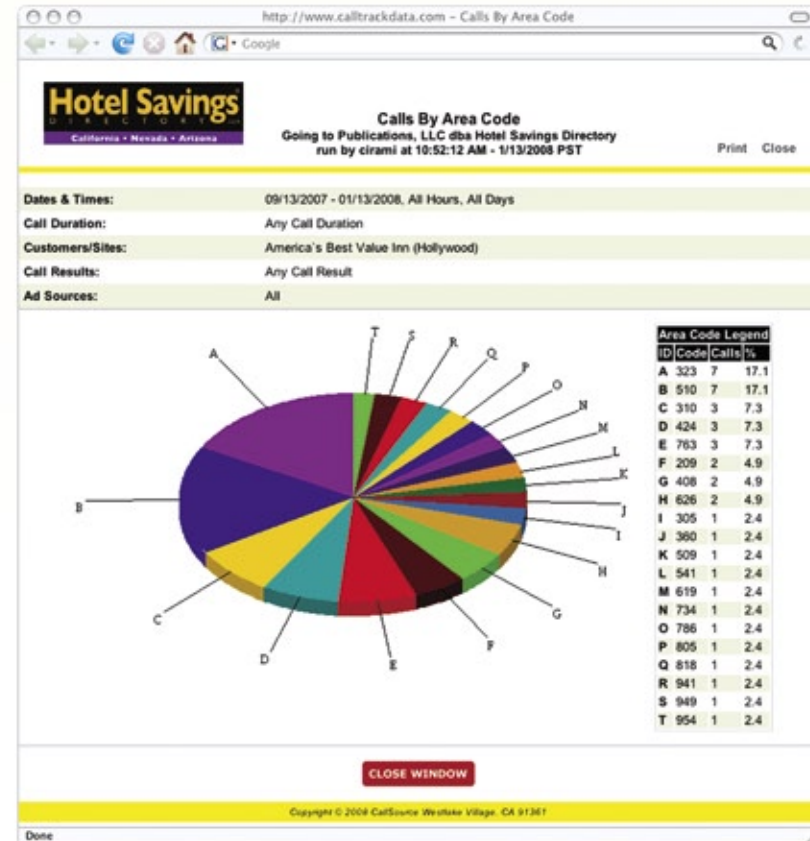
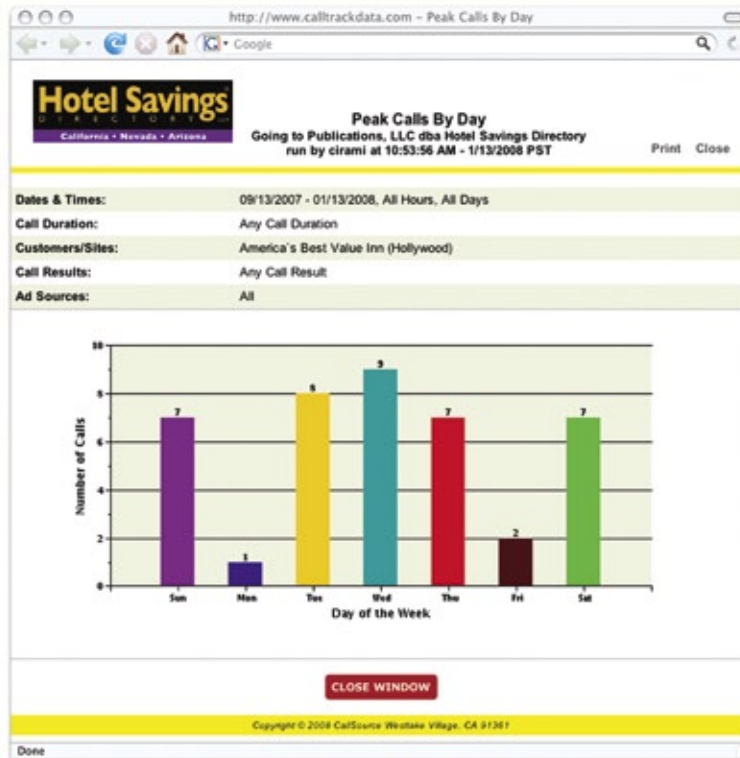
Call First



CALL FIRST & SAVE!

...Revolutionary tracking tool

- Toll-Free Phone Numbers: Assigned to your property and placed within your ad
- Call Tracking by area code
- Recorded Calls: Enables advertiser to "listen in" on phone calls made to the front desk
- Website Link: Access to both Weekly & Monthly Reports. Analyze your Feeder Markets and Call Results



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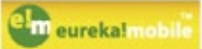
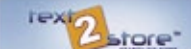
CALL FIRST & SAVE!

Feature your Hotel on



, verizon wireless &



- Available with Verizon, AT&T, Cingular Wireless, & Boost Mobile
- Mobile Targeted Marketing
- Feature your Hotel Savings Promotion by Zip Code
- Full Details - Info about Your Hotel along with Access to Software for Instant Updates, and Flexibility to change Your Promotion Days
- "Click to Call" - Direct to our Toll-Free Number
- Savings Promotions have a unique Code that is entered at the Point of Sale.
- Also featured on   

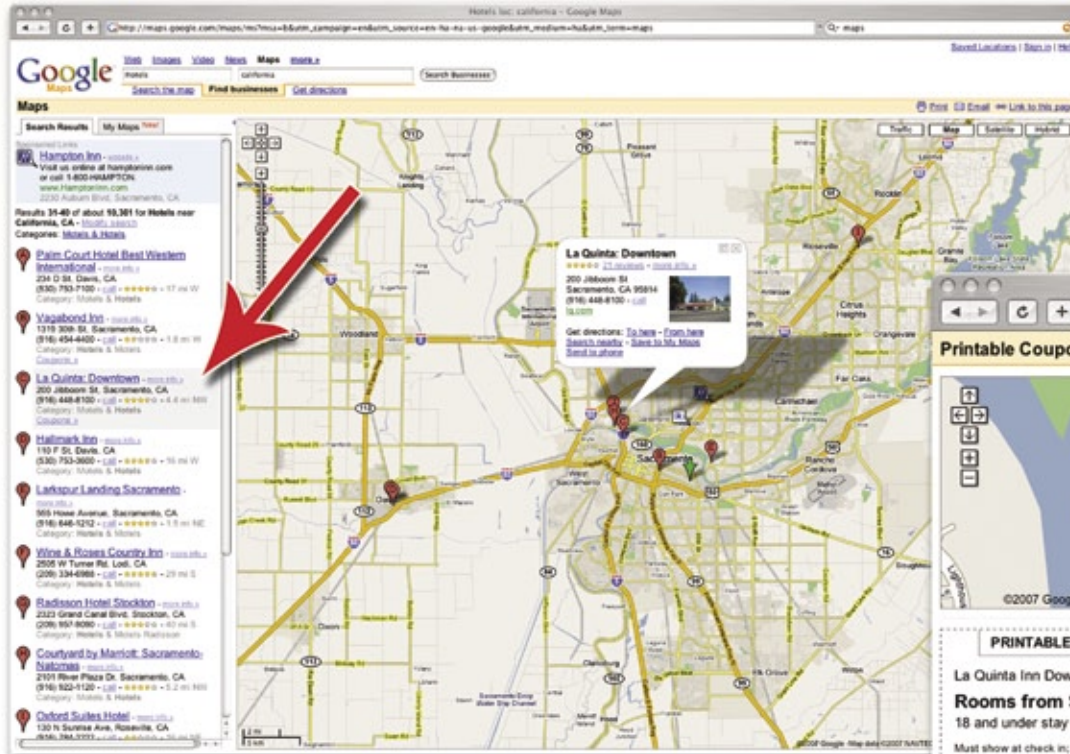


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America's #1 Search Engine



La Quinta: Downtown - [more info >](#)
 200 Jibboom St, Sacramento, CA
 (916) 448-8100 - [call](#) - ★★★★★ - 4.4 mi NW
 Category: Motels & Hotels
[Coupons >](#)

Rooms from \$59.00 - Google Coupons

http://maps.google.com/coupons?did=0_8908212478101304435&

Printable Coupon [Print](#) [Email](#)

La Quinta Inn Downtown Sacramento
 (916) 448-8100
 200 Jibboom Street
 Sacramento, CA 95814

[Print this page](#) and bring it to the above address

PRINTABLE COUPON Good until Jun 1, 2007

La Quinta Inn Downtown Sacramento
Rooms from \$59.00
 18 and under stay free!

Must show at check in; based on availability. Not valid with other discounts or reservations made at a higher rate. Price may be higher during weekends, holidays, or special events. Additional charge may apply for extra beds and/or additional occupancy. Call hotel for more details.

[Hotel Savings](#)

Google GSNTLT6BTXYB

Business Owners: [Create and distribute your coupons](#)
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Coupon data is provided by merchants and authorized third parties. Google does not guarantee the reliability or accuracy of any of the coupon information and shall not be held responsible for validity or accuracy of the coupon's stated offer.

Your ad as it appears on Google Maps



Hotel Savings[®]

DIRECTORY.COM

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Ad Samples

...what size is right for you?

1/8th Size
Ad Space

3/16th Size
Ad Space

1/4th Size
Ad Space

6 SAN DIEGO		
<p>10</p> <p>FROM \$54.00 + tax</p> <p>1-2 Pers. 1 Bed Sun-Thurs Add \$10 for 2 Beds Weekends Slightly Higher</p>	<ul style="list-style-type: none"> • FREE In-Room Coffee & Weekday Newspaper • FREE Parking • Non-Smoking Rooms Available • FREE High Speed Wi-Fi Internet • 25" Remote Cable TV w/HBO • Two Restaurants & Lounge • Pool & Spa • Business Cntr • Laundry Facility • Nearby: Golf, Sea World, Zoo Balboa Park, Qualcomm & Old Town 	<p>SAN DIEGO 1201 Hotel Circle South www.travelodgehotelsandiego.com (888) 656-4318</p> <p>Travelodge</p> <p>DIRECTIONS: I-8E, EXIT HOTEL CIRCLE EAST. HOTEL ON RIGHT. I-8E, EXIT HOTEL CIRCLE, RIGHT AT STOP, PROCEED UNDER FREEWAY TO HOTEL CIRCLE SOUTH, HOTEL ON LEFT.</p>
<p>11</p> <p>FROM \$69.99 + tax</p> <p>1-2 Persons, 1 Bed Add \$10 for 2 Beds Sun-Thurs Only</p>	<p>NEWLY RENOVATED HOTEL</p> <ul style="list-style-type: none"> • FREE Continental Breakfast • FREE High Speed Internet Access • FREE Local Calls • FREE Newspaper • Swimming Pool • Bar & Mini-Mart 	<p>SAN DIEGO 1403 Rosecrans Street www.ramadasandiegoairport.com (866) 247-3604</p> <p>RAMADA LIMITED</p> <p>DIRECTIONS: FROM I-5 S EXIT ROSECRANS AND GO 2-3 MI. FROM I-5 N EXIT AT HARTHORN AIRPORT, RIGHT ONTO HARBOR DR. PASS THE AIRPORT. 1.5 MILES TO SCOTT STREET MAKE LEFT. FROM I-8 W, EXIT ROSECRANS AND GO 2-3 MILES.</p>
<p>12</p> <p>FROM \$65.00 + tax</p> <p>1-4 Persons, 1-2 Beds Valid Every Day Holidays Best Rate Available</p>	<ul style="list-style-type: none"> • Two Great Family Restaurants Onsite • Heated Pool and Jacuzzi • Guest Laundry • Discount Tix to Area Attractions. • FREE Parking • FREE WI-FI 	<p>SAN DIEGO 1333 Hotel Circle South www.kingsinnsandiego.com (888) 855-7108</p> <p>Kings Inn</p> <p>DIRECTIONS: FROM I-8 TAKE THE HOTEL CIRCLE EXIT AND TURN RIGHT ONTO HOTEL CIRCLE SOUTH, END AT 1333.</p>
<p>13</p> <p>FROM \$49.95 + tax</p> <p>1-2 Persons, 1 Bed</p>	<ul style="list-style-type: none"> • 5 MINUTES FROM SAN DIEGO ZOO & GASLAMP/DOWNTOWN • 10 MINUTES TO SEAWORLD & BEACHES • FREE LIMITED PARKING • WWW.VALUEINNSANDIEGO.COM • FREE Continental Breakfast • Fantastic City Views • FREE Wireless Internet • All Rooms with HBO, Microwave, Coffee Maker, & Refrigerator • Close to Many Restaurants 	<p>SAN DIEGO 1801 Logan Avenue www.valueinnsandiego.com (888) 558-9492</p> <p>Americas Best Value Inn Convention Center/Downtown</p> <p>DIRECTIONS: I-5 TAKE EXIT 14B TOWARD CESAR E CHAVEZ PKWY, TURN LEFT ONTO LOGAN AVE. END AT 1801 LOGAN AVE.</p> 
<p>14</p> <p>FROM \$54.95 + tax</p> <p>1-2 Persons, Sun-Thurs Add \$10 on Fri & Sat</p>	<ul style="list-style-type: none"> • FREE Wireless Highspeed Internet • Heated Pool & Spa • FREE Cont'l Breakfast • Refrigerators Available Upon Availability • Cable TV w/CNN, ESPN & FREE HBO • Minutes to Mexico, Trolley Station, Downtown, Zoo, Sea World, Beaches 	<p>CHULA VISTA 230 Broadway (888) 868-7312</p> <p>VAGABOND INN</p> <p>DIRECTIONS: FROM I-5 TAKE THE 'E' ST EXIT. GO EAST FOR 2 BLOCKS TO BROADWAY ST. FROM I-805 TAKE 'E' ST. EXIT. GO WEST ONE</p>



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Hotel Savings Directory Rates & Deadlines

...what size is right for you?

Four Color Annual Ad Rates as of 3-1-08

1/8th Ad Space.....	\$4,862
3/16th Ad Space.....	\$6,928
1/4th Ad Space.....	\$8,776
3/8th Ad Space.....	\$12,505
Half Page Ad Space.....	\$15,840
3/4th Ad Space.....	\$22,572
Full Page Ad Space.....	\$28,591
Inside Back Cover.....	\$34,900
Inside Front Cover.....	\$36,900
Outside Back Cover.....	\$40,900
Call First Toll-Free Program.....	\$500

<u>Deadlines</u>	<u>Print Dates</u>
March 1st.....	March 15th
June 1st.....	June 15th
September 1st.....	September 15th
December 1st.....	December 15th



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