

GOLD HOTEL PARTICIPATION PACKAGE AD SPECS & GUIDELINES

Materials Due - Two (2) Weeks Prior to Campaign Date
Submit materials to marketing@abccglobalservices.com

Premier Room Service Standard Ad (2)

Your offer included in a Premier Room Service email to our travel agency members, featuring multiple partner offers.

[Premier Room Service Example](#)

[Click Here](#)

Submit the Following Creative Assets:

- Landing Page Ad: 8.5" wide x 11" high, PDF format preferred
- Supporting thumbnail image for landing page: 640px wide x 300px high

Ad Requirements:

- Call to Action: Book the ABC rate code with chain code XX
- Hotel property location (if promoting specific property)
- Promotion disclaimer and validity dates if applicable
- All rate/offers must be loaded in all GDS prior to distribution
- External links are not permitted

Let's Talk Leisure Feature Placement (1)

Your message included in a Let's Talk Leisure email to our travel agency members, featuring multiple partner offers.

[Let's Talk Leisure Example](#)

[Click Here](#)

Submit the Following Creative Assets:

- 75-word listing – topic examples: renovations, limited time offer or how to book
- 1 hi-res supporting image, jpg format
- PNG Logo
- Promotion disclaimer and validity dates if applicable

Hot Deals Listing (2)

Hot Deals is a dedicated section on the ABC website where partners can promote special offers such as discounted rates, value-added amenities, extra loyalty program points and more. **All Hot Deals must include a special offer** and the offer must be loaded in the GDS against the ABC rate access code. Hot Deals are posted for the length of the offer, up to a maximum of 90 days.

[Hot Deal example](#)

[Click Here](#)

Agent Hot Deals Listing (Up to 1x month)

Agent Hot Deals is a dedicated section on the ABC website where partners can promote exclusive offers for travel advisors such as FAM rates, additional commission offers, booking incentives and agent education. **This is a complimentary marketing benefit for participating partners in ABC-CCRA's programs and is subject to availability.** Only one Agent Hot Deal posting per property is permitted at a time.

[Agent Hot Deal example](#)

[Click Here](#)

See attached form for Hot Deals and Agent Hot Deals submission instructions.

*Materials not received by the due date, or if not canceled/re-scheduled by the due date, the placement will be forfeited.

Questions? Please contact the ABC-CCRA marketing team at marketing@ABCGlobalServices.com

Effective December 2025

HOT DEALS & AGENT HOT DEALS SUBMISSION FORM

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Please check applicable box for your submission.

Hot Deals / Featured Hot Deals (Client Offers)

Hot Deals is a dedicated section on the ABC website where partners can promote special offers such as discounted rates, value-added amenities, extra loyalty program points and more. **All Hot Deals must include a special offer** and the offer must be loaded in the GDS against the ABC rate access code. Hot Deals are posted for the length of the offer, up to a maximum of 90 days. [Click here to view Hot Deal example.](#)

Agent Hot Deals (Offers exclusively for Travel Advisors)

Agent Hot Deals is a dedicated section on the ABC website where partners can promote exclusive offers for travel advisors such as FAM rates, additional commission offers, booking incentives and agent education. **This is a complimentary marketing benefit for participating partners in ABC•CCRA's programs and is subject to availability.** Only one Agent Hot Deal posting per property is permitted at a time. [Click here to view Agent Hot Deal example.](#)

Please complete the electronic form below, save it as a new PDF and email it as an attachment to marketing@abccglobalservices.com:

1. Provide (1) Image: 550 pixels wide x 375 pixels high, JPG file. Image can include your logo and offer headline.
2. Hotel Name & Location
(max. 40 characters incl. spaces)
3. Offer Headline
(max. 20 characters incl. spaces)
4. Offer Description
(max. 300 characters incl. spaces)
5. Offer Validity Dates
6. Master Chain Code
7. Booking Instructions
(for Agent Hot Deals only, can include a link to your external landing page or website with a max. 200 characters incl. spaces)

Questions? Please contact the ABC•CCRA marketing team at marketing@ABCGlobalServices.com