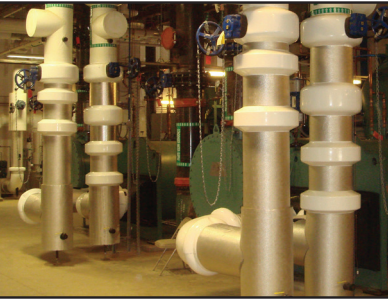


chillers • kiosks • tvs • lighting • lamps • renovations



inventory • storage • water management • security



plumbing •

**Nahle**  
*National Association of Hotel  
and Lodging Engineers*  
**MEDIA KIT 2019**



• fire safety



elevators • marble • landscaping • ice machines



pools • food service • carpeting • temperature control

# Put the Purchasing Power of NAHLE 's Hotel Engineering Community to work for you.

*There are 53,000 hotels with 5 million rooms in the \$176 Billion U.S. hotel industry. Every hotel property has an engineer or maintenance professional initiating input to capital expenditures and the purchasing of products and supplies.*

*- AH&LA Industry Profile*

**“A man who stops advertising to save money is like a man who stops a clock to save time.”**

***Henry Ford***



**NAHLE connects directly to the desks of difficult to reach hotel engineers and asset managers creating national exposure for your products and services.**

## NAHLE Website Statistics

Year	Unique visitors	Number of visits	Pages	Hits
As of Dec. 8th, 2018 <i>Lodging Engineer</i> Winter Issue Yet To Be Published	40,412	78,369	341,797	803,153
2017	46,681	78,592	452,087	1,002,804
2016	39,267	66,335	401,900	1,088,737
2015	22,633	40,364	289,214	964,402
2014	18,942	32,424	268,416	1,116,882
2013	12,428	22,788	129,177	575,530
2012	25,057	71,149	907,337	1,026,633
2011	10,535	20,729	222,324	305,789
2010	12,301	19,130	130,720	296,799
2009	24,807	58,687	738,922	1,234,814
Dec 2008'	19	55	3,192	16,736
<b>Grand Totals:</b>	<b>253,082</b>	<b>488,622</b>	<b>3,885,086</b>	<b>8,432,279</b>



## Our Mission:

Our mission is to promote engineering excellence in hotels and lodging properties by creating and fostering a medium to exchange information regarding hotel products, technologies and services. We believe this sharing of information will improve the engineer's professional development, assist the engineer to better protect the property's assets, and improve the hotel's profitability as well as guest safety and satisfaction.

## Our Goal:

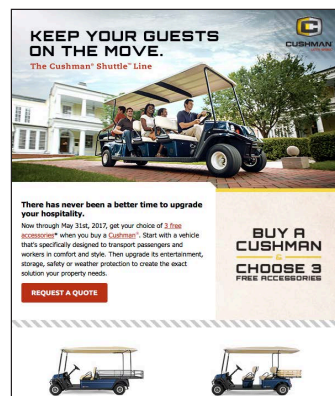
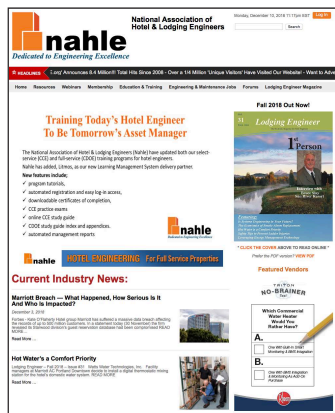
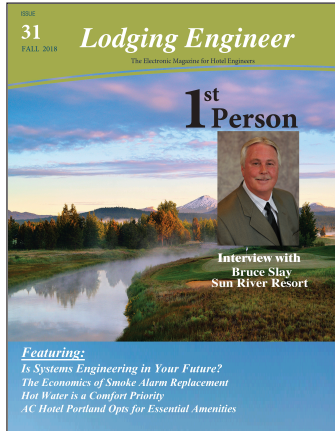
Our goal is to provide hotel engineers with the most current and useful information about products, services and technology found in lodging properties today. This will be accomplished by connecting vendors and suppliers directly with the engineers responsible for procuring these products and services and providing their maintenance. Further, we strive to enable engineers to continue their professional development by providing our 'Certified Chief Engineer' educational programs designed for both full-service and select-service property hotel engineers.

## Core Objectives:

- Improve the performance of hotels by striving for engineering excellence.
- Provide current information regarding vendor products and services.
- Provide education and training for engineers and their staff.
- Promote a safe and enjoyable work environment for staff and fellow employees.
- Provide updates regarding new federal and state regulations affecting hotels.
- Support the exchange of peer-to-peer (engineers' expertise and experience) information.
- Support products and services that are sustainable and conserve energy and water consumption.
- Our guiding philosophy is based upon connecting "members with members."



# PRODUCTS AND SERVICES



**Lodging Engineer** is NAHLE's official trade magazine. The maintenance and performance of the physical assets of the hotel is a complicated and demanding task. Lodging Engineer provides valuable information and insightful coverage of all aspects of hotel engineering. Among others, topics include; Federal & State Regulations, Operations, Energy & Water Management, Building Systems, Human Resources, Building Envelope & Grounds, New Technology, Project Management, Maintenance, Renovations, Sustainability and Personal Development. **Fee \$2,500 FP4C - \$1,500 1/2 Page**

**WEBSITE** [www.NAHLE.org](http://www.NAHLE.org) is an information portal connecting hotels engineers, GMs and asset managers to resources targeting the performance of the engineers' hotel properties and assets they manage on an everyday basis. Among others, NAHLE's website includes industry news, current events, regulatory updates, job openings and careers, **Lodging Engineer** magazine, and our resource library full of articles, videos, and vendor advertisements showcasing product information, services and contact information. Promote your products and services on this high traffic website designed exclusively for the hotel engineering community. **For Fees:** see pages 8 and 9.

**NAHLE AVERAGES ONE NEW 'UNIQUE VISITOR' EVERY 17 MINUTES 365 DAYS A YEAR!**

**THIS EQUATES TO 3.8 MILLION PAGES OF INFORMATION SOUGHT AND OVER 8 MILLION HITS!**

**Product News eBlast:** promotes products and services directly to difficult to reach vertical market that targets hotel engineers and hotel management via direct-email marketing. An eBlast is a custom designed email that is literally 'blasted' simultaneously to the computer screens of thousands of email recipients all at the same time. Our database of email addresses consists of a reading audience that fluctuates between 15 to 26,000 depending on the targeted audience. NAHLE is selective in the number of advertisers and the number of eBlasts that we send so that our members and reading audience is not constantly inundated with unwanted or unread emails. We prefer a 'member speaking to another member' approach to digital advertising which typically meets or exceeds industry averages in 'open rates.' We seek a balance between information and frequency in an effort to assist decision makers so that they may make better informed decisions on their next purchase. **Fee \$1,900**



Complimentary Webinar on September 13, 2018

### 3 MYTHS OF PTAC UNITS

How PTAC Units can be the cause of your mold problem




**Free Webinar**  
September 13, 2018 | 1:15 - 2:15 PM EDT


**REGISTER FOR OUR FREE WEBINAR**

What Causes PTAC Units to Fail in Warm and Humid Climates  
(Hint: None of the Factors are Rainwater-Related)

Brought to you by:



in cooperation with the:  
**National Association of Hotel & Lodging Engineers**



Liberty Building Forensics Group, P.O. Box 1120,  
3700 Dohnavur Drive, Zellwood, FL 32798

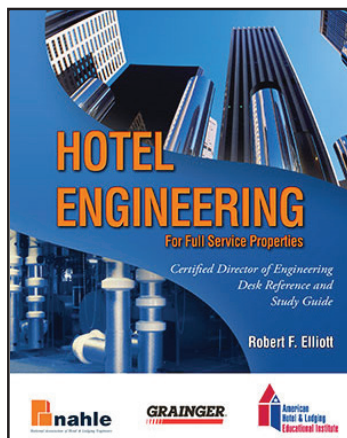
Safely unsubscribe™ (recipient's email):  
Forward this email | About our service provider:  
Sent by libertybuilding@nahle.org in collaboration with

**Constant Contact**  
Try it free today

## PRODUCTS AND SERVICES (continued)

**WEBINARS** This interactive demonstration and presentation program delivers meaningful information to hotel engineers and corporate hotel executives in a direct and interactive format. The team at NAHLE will assist in the planning, promoting and hosting of the Webinar presentation. Present directly to the computer screen of hotel engineers and corporate hotel executives in a direct and interactive format. Capture an audience's attention for 60 minutes of information sharing and Questions and Answers (Q&A). You may provide your online registrants the opportunity to participate in a survey and we will record your webinar in a movie format and archive it on our website at our hosts' discretion. And/or we can archive a Power Point version of your presentation on our website.

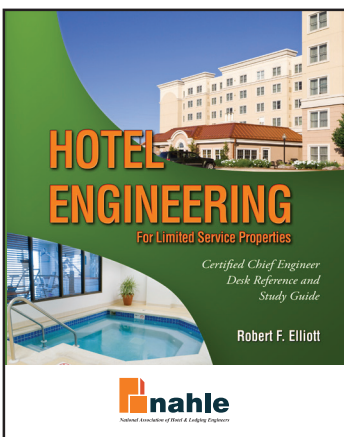
**Fee \$7,500**



## EDUCATION and CERTIFICATION PROGRAMS

### CERTIFIED DIRECTOR OF ENGINEERING (CDOE) For FULL SERVICE PROPERTIES

This 31 chapter Study Guide provides preparation for the Certified Director of Engineering (CDOE) professional designation offered by NAHLE for hotel engineers. Companies may contribute content to our curriculum, be referenced at the end of chapters along with corporate logos on the textbooks' back cover.



### CERTIFIED CHIEF ENGINEER (CCE) For LIMITED SERVICE PROPERTIES

Developed specifically for hotel engineers and managers at limited service properties in cooperation with AH&LEI and APPLE R.E.I.T. This 19 chapter Study Guide and Desk Reference provides the non-salaried maintenance professional a comprehensive study of hotel engineering that is self-paced and doesn't require the engineer to leave the property. Our program is custom designed to assist REITs and Hotel Management Companies track the performance of each candidate among a portfolio of multiple properties. We can help you identify and improve your engineer's understanding based upon our unique online Learning Management System and examination process. Once again, you may participate in this exciting program.



# LODGING ENGINEER

## MAGAZINE Advertising Dates

### ISSUE

#33  
#34  
#35  
#36

### AD CLOSING DATE

2/5/2019  
5/15/2019  
8/16/2019  
12/15/2019

### PUBLISH DATE

Spring 2019  
Summer 2019  
Fall 2019  
Winter 2019

## Editorial Coverage by Topics

### Energy Management:

- Lighting/LEDs
- HVAC
- PTAC
- Chillers
- Air Pressure
- Boilers
- Room Sensors
- Dehumidifiers
- Filters
- Solar Energy
- Elevators
- Power Generation & Turbines

### Safety & Security:

- Door Locks
- Fire & Life Safety
- Lighting
- Cameras
- Network Protection
- Risk Management
- CO Detectors

### Water Management:

- Utilities
- Pools
- Landscaping
- Water Conservation
- Kitchen Equipment
- Water Conditioners
- Laundry Efficiencies
- Waste Water Reduction

### Hotel Engineer Management:

- Certification
- Education
- Recruiting
- Team Building
- Dress
- Renovation Planning
- Guest Safety and Comfort
- Project Execution
- FF&E Budgeting
- Inventory Management

### Building Envelope:

- Roofs
- Windows
- Window Films
- Sealants
- Paints
- Coatings
- Entrances
- Walkway Repair
- Exterior Maintenance

### Grounds:

- Landscape
- Design
- Recreation
- Parking Areas
- Paving
- Power Equipment
- Receptacles
- Pools
- Lawns
- Signage
- Outdoor Lighting

### Building:

- Lighting
- Ceramic Flooring
- Carpets
- Wall Coverings
- Paints
- Cleaners
- Paper Supplies
- Polishers
- Batteries
- Bedding
- Mattresses & Covers
- Pest Management
- Bathroom & Kitchen
- TV & Cable Network
- Broadband and Wifi

### Regulatory:

- Federal & State Standards
- Propane/Natural Gas
- Fire Protection
- ICC/NFPA Codes & Stds.
- Hazardous Materials

### Sustainability:

- LEEDS
- Recycle
- EVC Stations
- Green Innovations
- EnergyStar
- Technology
- Project Management
- Communications
- Entertainment
- Digital Networks & Building Energy Management Systems

### Conferences:

- ASHRAE
- Grainger
- HITECH
- BOMA
- HX Show
- ECOBUILD

*Lodging Engineer's Editorial Calendar is suggested and subject to change at the sole discretion of NAHLE. It is our intent to provide information that is current, relevant and reflects changes in legislation, products, technology and industry practices.*

T  
I  
P

Most buyers are well informed by the time they make contact with a potential vendor. They have done their home- work, researched your product and your competitors as well. Now they want to meet you and talk price. Work with our team at NAHLE to develop marketing materials and promote your products to ensure it's your product or service an engineer is seeing when researching their purchasing needs. Don't rely on brand alone. NAHLE can help you create content that nurtures buyers towards an informed decision making process using materials such as; webinars, white papers, magazine articles, technical documents, video demos and Product Blast updates.

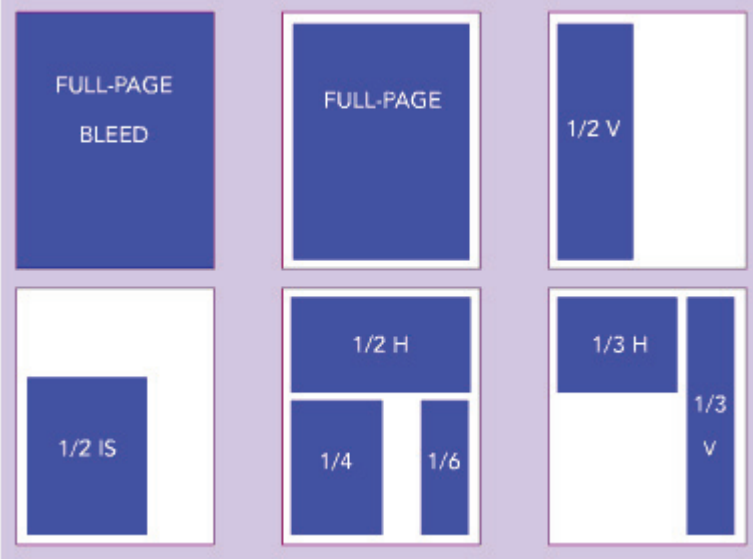


# LODGING ENGINEER

## MAGAZINE Advertising Rates 2019

Frequency	1- Issue	3 - Issues
Full Page	\$2,500	\$6,000
1/2	\$1,500	\$4,000

## Advertising Dimensions

Ad Size in inches	Width X Height	
1 Page	7 1/4 x 10	
1/2 Pg. Island	4 5/8 x 7 1/2	
1/2 Pg. Horizontal	1/8 x 4 7/8	
<b>Partial Ad Page Sizes Available Upon Request</b>		
Full Page Trim Size – 8 1/8" X 10 7/8"		
Full Page Bleed Size - 8 3/8" x 11 1/8"		
		

*NOTE: Publisher's Right of Refusal. Lodging Engineer and NAHLE reserve the right to refuse any advertising for any type of product or service that is deemed unsuitable or inappropriate.*

### CIRCULATION & READERSHIP INFORMATION

NAHLE's engineering community continues to grow at an exceptional rate as engineers and hotel management gravitate to our highly focused editorial content and educational programs. Readership has increased in the past year and will continue as our products and service continue to expand. NAHLE has compiled a database of over 25,000 readers and currently has over 16,000 members and hospitality professionals. For more information or to place an ad, please contact us at 703-922-7105 or [sales@nahle.org](mailto:sales@nahle.org).

*NAHLE does not sell its membership lists.*

★ HEADLINES 'NAHLE.org' Announces 8.4 Million!!! Total Hits Since 2008 - Over a 1/4 Million 'Unique Visitors' Have Visited Our Website! - Want

[Home](#) [Resources](#) [Webinars](#) [Membership](#) [Education & Training](#) [Engineering & Maintenance Jobs](#) [Forums](#) [Lodging Engineer Magazine](#)

Top Headline Banner 600 x 90



become a **Certified Director of Engineering (CDOE)**

Here is an endorsement from a Marriott engineer who recently earned his CDOE

- The following is a direct quote
- **Certified Director of Engineering – Full Service**
- *"I've been a engineering manager for over 14 years, 10 in limited service and the last 4 in full service at the Marriott Renaissance Plantation. For a while I've been searching for a certification designed specifically to enhance my knowledge and competency in hotel engineering. My supervisor recommended the CCE certification from NAHLE and I must tell you this course hits all areas and key points from what you need to know to keep your facility maintained and running efficiently to being compliant with most city, state and federal codes and regulations. It's an all around great self-study course for the hotel Chief Engineer and DOE, and to this day I keep my study guide on my shelf as a reference if ever needed. I am also honored to be the first person to be designated CDOE (Certified Director of Engineer) from NAHLE and a proud member." Robert Bell*

Industry News Banner 600 x 65

#### Hot Water's a Comfort Priority

Lodging Engineer – Fall 2018 – Issue #31 Watts Water Technologies, Inc. Facility managers at Marriott AC Portland Downtown decide to install a digital thermostatic mixing station for the hotel's domestic water system. [READ MORE](#)

[Read More ...](#)



#### 1st Person Interview with Bruce Slay

November 10, 2018

Sun River Resort is a luxury resort located in central Oregon. We are owned by Lowes Enterprises and managed by Destination Hotels & Resorts, which is one of two brands within Two Roads Hospitality. I am proud to say our resort is currently celebrating its ... [READ MORE](#)

[Read More ...](#)



#### Average Hotel Maintenance Engineer Hourly Pay

November 1, 2018

PayScale, Inc. – Is Hotel Maintenance Engineer your job title? The average pay for a Hotel Maintenance Engineer is \$14.23 per hour. [READ MORE](#)



Bottom Banner 600 x 65

Note: this page is not to scale.

**Congratulations,  
You Chose Triton.™**

A Water Heater That Eliminates  
Emergencies, Easily Replaces Any  
Brand & Is Built To Last Longer.

[LEARN MORE >](#)



Double Hi Tile  
300 x 160

Sidebar Square  
300 x 300

Fall Edition Out Now!



Double Hi Tile  
300 x 160



# WEBSITE ADVERTISING Total Hits To Date: 8.4 Million!!!

Advertising Item	Wide X High	Rate
Top Headline Banner	600 X 90 pixels	\$1,000/month
Industry News Top Banner	600 X 65 px	\$750/month
Industry News Banner*	600 X 65 px	\$500/month
Bottom Banner	600 X 65 px	\$250/month
Sidebar Standard Tile	300 X 80 px	\$250/month
Sidebar Double Hi	300 X 160 px	\$500/month
Sidebar Square	300 X 300 px	\$750/month
SkyScraper	300 X 600 px	\$1,500/month

**Advertising Positions:** Ads and banners will be placed in the order they are reserved. Order is based on first signed, first listed basis. Publisher reserves right to make adjustments to size, rotation, frequency, position, and location of any advertising on the website.

## Build a Presence on our Website

Over 1/4 Million 'Unique Visitors' Since 2008!

Year	Unique visitors	Number of visits	Pages	Hits
<b>As Dec. 8, 2018</b>				
<u>Without</u> Winter Issue of <i>Lodging Engineer</i>	40,412	78,369	341,797	803,153
2017	46,681	78,592	452,087	1,002,804
2016	39,267	66,335	401,900	1,088,737
2015	22,633	40,364	289,214	964,402
2014	18,942	32,424	268,416	1,116,882
2013	12,428	22,788	129,177	575,530
2012	25,057	71,149	907,337	1,026,633
2011	10,535	20,729	222,324	305,789
2010	12,301	19,130	130,720	296,799
2009	24,807	58,687	738,922	1,234,814
Dec 2008'	19	55	3,192	16,736
<b>Grand Totals:</b>	<b>253,082</b>	<b>488,622</b>	<b>3,885,086</b>	<b>8,432,279</b>

NAHLE visitors' click through rates (CTR) are significantly higher than industry averages. To learn more contact NAHLE at 703-922-7105.

## NAHLE.ORG Traffic Statistics

NAHLE.org received one (1) Unique Visitor every 15 minutes in 2015

In 2016 we were receiving one unique visitor every 12 minutes!

The number of visitors keeps increasing as NAHLE and *Lodging Engineer* have become the #1 Resource for Hotel Engineers in the U.S.

As of December, 2018 the Total Number of

Unique Visitors To Date: 253,082

**Total Hits To Date: 8.4 Million!!!**

# DIGITAL SPECIFICATIONS

File Types /Size	Ads	Video	Audio
Lodging Engineer	JPEG, PDF 300 dpi – Minimum resolution	Available Contact Nahle	Available Contact Nahle
Website	JPEG, PNG, GIF 72 dpi – Min/Res	YouTube, mpeg, mpg, dv, mp4, mov, avi, wmv, QuickTime	Available
eProduct Blast	JPEG, PDF, PNG, GIF 150 dpi – Min/Res.	Available	Available
Webinars	JPEG, PDF, Excel.xls 150 dpi – Min/Res	Available	Available
eNewsletter	JPEG, PNG, GIF 72 dpi – Min/Res.	Available	Available

***Additional file types and sizes will be considered; contact your sales rep for details.***

**Ad Size:** Sizes may vary depending on which product you choose, the location within, and format. Publisher will make its best effort to meet specified requirements.

**Resolution:** NAHLE reserves the right to publish any ad in varying format resolutions. *Lodging Engineer* may be printed at a minimum resolution of 150 dpi.

**Color:** Submit color files as RGB or CMYK for all digital files.

## **tip:** Promoting Your Products Through NAHLE Is Good Business.

Successful hotel suppliers are steady advertisers

Advertising creates traffic and new customers

Advertising encourages repeat business

Advertising keeps you at the top of your target audience's mind

Advertising gives you a successful image

**NAHLE is the best way to connect with difficult to reach Hotel Engineers.**

## **Information Contact:**

NAHLE Sales, 703-922-7105, [sales@nahle.org](mailto:sales@nahle.org).

National Association of Hotel & Lodging Engineers

NAHLE, LLC; P.O. Box 30844, Alexandria, VA 22310