

FreeViews

Right on the Menu. Straight to your Target.

A Showcase for your Brand:

18 Million+ hotel guests monthly

1 million+ rooms nationwide

66% upscale, upper-upscale and luxury hotel rooms

Hotel guests watch TV an avg. of 3+ hrs/day

59% of guests are "interested or very interested" in watching free VOD content with ads

Nielsen Measured



THE HOTEL NETWORKS

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Overview

It's the easiest way to get in front of millions of highly qualified targets. The Hotel Networks now offers FreeViews, the Video On Demand option where you can tell your story the way you want.

FreeViews is featured on the Main Menu, which is the most visited area on the LodgeNet Interactive System. When viewers scroll to the FreeViews Navigation Bar, they'll see a rollover graphic that features your brand and content. A single click of the remote takes the viewer to your front door.

It's Your Story to Tell

With FreeViews, you can feature your own long-form video content or The Hotel Networks can provide premium content in a variety of categories, allowing you to be featured as the exclusive sponsor.

Option Types:

- I. Sponsor Provided Content (Monthly Commitment)
 - Feature your own long-form content totaling up to one hour, in up to six segments
- II. Exclusive Sponsor of THN Provided Content (3 Month Commitment)
 - Popular categories will remain constant but content will update regularly
 - Categories include: Golf, Exotic Travel, US Travel, Europe/Asia Travel, Technology, Health, Fitness and Green Living
 - In-Program Ads for THN Provided Content
 - Opening :10 billboard (created by THN)
 - :30 pre-roll spot OR a 2 minute branded entertainment spot post-roll
 - Closing :10 billboard

Sponsor Assets

- I. Branded Menu Screens
 - Sponsor name on FreeViews menu picon
 - Sponsor name on header text
- II. Interactive Promotional Extensions
 - :10 billboards on the LodgeNet Promo channel
 - Interactive banner ads throughout the system, featuring direct click-through to your content
 - Branded Promotional Units across THN's SuperBlock, driving hotel guests to your content