

SuperBlock™

Where Cable TV Meets Place-Based Media

Why you should advertise
with The Hotel Networks:

Reach **6 million+**
affluent viewers per month

98.2% of hotel guests
watch TV in their rooms

3+ hours of TV/day

Hotel rooms have
NO DVRs

The Hotel Networks owns **100%**
of the national and local advertising
time across our 8 partner networks

**Hotel guests are away
from their at-home
routines. They are:**

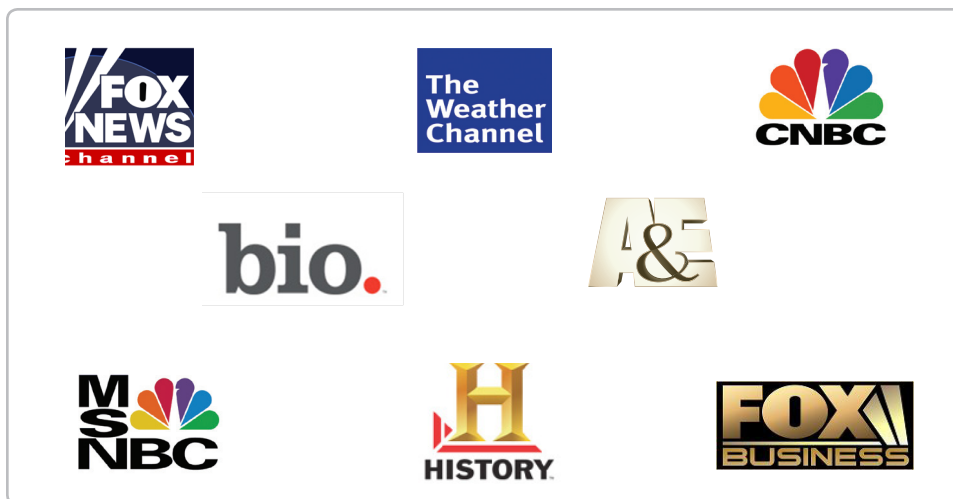
- Less likely to multitask while watching TV
- More likely to own DVRs
- Likely to watch a TV program or channel that they've never watched at home
- Away from at-home distractions/responsibilities

Overview:

The Hotel Networks SuperBlock enables advertisers to run a national television campaign across a block of popular cable networks in the elusive and targeted upscale hotel universe. The consumers you'll reach in upscale hotels lead busy, on-the-go lifestyles, and are typically light viewers of television in the home. They're also more likely to own DVRs, which enables them to fast-forward the commercials during the limited time they spend watching TV in their homes. When in their hotel rooms, this audience watches more TV than they do at home. We know that 98% of hotel guests turn on the TV when they walk in the room and guests in our hotels watch an average of 3+ hours of television every day. By supplementing an existing in-home television media buy with a THN SuperBlock media buy, advertisers can take advantage of this quiet, distraction-free, DVR-free hotel room environment to engage with their best prospects when they are most receptive.

The Network:

The Hotel Networks distributes a package of renowned and recognizable cable networks to a universe of 370,000+ upscale and luxury hotel rooms around the United States. Within this hotel universe, The Hotel Networks owns 100% of the national and local commercial avails across the entire portfolio of networks. The commercial time is then sold to advertisers in a block format. We monitor and modify our programming to reach the largest and broadest hotel audience possible. Through advertising across this varied package of programming, advertisers capture the most in-room impressions possible with the ease and efficiency of a single Nielsen-guaranteed media buy.



535 5th Avenue - 15th Floor
New York, NY 10017
1-888-34-HOTEL

info@thehotelnetworks.com
www.thehotelnetworks.com

continued ▶

SuperBlock™ (continued)

Hotel Partners Include:



STARWOOD



INTERCONTINENTAL



THE RITZ-CARLTON



OMNI HOTELS

The Hotel Partners:

The Hotel Networks partners with the leading names in hospitality in an effort to provide access to the largest, highest quality hotel audience possible. Our advertising partners benefit from the \$1.5 billion in infrastructure investment and the 20+ year relationships that our parent company, LodgeNet, has established with our hotel partners. By partnering with properties like: Marriott, Hilton, Hyatt, Lowes, Omni, Ritz-Carlton, Fairmont, Westin, Starwood, Sofitel, Inter-Continental and more, The Hotel Networks offers advertisers access to this elusive, affluent, on-the-go audience of business executives and upscale leisure travelers.

Hotel Class Breakout:

- 96% Upscale, Upper-Upscale, Independent and Luxury Hotels

Audience Reach:

The Hotel Networks SuperBlock is available in over 370,000 upscale and luxury hotel rooms around the United States, resulting in a unique viewing audience of 6 million+ hotel guests per month.

Measurement:

The THN SuperBlock is Nielsen measured and guaranteed. By installing meters in a representative sample of THN hotel rooms, Nielsen monitors monthly viewing across the 8-network block. The Hotel Networks then guarantees advertisers a number of hotel guest impressions over the course of their campaign. Additionally, THN measures and monitors all TV viewing in the rooms and looks to improve and expand upon its programming partnerships and tactics to maximize reach and impressions for our advertising partners.

Superblock Audience Demographics:

Key Stats	The Hotel Networks	National Average
HH: \$100K+	52%	19%
Married	68%	58%
Have at least 1 child (0-17 yrs old)	45%	46%
Own a home	82%	68%
Bachelor's or Post Graduate Degree	53%	29%

Source: MRI Doublebase 2009; Based on Adults 18+; THN defined as adults who have stayed in Doubletree, Embassy Suites, Hilton, Hyatt, Marriott Hotels & Spas, Ritz Carlton, Sheraton, Westin, Wyndham 1+ times in the last 12 months & US Census Data 2008.

Efficiency of a THN SuperBlock Media Buy:

The Hotel Networks is the most efficient, targeted upscale TV buy an advertiser can invest in:

- Pre-qualified, affluent consumers with discretionary income to spend
- Targeting that can typically can only be achieved by using print media

Advertisers who use The Hotel Networks benefit from an audience representing zero waste, meaning every dollar spent in the upscale hotel space is working towards your bottom line.



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