



Maui Hotel & Lodging
ASSOCIATION

MHLA MEMBER MARKETING PACKAGES



Public Relations Package

\$2500

**Must be paid in full prior to services rendered*

- Receive compilation and guidance on press releases or public statement pieces with option to submit to media channels through MHLA network connections. (up to 2 per year)
**2 week notice prior to publication submission date required*
- Receive preparation support and MHLA's presence at media inquiry/interview events with option of rehearsal and wardrobe selection guidance prior to the event. (1 per year)
**2 week notice prior to event date required*
- Receive customized coaching and guidance on body language, grooming, camera readiness and cultural sensitivities for professional interactions.
**2 week notice prior to event date required*



Web Related Advertising Packages

\$1200 for 6 months

\$2000 for 12 months

**Must be paid in full prior to services rendered*

- Receive priority ad space on MHLA's website (New web feature)
**MHLA is not responsible for the ad creation, and cost does not include graphic or ad creation. Quotes for ad creation can be given through our outsourced partners.*
- Receive one Monthly Feature Post on social media (IG and FB). MHLA will collaborate with you on content collection
- Highlight your monthly events on the MHLA website calendar page with click-through link to your designated event webpage



Ala Carte Items: **Must be paid in full prior to services rendered*

- Newsletter Feature: \$100 per publication
- Social Media Feature Post: \$50 per publication (IG/FB)
- Social Media Feature Reel/Customized Video: \$200 per publication (IG/FB)
- Designated Blog Feature Published to MHLA Website: \$400 per publication (may include podcast or phone/zoom style video interview, NOT Faces of Aloha style)
- Event Listing Highlighted on MHLA's website calendar page: \$50

**All services purchased are subject to Hawaii General Excise Tax and processing fees if paying through online services*