

# Midwest Association of Independent Inns (MWInns) Membership Benefits Tiers 2024

Choose a membership benefit tier to match your business goals & budget considerations.

2024 Membership Benefits	PLATINUM	GOLD	SILVER	BRONZE
REGULAR PRICE	\$1,095	\$795	\$395	\$250
2024 NEW MEMBER DISCOUNT: <i>When Joining Before 5/1/24</i>	\$550	\$400	\$200	\$125
<b>Marketing - Website</b>				
Availability Link	✓	✓	✓	✗
Inns For Sale Listing	✓	✓	✓	✗
Expanded copy on listing	✓	✓	Up to 300 characters	✗
Link to your website	✓	✓	✗	✗
Inn Featured Unique Places to Stay - State Page of Website (rotation)	✓	✓	✗	✗
Inn Featured Unique Places to Stay - Landing Page of Website (rotation)	✓	✗	✗	✗
Inn Picture on secondary pages (rotation)	✓	✗	✗	✗
Rotation on State Pages	1st	2nd	3rd	4th
Pictures on Listing	10	5	2	1
Additional Cities Listings	3	2	1	Only Location City
Links To Social Media Pages	5 Social Media Links	3 Social Media Links	✗	✗
Exclusive Featured Property (landing page)	\$250	✗	✗	✗
<b>Gift Certificate - WBBA + MWInns</b> Redeemable at any MWInns Member = Increased Opportunity				
Redemption Fee	5%	8%	10%	15%
<b>Marketing - Social Media</b>				
Blog article with photo that feeds into the Ezine	3x	1x	✗	✗
Facebook/Instagram posting with photo	3x	1x	✗	✗
Boosted Facebook Posting - Ad	✓	✗	✗	✗
<b>Print Marketing</b>				
Rack Card	✓	✓	✓	✓
<b>Marketing - Advertising</b>				
Google Ad Campaign	✓	✓	✓	✓
Google Ads Campaign- B&B Specific Yearly "Rebate"**	20%	15%	10%	5%
<b>General Membership Benefits</b> See Attached General Membership Benefits Sheet				
Co-op Advertising Opportunities	✓	✓	✓	✓
Wide Reaching On-Line Newsletter (EZINE)	✓	✓	✓	✓
General Office Support	✓	✓	✓	✓
Newsletters/Updates - News You Can Use	✓	✓	✓	✓
Advocacy Efforts	✓	✓	✓	✓
Quality Standards Program	✓	✓	✓	✓
Private Facebook Innkeeper Group	✓	✓	✓	✓
Educational Opportunities:				
~ Conference & Trade Show	✓	✓	✓	✓
~ Regional Meetings	✓	✓	✓	✓
~ Webinars	✓	✓	✓	✓
~ Committees, Special Projects	✓	✓	✓	✓
Industry Programs/Discounts	✓	✓	✓	✓

**FOR NEW MEMBERS: 50% DISCOUNT\* - JOIN TODAY**  
*\*(Applies to new membership before 5/1/24)*

\*\*from \$2/room night fees submitted, % off following year's dues