

# Annual MEMBERSHIP LEVELS

## Platinum

**\$1,140**

- Website Homepage Header Rotation
- Most Exposure as Extra-Fee MWInns.com Featured Property
- Most Featured in Professional Blogs
- Instagram & Facebook Posting-Boosted
- Commission-Free Bookings
- Maximum Exposure on MWInns.com

- Google Ads: MWInns.com Professional Campaign
- Advertising and Print Marketing
- Quality Standards Program
- Advocacy
- General Office Support
- Education: Conferences, Webinars, Networking, & Newsletters

## Gold

**\$900**

- Featured in Professional Blogs
- Instagram & Facebook Posting
- Commission-Free Bookings
- Excellent Exposure on MWInns.com

- Google Ads: MWInns.com Professional Campaign
- Advertising and Print Marketing
- Quality Standards Program
- Advocacy
- General Office Support
- Education: Conferences, Webinars, Networking, & Newsletters

## Silver

**\$540**

- Commission-Free Bookings
- Good Exposure on MWInns.com
- Google Ads: MWInns.com Professional Campaign
- Advertising and Print Marketing

- Quality Standards Program
- Advocacy
- General Office Support
- Education: Conferences, Webinars, Networking, & Newsletters

## Bronze

**\$420**

- Basic Exposure on MWInns.com
- Google Ads: MWInns.com Professional Campaign
- Advertising and Print Marketing

- Quality Standards Program
- Advocacy
- General Office Support
- Education: Conferences, Webinars, Networking, & Newsletters



## Midwest Association of Independent Inns

### Membership Benefits Tiers 2026

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

2026 Membership Benefits		PLATINUM	GOLD	SILVER	BRONZE
<b>Membership Investment</b>		\$1,140	\$900	\$540	\$420
<b>Marketing - Website</b>					
Availability Link - Commission-Free Bookings	✓	✓	✓	✗	
Inns For Sale Listing	✓	✓	✓	✗	
Expanded copy on listing	✓	✓		Up to 300 characters	Up to 300 characters
Link to your website	✓	✓	✓	✓	✓
Inn Featured Unique Places to Stay - Landing Page of Website (rotation)	✓	✓	✗	✗	
Website Homepage Header Rotation	✓	✗	✗	✗	✗
Inn Picture on secondary pages	✓	✗	✗	✗	✗
Rotation on State Pages	1st	2nd	3rd	4th	
Pictures on Listing	10	6	4	2	
Additional Cities Listings	3	2	1	Location City	
Links To Social Media Pages	5 Links	3 Links	✗	✗	
Exclusive Featured Property - Homepage - Priority	1st - \$250	2nd - \$250	3rd - \$250	4th - \$250	
Exclusive Featured Property - State Page(s) - Priority	1st - \$200/ea	2nd - \$200/ea	3rd - \$200/ea	4th - \$200/ea	
FareHarbor - Extra Reach - MWInns Partner Experiences	✓	✓	✓	✓	
<b>Marketing - Social Media</b>					
Featured In Blog Articles	3x	1x	✗	✗	
Facebook/Instagram posting with photo	3x	1x	✗	✗	
Boosted Facebook Posting - Ad	✓	✗	✗	✗	
<b>Print Marketing</b>					
Rack Card	✓	✓	✓	✓	
<b>Marketing - Advertising</b>					
Google Ads Campaign	✓	✓	✓	✓	
B&B Specific Yearly "Rebate"*	20%	15%	10%	5%	
<b>General Membership Benefits</b>					
Co-op Advertising Opportunities	✓	✓	✓	✓	
Wide Reaching Online Newsletter (EZINE)	✓	✓	✓	✓	
General Office Support	✓	✓	✓	✓	
Member Newsletters	✓	✓	✓	✓	
Advocacy Efforts	✓	✓	✓	✓	
Quality Standards Program	✓	✓	✓	✓	
Private Facebook Innkeeper Group	✓	✓	✓	✓	
<b>Educational Opportunities:</b>					
Conference & Trade Show	✓	✓	✓	✓	
Regional Meetings	✓	✓	✓	✓	
Webinars	✓	✓	✓	✓	
Committees, Special Projects	✓	✓	✓	✓	
Industry Programs/Discounts	✓	✓	✓	✓	

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