

THE DAILY CHECKOUT

MEDIA KIT 2026 / 2027

The essential daily briefing for hotel owners, operators, investors and suppliers. Independent, no pay-to-play journalism read by people who sign POs, approve capex, and pick winners.

Reach buyers at decision time - newsletter, site, podcast + SEO authority backlinks.

AT A GLANCE

7 Verticals

Development | Investment
Operations | Technology
People | Design | Trends

Podcast

Apple + Spotify + Amazon + YT
Self-hosted RSS

Newsletter

Daily AM habit
24k+ target | 42% OR

NEW: SEO Backlinked Articles

Dofollow authority posts
Evergreen + newsletter dist

thedailycheckout.org

Audience You Actually Want

Hotel professionals who buy, build, invest - not tourists.

WHO READS US

- Owners & ownership groups
- GMs, DOO, DOSM, Rev, F&B
- Investors, REITs, PE
- Mgmt co execs
- Marriott/Hilton/IHG network
- Suppliers: tech, FFE
- Boutique operators

WHY TRUST US

- Independent, no pay-to-play
- Daily AM habit
- Deals not press releases
- Operators background
- Data via hotelhuddle
- Max 6 stories/day
- Podcast recall

24k+

Newsletter

42%

OR Goal

7

Verticals

DR 45+

SEO Authority_goal

100%

Independent

Ad Products

B2B outcomes - not vanity. Every placement ties to intent.

1. NEWSLETTER SPONSORSHIP

Daily AM habit. Own the day.

- Primary (1/day exclusive): logo + 120w + CTA + podcast mention
- Secondary (2 max): 60w + CTA
- Dedicated (2/mo): 300w + banner
- OR 42% | CTR 4-8%

\$1,800/d Primary | \$750 Sec | \$3,500 Dedicated

2. SEO BACKLINKED ARTICLE POST (NEW - High Demand)

Authority article that ranks + passes equity. Evergreen.

- 1 dofollow contextually placed (2 max, 1 per brand) - homepage not footer - stays forever
- 800-1200w editorially reviewed (you supply draft or we ghostwrite +\$600)
- Author bio + link + tagged to vertical for topical relevance
- Distribution: newsletter Secondary x2 + category sticky 7d + LinkedIn amp + index push
- Indexed in sitemap.xml + news sitemap + internal linked from 3 relevant articles
- Clearly labeled Sponsored Insight - trust preserved
- No casino / CBD / adult / crypto - hospitality adjacent only

From \$550/article bulk | \$750 single | \$2,200 w/ 2 newsletter distro | \$6k/5-pack | Permanent, no renewal

3. WEBSITE DISPLAY

1200px editorial column, sticky

- Leaderboard top (100% SOV), rail sticky, in-article 1&2
- No programmatic, no pop-ups - 100% direct

\$1,200/mo per place | \$3k roadblock

4. PODCAST

Apple/Spotify/Amazon/YT

- Pre-roll 30s host-read + show notes
- Mid-roll 60s + landing /p/[brand]
- Series 4 eps on thesis

\$450 pre | \$800 mid | \$2,800/4

PACKAGES

Packages - Includes SEO Authority

STARTER SEO - \$2,200/mo

For link-building + brand entry

- 3 backlinked articles/mo (dofollow, evergreen)
- 1 vertical stickies + sitemap + internal links
- Monthly ranking report (GSC)
- Bonus: 1 Secondary newsletter / mo

GROWTH - \$8,500/mo

Most popular - own funnel

- 2 wks Primary 10d SOV
- 2 Sponsored Insights + 4 backlinked SEO + pre-roll x4
- Roadblock + homepage logo + dedicated 1/mo
- 2 backlinked articles/mo included

DOMINANCE SEO + MEDIA - \$16k/mo

Category ownership

- All weekdays Primary in vertical
- 4 insights + 8 backlinked SEO + 8 podcast
- All display site-wide
- Quarterly roundtable 80-120 reg + custom intent report

Backlink Specs (to keep authority)

Contextual dofollow 1 per 400w, max 2 per post, brand domains pre-approved (no link farms). Content must be hospitality-relevant (Dev/Inv/Ops/Tech/Design). No duplicate across vendors. 750w min. No exact-match anchor spam (we edit to Branded + partial). Must add value not sales brochure. Link stays permanent as long as business operational - no renewal fee (removal only if guidelines violated). Indexed via news & general sitemap. Anchors: 40% branded, 40% partial, 20% naked URL for natural profile. We reserve right to nofollow if violates policy, but default dofollow. Turnaround 3-5 biz days, includes 1 revision.

Why We Win + CTA

Hotel media broken: pay-to-play releases, \$2 programmatic, spam. Owners ignore. We cap ads (2 newsletter blocks/day, 4 display), independent editorial, audience filtered by title/portfolio. Result: fewer better clicks. SEO: we actually rank for money terms because we are not a link farm - 1200px editorial, original reporting, internal linking. Your backlink from us carries weight because we say no to 80% of submissions.

Ready?

partner@thedailycheckout.org - vertical + budget + goal. 1-page plan 24h, hold Primary 48h. Test: \$750 Secondary, \$550 single backlinked article (no newsletter), \$1,800 Primary. Annual locks price + SOV. SEO: send URL, anchor, draft - we edit and schedule.

Backlinked Article FAQ

Q: Dofollow forever? A: Yes, permanent contextual dofollow unless you violate policy. Q: How many links? A: 1 primary dofollow per article, 2 max. Q: Can I supply own article? A: Yes, 750w min, we edit to voice, 1 revision included. Q: Index guarantee? A: Submitted via sitemap + news sitemap + internal links from relevant articles, typical index 24-72h. Q: Casino/crypto? A: No. Q: Homepage link? A: No - contextual only, higher SEO value anyway. Q: Do you mark sponsored? A: Yes, Sponsored Insight - Google compliant, preserves trust and long-term domain authority.