

DOES NOT QUALIFY:

Below is an example of an ad in which HBO is not prominently displayed and therefore does NOT qualify for advertising reimbursement. HBO must stand out in the ad – the ad must feature the HBO logo and appear larger and set apart from the rest of the text.

	555 Main Street Anytown, USA (800)555-5555
	<u>Directions:</u> Highway 55, Exit 55 Southbound turn right at traffic light Northbound turn left at traffic light
<ul style="list-style-type: none">• Free HBO• Speciality Rooms• King Size Beds• Heated Pool• Guest Laundry	<ul style="list-style-type: none">• Non-Smoking Rooms• Free Continental Breakfast• Free Local Calls• Meeting & Banquet Facilities• Shopping Minutes Away

QUALIFIES:

Below is an example of an ad that prominently displays the **HBO** logo and therefore qualifies for advertising reimbursement. As you can see, the **HBO** logo stands out in the ad because it appears larger and is set apart from the rest of the text.

	555 Main Street Anytown, USA (800)555-5555
	<u>Directions:</u> Highway 55, Exit 55 Southbound turn right at traffic light Northbound turn left at traffic light
100 Spacious Rooms with <u>FREE</u> HBO!	
<ul style="list-style-type: none">• King Size Beds• Heated Pool• Guest Laundry• Non-Smoking Rooms	<ul style="list-style-type: none">• Free Continental Breakfast• Free Local Calls• Meeting & Banquet Facilities• Shopping Minutes Away

To download the **HBO** logo visit www.homeboxoffice.com/lodging.
Logo sheets are also available by calling 1-800-HBO-1HBO