

ISSUE DATE	AD CLOSING	MATERIAL DUE	FEATURES	SHOW DISTRIBUTION
Jan 23	Jan 6	Jan 10	• Top 25 Most Influential Executives In the Business Travel Industry, 2011	
Feb 6	Jan 23	Jan 25	• Data Management	
Mar 5	Feb 17	Feb 22	• Mobile Technology	
April 2	Mar 19	Mar 21	• 9th Annual Expense Manager Survey	ACTE Global Education Conference, San Francisco
May 14	April 30	May 2	• European Travel Management Study	
June 18	June 4	June 6	• Meetings Consolidation	
July 23	July 9	July 11	• 29th Annual Travel Manager Salary & Attitude Survey	GBTA Int'l Conv. & Expo, July 22-25, Boston
Aug 20	Aug 6	Aug 8	• Travel Manager of the Year	
Sept 10	Aug 24	Aug 28	• Hotel Chain Survey	
Oct 8	Sept 24	Sept 26	• European Business Travel Benchmarks	ACTE Global Education Conference, Rome
Nov 26	Nov 12	Nov 14	• 15th Annual Airline Survey	
Dec 17	Dec 3	Dec 5	• Latin America and Asia/Pacific	

**BTN RECURRING DEPARTMENTS**

On The Horizon • News pages • Perspective, 'On The Record' • Special Section • Metrics • Travel Management • Distribution • Lodging • Transportation • Procurement • Payment & Expense • Multinational • Meetings Management • Blueprint



**BusinessTravelNews** RESEARCH & REFERENCE

ISSUE DATE	AD CLOSING	MATERIAL DUE	TITLE
Mar 19	Mar 5	Mar 7	Corporate Travel Index
April 16	April 2	April 4	The SME Study (Small & Medium Enterprises)
June 4	May 18	May 22	Business Travel Survey
July 9	June 25	June 27	Business Travel Buyer's Handbook
Sept 24	Sept 10	Sept 12	Corporate Travel 100
Oct 22	Oct 8	Oct 10	Road Warrior Productivity Study

\*Research and reference issues are standard magazine size

Delivered in print and online, these special magazine issues are effective reference tools for travel managers and effective promotion vehicles for travel marketers. They help build a thought leadership position by associating your company in strategic editorial environments, offering extended shelf life for 12-month exposure.

• **THE CORPORATE TRAVEL INDEX**

The daily cost of doing business in 100 domestic and 100 international cities.

• **THE SME STUDY**

Travel management benchmarks for small and medium enterprises

• **BUSINESS TRAVEL SURVEY**

A comparison of financial performance by agency, airline, car rental, payment system and hotel suppliers and initiatives they took in the corporate market during the previous year

• **THE BUSINESS TRAVEL BUYER'S HANDBOOK**

A step-by-step explanation of how to establish travel programs and policies and to work with travel services suppliers.

• **CORPORATE TRAVEL 100**

A ranking of the 100 biggest corporate travel spenders of U.S. point-of-sale airline tickets and a description of their travel programs.

• **ROAD WARRIOR PRODUCTIVITY STUDY**

An examination of corporate traveler productivity and work/life balance focusing on efforts by companies to reduce wear and tear on travelers, increase their effectiveness in attracting and retaining talented employees and raise productivity on the road.

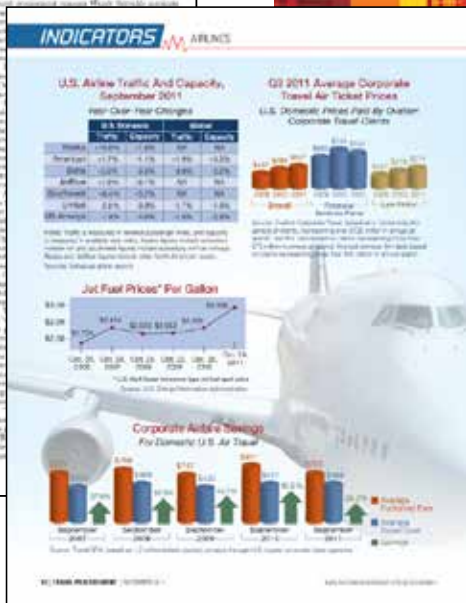




ISSUE DATE	AD CLOSING	MATERIAL DUE	SHOW DISTRIBUTION
February	January 19	January 24	
May	March 29	April 3	
August	June 1	June 6	GBTA International Convention & Expo, July 22-25, Boston
November	October 11	October 16	

## TRAVEL PROCUREMENT RECURRING DEPARTMENTS

- Indicators • Leading Practices • Case Studies • Procurement Profiles • Supply Chain • Technology • Meetings Management • Payment • Perspective • News





1X      4X      7X      13X      24X      36X      72X

### Tabloid Ad Sizes

<b>Tabloid Page</b>	\$27,730	\$26,900	\$26,090	\$25,300	\$24,550	\$23,810	\$23,310
<b>Tabloid Spread</b>	\$54,380	\$52,750	\$51,170	\$49,630	\$48,140	\$46,690	\$45,300
<b>½ Page Tabloid</b>	\$17,190	\$16,670	\$16,170	\$15,690	\$15,220	\$14,760	\$14,320
<b>1/3 Page Tabloid</b>	\$11,650	\$11,300	\$10,960	\$10,640	\$10,320	\$10,020	\$9,710
<b>¼ Page Tabloid</b>	\$9,430	\$9,150	\$8,870	\$8,610	\$8,350	\$8,100	\$7,850

### Junior Page Ad Sizes

<b>Junior Page</b>	\$24,880	\$24,130	\$23,400	\$22,700	\$22,020	\$21,360	\$20,720
<b>Junior Spread</b>	\$48,670	\$47,210	\$45,790	\$44,420	\$43,080	\$41,790	\$40,530
<b>½ Junior Page</b>	\$16,190	\$15,710	\$15,240	\$14,780	\$14,340	\$13,910	\$13,490
<b>1/3 Junior Page</b>	\$10,450	\$10,130	\$9,830	\$9,530	\$9,250	\$8,980	\$8,720
<b>¼ Junior Page</b>	\$9,560	\$9,270	\$9,000	\$8,730	\$8,410	\$8,160	\$7,920

### Covers

<b>Cover 2 or 3</b>	\$30,760	\$29,900	\$28,930	\$25,750	\$22,920
<b>Cover 4</b>	\$33,550	\$32,570	\$31,600	\$30,630	\$29,720

<b>Front Page Box</b>	\$9,550	\$9,070	\$8,620	\$8,190	\$7,780
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(All rates are quoted gross and include 4/color charge. Effective January 1, 2012)



**Travel Procurement**  
THE SOURCE FOR MANAGED TRAVEL INSIGHT

1X      4X      7X      13X      24X

<b>4/C Full Page</b>	\$17,020	\$16,500	\$16,010	\$15,530	\$15,070
<b>4/C Spread</b>	\$34,040	\$32,980	\$32,030	\$31,060	\$30,140
<b>4/C 1/2 Page</b>	\$10,500	\$10,190	\$9,880	\$9,590	\$9,300

### BLEEDS, PREFERRED POSITIONS, SHORT RATES & REBATES

A. Bleed or oversized ads—subject to 10% surcharge on space rate.

Exceptions: (1) covers, (2) spread which may bleed into gutter without surcharge.

B. Preferred positions — Page 5, 7, 9, 11 and Centerspread +10%; Covers 2, 3, 4 +20%

C. Guaranteed positioning — +10%

D. Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.

E. Rebates earned within a 12-month period can be used to purchase additional space within the same 12 month timeframe.

## WEBSITES

### BusinessTravelNews

<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$7,500/month
<b>Pushdown</b> — one advertiser appears on all pages of the site	\$12,500/weekly
On the first page view, the ad automatically expands for 5 seconds	
On all other page views of that visit, the user sees the narrow band	
<b>Rectangle</b> (300x250) — ROS rotating upper and lower positions	\$7,500/month
<b>Homepage Takeover</b> — own all positions on the homepage for a full week	\$10,000/week

### Travel Procurement THE SOURCE FOR MANAGED TRAVEL INSIGHT

#### WEBSITE CONTENT SECTION

<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$6,500/month
<b>Rectangle</b> (300x250) — ROS rotating upper and lower positions	\$6,500/month

### the beat THE BEAT WEBSITE

<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$3,000/month
<b>Pulldown</b>	\$5,000/week

## E-NEWSLETTERS

### BTN DAILY NEWSLETTER

<b>Top Leaderboard</b> (728x90)	\$8,500/week
<b>Top Rectangle</b> (300x250)	\$8,500/week
<b>Text Ad</b>	\$8,500/week
<b>Lower Rectangle</b> (300x250)	\$8,500/week
<b>Lower Leaderboard</b> (728x90)	\$8,500/week

### TRAVEL PROCUREMENT NEWSLETTER (published monthly)

<b>Top Leaderboard</b> (728x90)	\$6,500/month
<b>Top Rectangle</b> (300x250)	\$6,500/month
<b>Text Ad</b>	\$6,500/month
<b>Lower Rectangle</b> (300x250)	\$6,500/month
<b>Lower Leaderboard</b> (728x90)	\$6,500/month

### TRAVEL MANAGEMENT SPONSORSHIP (includes e-newsletter and website) \$12,500/month

<b>E-Newsletter</b> — One 728x90 <u>or</u> 300x250 banner ad in each of the two issues
<b>Website</b> — Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in the Travel Management content section of the BTN website for one month corresponding with the e-newsletter.

### THE TRANSNATIONAL SPONSORSHIP (includes e-newsletter and website) \$12,500/month

<b>E-Newsletter</b> — One 728x90 <u>or</u> 300x250 banner ad in each of the two issues
<b>Website</b> — Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in The Multinational content section of the BTN website for one month corresponding with the e-newsletter.