

ISSUE DATE	AD CLOSING	MATERIAL DUE	FEATURES	SHOW DISTRIBUTION
Jan 21	Jan 7	Jan 9	• 25 Most Influential Executives In the Business Travel Industry, 2012	
Feb 4	Jan 18	Jan 23	• Risk Management	
Mar 4	Feb 15	Feb 20	• Videoconferencing	
April 1	Mar 18	Mar 20	• Premium Class	ACTE Global Education Conference, New York, April 21-23
May 13	April 29	May 1	• Emerging Markets	Tech Talk 2013
June 10	May 27	May 29	• Meetings	
July 8	June 21	June 24	• 10th Annual Expense Manager Survey	
Aug 5	July 18	July 22	• 30th Annual Travel Manager Salary & Attitude Study	GBTA Int'l Convention & Expo, Aug 4-7, San Diego
Sept 2	Aug 19	Aug 21	• Travel Manager of the Year	
Oct 7	Sept 23	Sept 25	• Hotel Chain Survey	ACTE Global Education Conference
Nov 25	Nov 11	Nov 13	• 16th Annual Airline Survey	
Dec 16	Dec 2	Dec 4	• European Travel Management Study	

**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

## RESEARCH & REFERENCE

ISSUE DATE	AD CLOSING	MATERIAL DUE	TITLE
Mar 18	Mar 4	Mar 6	Corporate Travel Index - 10 global cities
April 15	April 1	April 3	Mobile Travel Services and Strategies
May 27	May 10	May 14	Business Travel Survey**
June 24	June 10	June 12	Business Travel Buyer's Handbook
Sept 23	Sept 9	Sept 11	Corporate Travel 100
Oct 21	Oct 7	Oct 9	Fall Project: 2020 Vision

\* Special bonus distribution to a portion of Travel Procurement magazine subscribers delivering a broader targeted audience.

\*\* 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.

- **MOBILE TRAVEL SERVICES AND STRATEGIES**

A special research and reporting project focusing on mobile technology use, support, strategy and the state of the business travel app.

- **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.

- **2020 VISION OF THE BUSINESS TRAVEL INDUSTRY**

is an examination of challenges and opportunities supplier segments and travel buyers will face in the next seven years. This long-range forecast will attempt to give industry players a clear view of how the ever-changing industry landscape might shift by the end of the decade.



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February	January 17	January 22	
May	March 28	April 2	
August	June 27	July 2	GBTA International Convention & Expo, Aug 4-7, San Diego
November	October 10	October 15	

## TRAVEL PROCUREMENT RECURRING DEPARTMENTS

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

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AUGUST 2012

**SPORTS AUTHORITY**  
University of Texas travel manager Kevin Maguire's solutions apply far beyond the football field

**Goodman Networks Rapid Program Rollout**

**Entertainment Companies Fight For Respect**

**Capturing Bookings in Nonpremier Channels**

**COVER STORY**

**TECHNOLOGY** BY JAY BOEHMER

### Defining Corporate Contracting

**Improved Prism System Promises To Advance Air Deals**

Since its release in 2000, Prism Group's SalesServer has defied how airlines contract with corporations. After more than four years of development and a handful of airline implementations, Prism is billing its successor system as yet another "game changer," according to president Michael Whitehouse.

The company's automated contract management system, through which corporate clients manage their booking data to airlines on a case-by-case basis, has led to an evolution of airline contract management and helped standardize marketplace-based airline deal structures. In client base has grown to include 25 of the 30 largest global airlines, among them American Airlines, Delta Air Lines, United Airlines and 10 airline alliances or joint ventures. The technology also is being used by Air France, British Airways and 10 other airlines.

The company expects its newest contract management tool to streamline contracting, provide greater visibility into account spending and ultimately bring more airline sales under contract. It represents a growing airline effort to craft global deals, allow carriers to more clearly define which sales personnel can access specific sets of data and provides a single repository for an airline's corporate and agency agreements.

Prism already deployed Prism's next generation system. The remainder of the year during the next 18 months will "start their own course" in transitioning to the new system, Whitehouse said.

Core functionality from Prism's initial SalesServer tool is used for the new Sales Information System, but the company shifted to a browser-based environment from a server-based operating system. Among other upgrades, the new system integrates with customer relationship management tools and other air host systems on which airlines rely.

Facilitating global sales, Prism's new system can toggle between Chinese, English, French, German, Japanese, Portuguese, Russian and Spanish. The tool also can export data to local currencies and account for other regional preferences, kilobits or miles, for example. Prism identified Russia's Aeroflot and Japan's All Nippon Airways as early adopters.

The transition to a browser-based system has made Prism "much faster and much easier for the end user," said Jay Boehmer, vice president of passenger sales for the Americas at United.

Whitehouse said, "There are less technical issues." The additional language and currency capabilities for JAL's Japanese sales personnel are "huge," Smith added. "Those kind of things are going to help them get educated on the usage of the system."

**A New Lifecycle**

To Whitehouse, the old system was a bound volume of Encyclopaedia Britannica, and the new one is Wikipedia. "SalesServer was state-of-the-art in 2000," he said. "The functionality is still robust and it still does its job, but that product is nearing the end of its lifecycle. This is a new lifecycle. We believe this environment is going to give us 20 years of life."

"We looked at creating an automated, centralized system that can give secure access anytime, anywhere," said Prism director of airline contracting, Tim Haskin. By taking Prism to the cloud, users can access account documents and information, including copies of contracts, contract information and other client details.

Because critical client information is readily available to authorized airline personnel, it does not have to be stored "in a local computer or in a box under somebody's bed," he said. "The information and approval process of contracts, contract documents and other client details, including copies of contracts, contract information and other client details, is now available to authorized airline personnel, it does not have to be stored 'in a local computer or in a box under somebody's bed' as the 'house of cards' Haskin said. That already has sped the submission and approval process of contracts among the first users, officials said, in some cases from weeks to days.

Carriers can map access to the system based on sales force hierarchy, so "each individual user has access to all the information they need for their account,"

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**CONTRACTING AT A CROSSROADS**  
The industry debates the true value of negotiated corporate airline deals

**Rockwell Automation Behaves And Saves**

**Inside The New Industry Certifications**

**How American Airlines' Bankruptcy Affects You**

**COVER STORY**

University of Texas at Austin travel manager for intercollegiate athletics Kevin Maguire

**PROCUR PLAY!**

**UT'S MAGUIR ATHLETICS TRAVEL WITH UNIVERS**

BY MICHAEL

Sports travel carries its own sets of challenges not seen in most corporate programs. Former corporate travel manager Maguire has spent the past few years those hurdles as travel manager for game athletics at the University of Texas at Austin, managing transportation and chartering group airport check-ins and contracted hotel rates due to citywide events.

Maguire joined UT's travel team in late 2007 and since has created a "very considered program" very successful in procedure and widely accepted by coaches and travelers," he said. The university had a travel program when Maguire took the position, but athletics was not included in that, and the department largely acted on its own when it came to travel. Maguire estimated that cost avoidance is 30 percent to 40 percent higher than when he first began to roll out the program.

Travel management at UT supports between 600 and 700 travelers spend-

**INDICATORS** AIRLINES

### U.S. Airline Traffic And Capacity, September 2011

Year-Over-Year Changes

U.S. Domestic	Traffic		Capacity	
	Traffic	Capacity	Traffic	Capacity
Alaska	+10.8%	+7.8%	NA	NA
American	+1.7%	+1.9%	+1.9%	+3.3%
Delta	+0.5%	-0.3%	-0.9%	-2.2%
JetBlue	+7.8%	+8.7%	NA	NA
Southwest	+6.8%	+2.2%	NA	NA
United	+2.5%	+3.9%	+1.2%	+1.5%
US Airways	-1.8%	-4.6%	-1.0%	-2.8%

Notes: Traffic is measured in revenue passenger miles, and capacity is measured in available seat miles. Alaska figures include subsidiary Horizon Air and Southwest figures include subsidiary AirTran Airways. Alaska and AirTran figures include other North American routes. Sources: International Airline Reports

### Q3 2011 Average Corporate Travel Air Ticket Prices

U.S. Domestic Prices Paid By Ovation Corporate Travel Clients

Source: Ovation Corporate Travel, based on a "cross-industry" sample of clients, representing over \$100 million in annual air spend\* (see firm data based on clients representing more than \$70 million in annual air spend); financial services firm data based on clients representing less than \$50 million in annual spend.

### Jet Fuel Prices\* Per Gallon

\* U.S. Jet Coast lowest-type jet fuel spot price  
Source: U.S. Energy Information Administration

### Corporate Airfare Savings For Domestic U.S. Air Travel

Source: Travel GPA, based on 1.2 million tickets booked primarily through U.S.-based corporate travel agencies

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

**Tabloid Ad Sizes**

<b>Tabloid Page</b>	\$28,565	\$27,710	\$26,875	\$26,060	\$25,290	\$24,525	\$24,010
<b>Tabloid Spread</b>	\$56,010	\$54,335	\$52,710	\$51,120	\$49,585	\$48,095	\$46,660
<b>½ Page Tabloid</b>	\$17,710	\$16,655	\$16,160	\$16,160	\$15,680	\$15,205	\$14,750
<b>1/3 Page Tabloid</b>	\$12,000	\$11,640	\$11,290	\$10,960	\$10,630	\$10,320	\$10,000
<b>¼ Page Tabloid</b>	\$9,715	\$9,425	\$9,140	\$8,870	\$8,600	\$8,345	\$8,090

**Junior Page Ad Sizes**

<b>Junior Page</b>	\$25,625	\$24,855	\$24,100	\$23,380	\$22,860	\$22,000	\$21,345
<b>Junior Spread</b>	\$50,130	\$48,625	\$47,165	\$45,755	\$44,375	\$43,045	\$41,745
<b>½ Junior Page</b>	\$16,675	\$16,180	\$15,700	\$15,225	\$14,770	\$14,330	\$13,895
<b>1/3 Junior Page</b>	\$10,765	\$10,435	\$10,125	\$9,820	\$9,530	\$9,250	\$8,985
<b>¼ Junior Page</b>	\$9,850	\$9,550	\$9,270	\$8,995	\$8,665	\$8,405	\$8,160

**Covers**

<b>Cover 2 or 3</b>	\$31,685	\$30,800	\$29,800	\$26,525	\$23,610
<b>Cover 4</b>	\$34,560	\$33,550	\$32,550	\$31,550	\$30,615

<b>Front Page Box</b>	\$9,840	\$9,345	\$8,880	\$8,440	\$8,015
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(All rates are quoted gross and include 4/color charge. Effective January 1, 2012)

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1X                      4X                      7X                      13X                      24X

<b>4/C Full Page</b>	\$17,530	\$16,995	\$16,490	\$15,995	\$15,525
<b>4/C Spread</b>	\$35,060	\$33,970	\$32,990	\$31,995	\$31,045
<b>4/C 1/2 Page</b>	\$10,815	\$10,500	\$10,175	\$9,880	\$9,580

**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	\$7,875/month
<b>Pushdown</b> — one advertiser appears on all pages of the site	\$13,125/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	\$7,875/month
<b>Homepage Takeover</b> — own all positions on the homepage for a full week	\$10,500/week

### Travel Procurement THE SOURCE FOR MANAGED TRAVEL INSIGHT

#### WEBSITE CONTENT SECTION

<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$6,825/month
<b>Rectangle</b> (300x250) — ROS rotating upper and lower positions	\$6,825/month

### the beat THE BEAT WEBSITE

<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$3,150/month
<b>Pulldown</b>	\$5,250/week

## E-NEWSLETTERS

### BTN DAILY NEWSLETTER

<b>Top Leaderboard</b> (728x90)	\$8,925/week
<b>Top Rectangle</b> (300x250)	\$8,925/week
<b>Text Ad</b>	\$8,925/week
<b>Lower Rectangle</b> (300x250)	\$8,925/week
<b>Lower Leaderboard</b> (728x90)	\$8,925/week

### TRAVEL PROCUREMENT NEWSLETTER (published monthly)

<b>Top Leaderboard</b> (728x90)	\$6,825/month
<b>Top Rectangle</b> (300x250)	\$6,825/month
<b>Text Ad</b>	\$6,825/month
<b>Lower Rectangle</b> (300x250)	\$6,825/month
<b>Lower Leaderboard</b> (728x90)	\$6,825/month

### TRAVEL MANAGEMENT SPONSORSHIP (includes e-newsletter and website) \$13,125/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) \$13,125/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.