

# Digital Solutions That Deliver Results

Giving business travel buyers ideas, clarity and solutions to issues they face will position your company as a partner, thought leader and solution provider. The digital marketing strategies from **The BTN Group** gives you creative and flexible ways to target and position your message as you promote, communicate and interact with buyers you want to reach.

## WEBSITE ADVERTISING

Advertising on the [www.BusinessTravelNews.com](http://www.BusinessTravelNews.com) website is an effective and economical strategy for reaching a broad digital audience. As the central information repository of all The BTN Group products it is able to provide travel buyers with valuable information on a broad range of business travel topics including:

- Breaking News \* Analysis \* Interviews \* Data \* Event Information \*
- Webinars \* Research \* Industry Reports \* Travel Supplier Directory \*
- Links to frequently visited social media sites

Monthly Visits: 45,100    Monthly Page Views: 80,000



## E-NEWSLETTERS

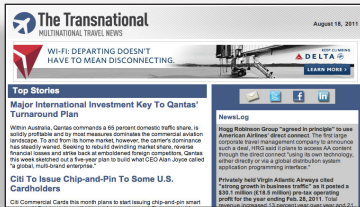
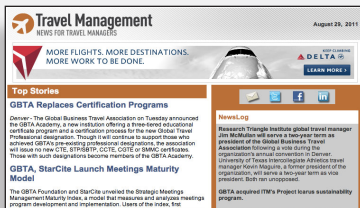
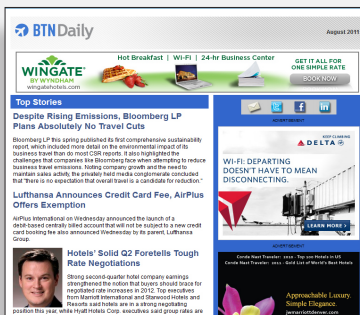
The BTN Group produces a variety of e-newsletters to meet both the vertical and horizontal information needs of corporate travel managers and buyers. These newsletters provide travel suppliers with the ability to promote to a broad audience or to a targeted audience using content specific newsletters. Together these newsletters offer a combined unduplicated reach of 29,000 opt-in subscribers.

**Business Travel News Daily** provides advertisers with strong visibility in a primary information resource that delivers top news to a broad audience of corporate travel buyers throughout North America and Europe. Published daily, emailed to 14,458 opt-in subscribers.

**Travel Management** delivers news and information to travel managers interested in travel and technology product information, program management and operations, travel policy development and partner news. Advertising in the newsletter is sold as a package with the Travel Management section on the BusinessTravelNews.com website. The combined newsletter/website program positions your company with the topic and ensures your advertising will be seen by a highly targeted audience interested in this content. Published twice-monthly, emailed to 6,700 opt-in subscribers.

**Travel Procurement** provides trends, case studies, market intelligence, analysis and benchmarks that procurement experts need to source, procure, fulfill, measure, evaluate and report. Published monthly, emailed to 7,000 opt-in subscribers.

**The Transnational** delivers news and information to travel and meetings professionals at multinational businesses interested in travel program consolidation and practices, international regulatory issues, industry trends and global supplier products and services. Advertising in this newsletter is sold as a package with The Transnational section on the BusinessTravelNews.com website. The combined newsletter/website program positions your company with the topic and ensures your advertising will be seen by a highly targeted audience interested in this content. Published twice-monthly, emailed to 4,100 opt-in subscribers.



# CONTENT SOLUTIONS

Content Solutions from The BTN Group positioning your company as a thought leader that understands the complex issues business travel professionals face. It allows your company to deliver professional, sophisticated and useful information that is written, designed and delivered the way business travel buyers want to receive their information.

**White Papers** distinguish your company as a thought leader by allowing you to educate travel buyers on timely travel management issues in an informative, creative, and engaging way. A dedicated BTN Group writer will work with you to identify topic ideas and deliver to you a professionally written and designed white paper in a PDF format with your branding.

**Case Studies** are an excellent sales tool that distinguishes your company as a solutions provider. It allows you to demonstrate in a creative, informative and engaging way how you provided a solution to a customer with a similar challenge.

We will interview the customer of your choice, with their approval, and write, design and deliver your case study in a PDF format for your sales and marketing use. Building a library of case studies that shows how your company solved different client issues is a great strategy for addressing sales situations while proving your company is a solutions provider.

**Webinars** distinguish your company as an information provider using a live and interactive format to engage and educate buyers... while positioning your company as a thought leader. We will identify a compelling topic, source knowledgeable speakers, promote the webinar to our database, identify your company as the sponsor, execute production, moderate the discussion, create the slide presentation and make your webinar available on the Business Travel News website for three months. You will also receive qualified sales leads through the registration site.

**Supplement your webinar** with a custom white paper on the webinar topic. We will write and design your white paper and email it in a PDF format to everyone who registered for your webinar, plus you'll have the white paper to email to your clients and prospects who did not attend your webinar.

**Custom e-Newsletters** distinguish your company as an information provider by allowing you to update your clients and prospects weekly, bi-weekly or monthly with top news stories and industry briefs focusing on business travel and meetings. We can deliver a fully designed and ready to send HTML or provide content you can use for your existing newsletters—whichever suits your needs.



**ORBITZ FOR BUSINESS**  
ONLINE BOOKING TOOL CAPTURES TRAVEL SPEND AND DRIVES SAVINGS

Goal	Result	Goal	Result
Lower Hotel Costs	Costs reduced by 10% per trip	Guests' flexibility into travel spend	Guests' flexibility into travel spend
Guests' flexibility into travel spend	Guests' flexibility into travel spend	Guests' flexibility into travel spend	Guests' flexibility into travel spend

**Orbitz for Business tools lead to 90% online adoption rate and cost savings**

With a new corporate travel policy and a 90% online adoption rate, Orbitz for Business has helped a large corporation reduce its travel costs by 10% per trip. The company's travel policy was updated to include Orbitz for Business, and the company's travel policy was updated to include Orbitz for Business.

**Connecting With Managed Travelers**  
Date: Tuesday, November 11, 2014  
Time: 12:00 PM (ET) / 11:00 AM (PT)

**Speakers:**  
Mark O'Connor, Director of Business Development, Orbitz for Business  
David H. Hines, Director of Business Development, Orbitz for Business

**Registration is required to attend this event. Please register now.**

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
City: \_\_\_\_\_  
Email: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

**STARWOOD PREFERRED PLANNER update**

100+ Hotels, 100+ Rewards, 100+ Miles of...  
100+ Hotels, 100+ Rewards, 100+ Miles of...  
100+ Hotels, 100+ Rewards, 100+ Miles of...

## FOR MORE INFORMATION

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# Size Options And Rates

## WEBSITES

### Business Travel News

- Leaderboard (728x90)-rotates between top and bottom of the page \$7,500/month
- Pushdown- one advertiser appears on all pages of the site.
  - 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.
- Rectangle (300x250)- advertisers rotate between the top, middle and lower positions \$12,500/weekly
- Homepage Takeover- own all positions on the homepage for a full week \$7,500/month
- Market Indices- logo placement (300 x 41) \$10,000/week
- Market Indices- logo placement (300 x 41) \$2,000/month

### Travel Procurement Website Content Section

- Leaderboard (728x90)-rotates between top and bottom of the page \$6,500/month
- Rectangle (300x250)- advertisers rotate in the upper and lower positions \$6,500/month

### The Beat Website

- Leaderboard (728x90)-rotates between top and bottom of the page \$3,000/month



Top Leaderboard, 728 x 90

Top Rectangle, 300 x 250

Middle Rectangle, 300 x 250

Lower Rectangle, 300 x 250

Market Indices, 300 x 41

Bottom Leaderboard, 728 x 90

## NEWSLETTERS

### **BTN Daily Newsletter** (16,000+ opt-in subscribers)

- Top Leaderboard (728 x 90) \$8,500/week
- Top Rectangle (300 x 250) \$8,500/week
- Text ad \$8,500/week
- Lower Rectangle (300 x 250) \$8,500/week
- Bottom Leaderboard (728 x 90) \$8,500/week

### **Travel Procurement Newsletter** (published monthly)

- Top Leaderboard (728 x 90) \$6,500/month
- Bottom Leaderboard (728 x 90) \$6,500/month
- Upper Rectangle (300 x 250) \$6,500/month
- Lower Rectangle (300 x 250) \$6,500/month
- Text ad \$6,500/month

### **Travel Management Sponsorship**

\$12,500/month

#### **E-Newsletter** (published 2X per month)

- One banner ad in each of the two issues published per month (728x90 or 300x250)

#### **Web Site**

- Rotating top and bottom 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**

\$12,500/month

#### **E-Newsletter** (published 2X per month)

- One banner ad in each of the two issues published per month (728x90 or 300x250)

#### **Web Site**

- Rotating top and bottom 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in The Transnational content section of the BTN website for one month corresponding with the e-newsletter



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