<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING</th>
<th>MATERIAL DUE</th>
<th>FEATURES</th>
<th>EVENT DISTRIBUTION</th>
</tr>
</thead>
</table>
| January 27 | January 10 | January 14   | • What to Watch in 2020  
• Business Travel Hall of Fame | |
| February 17| February 3 | February 5   | • Premium Class Travel  
• App Analysis ***  
• Global Insights: Managing Travel in India **** | |
| March 23   | March 9    | March 11     | • Expense Management Report  
• Global Insights: Managing Travel in Latin America ***  
• SME Insiders * | |
| April 6    | March 23   | March 25     | • Best Practices in Traveler Compliance  
• Meetings Mavens ** | |
| May 11     | April 27   | April 29     | • 6th Annual Car Rental Survey & Report  
• App Analysis *** | |
| June 8     | May 22     | May 27       | • Business Traveler Health & Well-being  
• SME Insiders * | |
| July 13    | June 26    | June 30      | • Travel Manager of the Year & Best Practitioners  
• 23rd Annual Airline Survey & Report  
• SME Insiders * | |
| August 17  | August 3   | August 5     | • Meetings Management Report  
• Meetings Mavens ** | |
| September 21 | September 4 | September 9 | • New Distribution Capability Update  
• Women of Influence | |
| October 26 | October 12 | October 14   | • 26th Annual Hotel Survey & Report  
• App Analysis *** | |
| November 16| November 2 | November 4   | • Travel Manager of the Year & Best Practitioners  
• 23rd Annual Airline Survey & Report  
• SME Insiders * | |
| December 14| November 30| December 2   | • 2020’s 25 Most Influential People in Business Travel  
• Meetings Mavens ** | |

**BTN DEPARTMENTS**

On The Horizon • On The Record • Data Hub • Voices • Transportation • Lodging • Payment & Expense • Meetings • Distribution • Management • Procurement • Global • Technology

**BTN RECURRING FEATURES**

* SME Insiders: A panel of small and midsize travel program managers discuss issues and strategies specific to the segment.

** Meetings Mavens: A panel of strategic meetings management experts talk shop and answer questions on the last frontier of unmanaged travel.

*** App Analysis: Apps or tech from multiple suppliers in a single category compared side by side, e.g., features, market reach, pricing and future plans.

**** Global Insights: BTN Editors take a deep dive into six global regions to reveal travel management realities on the ground. Regulatory issues, travel infrastructure, technology, payment practices—all these play a part in driving unique practices and innovation in local markets.
Delivered in print and online, these special issues are effective reference tools for travel managers, as well as promotional 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.

- **CORPORATE TRAVEL INDEX**
  BTN’s annual compilation and analysis of per-diem business travel costs in 100 U.S. cities and 100 others around the world.

- **SUSTAINABILITY IN CORPORATE TRAVEL**
  Is sustainable business travel possible? BTN editors will conduct an online survey of North American and European corporate travel managers to understand their companies’ sustainability goals and how it impacts their business travel decisions.

- **SMALL & MIDSIZE TRAVEL MANAGEMENT REPORT**
  An annual survey and analysis to help SME travel managers benchmark their own programs against peer programs.

- **BUSINESS TRAVEL BUYER’S HANDBOOK**
  An end-to-end guide to managed travel programs, including structure, policy, meetings management, travel management companies, payment systems, hotel companies, airlines, car rental firms, chauffeured providers and travel risk management.

- **CORPORATE TRAVEL 100**
  BTN identifies the biggest corporate travel spenders in the U.S. and how they manage their programs.

- **STATE OF THE INDUSTRY: BUSINESS TRAVEL AFTER COVID-19**
  In this special issue of *Business Travel News*, editors will research travel volume, partnerships, new protocols and priorities for business travel. We’ll also dig into travel manager job issues to explore career adjustments, salary and job satisfaction changes and new skill requirements in a post-Covid-19 industry.
Travel Procurement

ISSUE DATE       AD CLOSING       MATERIAL DUE       EVENT DISTRIBUTION
March 1           February 13      February 19        •  GBTA Convention
May 28            May 4            May 7              •  7th Annual Innovate Conference (New York)
August 10         July 13          July 15            
November 30       November 2       November 5         

TRAVEL PROCUREMENT DEPARTMENTS
News • Business Travel by the Numbers • Case Study • Q&A • Opinion
## 2020 ADVERTISING RATES

### BTN

**BUSINESS TRAVEL NEWS**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
<th>8X</th>
<th>12X</th>
<th>18X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tabloid Ad Sizes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tabloid Page</td>
<td>$38,665</td>
<td>$37,505</td>
<td>$36,385</td>
<td>$35,270</td>
<td>$34,240</td>
</tr>
<tr>
<td>Tabloid Spread</td>
<td>$75,825</td>
<td>$73,550</td>
<td>$71,355</td>
<td>$69,210</td>
<td>$67,125</td>
</tr>
<tr>
<td>1/2 Page Tabloid</td>
<td>$23,975</td>
<td>$22,545</td>
<td>$21,880</td>
<td>$21,885</td>
<td>$21,225</td>
</tr>
<tr>
<td>1/3 Page Tabloid</td>
<td>$16,235</td>
<td>$15,755</td>
<td>$15,290</td>
<td>$14,840</td>
<td>$14,395</td>
</tr>
<tr>
<td>1/4 Page Tabloid</td>
<td>$13,140</td>
<td>$12,765</td>
<td>$12,380</td>
<td>$12,000</td>
<td>$11,640</td>
</tr>
<tr>
<td><strong>Junior Page Ad Sizes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Page</td>
<td>$34,690</td>
<td>$33,645</td>
<td>$32,625</td>
<td>$31,640</td>
<td>$30,950</td>
</tr>
<tr>
<td>Junior Spread</td>
<td>$67,870</td>
<td>$65,835</td>
<td>$63,855</td>
<td>$61,930</td>
<td>$60,075</td>
</tr>
<tr>
<td>1/2 Junior Page</td>
<td>$22,580</td>
<td>$21,900</td>
<td>$21,245</td>
<td>$20,605</td>
<td>$20,000</td>
</tr>
<tr>
<td>1/3 Junior Page</td>
<td>$14,575</td>
<td>$14,130</td>
<td>$13,700</td>
<td>$13,295</td>
<td>$12,900</td>
</tr>
<tr>
<td>1/4 Junior Page</td>
<td>$13,335</td>
<td>$12,920</td>
<td>$12,550</td>
<td>$12,065</td>
<td>$11,730</td>
</tr>
<tr>
<td>Covers 2, 3 or 4</td>
<td>$46,795</td>
<td>$45,420</td>
<td>$44,070</td>
<td>$42,710</td>
<td>$41,440</td>
</tr>
<tr>
<td>Front Page Box</td>
<td>$13,315</td>
<td>$12,650</td>
<td>$12,015</td>
<td>$11,425</td>
<td>$10,845</td>
</tr>
</tbody>
</table>

### BLEEDS, PREFERRED POSITIONS, SHORT RATES

**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.

(All rates are quoted gross and include 4/color charge. Effective January 1, 2019)
**E-NEWSLETTERS**

**BTN DAILY** (published 5x/week)

- **Horizontal Banner** (600x100): Top or Bottom position | $12,435/week
- **Medium Rectangle** (300x250): Top or Bottom position | $12,435/week

**TRAVEL PROCUREMENT** (published monthly)

- **Horizontal Banner** (600x100): Top or Bottom position | $9,515/month
- **Medium Rectangle** (300x250): Top or Bottom position | $9,515/month

**BTN TRAVEL MANAGEMENT SPONSORSHIP** (includes e-newsletter and website)

**E-Newsletter**: One 600x100 or 300x250 banner ad in each of the two issues

**Website**: 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.

- $18,290/month

**BTN GLOBAL SPONSORSHIP** (includes e-newsletter and website)

**E-Newsletter**: One 600x100 or 300x250 banner ad in each of the two issues

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

- $18,290/month

**E-BLASTS**

Send your customized email message to BTN's qualified subscribers. 100% SOV and all client-supplied creative. Target by BTN's audience and available attributes. Rates starting at $850 CPM with 10,000 minimum audience size.

**SOCIAL MEDIA ADVERTISING**

Facebook: 100% SOV on sponsored ads sent directly to our qualified audience. Includes 5,000 impressions/week.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Ad</td>
<td>$2,100/week</td>
</tr>
<tr>
<td>Video Ad</td>
<td>$3,150/week</td>
</tr>
<tr>
<td>Carousel</td>
<td>$4,200/week</td>
</tr>
</tbody>
</table>