

BTN Coverage Guides the Industry in 2023

Issue	Ad Close	Material Deadline	BTN 2023 Editorial Features	Format/Distribution
Jan. 23-27	Jan. 12	Jan. 16	2023 What to Watch: Opinions in Business Travel	Online
Mar. 15	Feb. 27	Feb. 23	Corporate Travel Index	Online
Mar. 20	Mar. 6	Mar. 8	WINTER RESEARCH: TMC Reboot	Print / Online
April 17	Apr. 3	April 5	Car Rental Survey & Report	Online
May 15	May 1	May 3	SPRING RESEARCH: Traveler Experience & Enablement	Print / Online
June 12	May 26	May 31	Sustainability Report: The Case Studies	Print / Online
July 31	July 17	July 19	SUMMER RESEARCH: Small & Midsize Enterprise Business Travel Report	Print / Online
Aug. 21	Aug. 10	Aug. 14	Travel Manager of the Year & Best Practitioners	Online
Sept. 18	Sept. 7	Sept. 11	Hotel Survey & Report	Online
Sept. 25	Sept. 11	Sept. 13	Corporate Travel 100	Print / Online
Oct. 16	Oct. 5	Oct. 9	BTN Academy	Online
Nov. 6	Oct. 23	Oct. 25	FALL RESEARCH: The Innovation Issue	Print / Online
Nov. 13	Nov. 2	Nov. 6	Airline Survey & Report	Online
Dec. 4	Nov. 20	Nov. 22	BTN's 25 Most Influential in Business Travel	Online
Dec. 11	Nov. 28	Dec. 4	BTN's Travel Manager Salary Survey	Online

JAN. 23-27**ONLINE FEATURE****What to Watch 2023:
Opinions in Business Travel**

Business Travel News gets the managed travel industry primed for the new year by offering a spectrum of opinion pieces that serve as bellwether remarks on the issues, challenges and opportunities that will define the next 12 months. The industry's leading executives, from travel management companies to technology gurus, from hotel program management experts, airline executives, payment innovators and travel buyers themselves offer their insights, critiques and predictions for 2023. What to Watch is a must-read edition.

MAR. 15**ONLINE FEATURE & BTN DATA RESOURCE****2023 Corporate Travel Index**

Have you experienced the Corporate Travel Index Calculator? BTN's business travel per diem benchmarking tool calculates per diem costs in 100 U.S. and 100 non-U.S. cities. Now, our online index tool offers more detail and customizable variables for travel managers to estimate costs for their programs. Are they pushing travelers to upscale hotels or cutting costs at quality midscale properties? BTN has those differences covered as well as car rental types and an option to include or exclude specific meal costs. We've also upgraded the index with safety ratings—including a health rating that considers Covid-19 case rates. Hotel, car rental and safety ratings are updated quarterly, accompanied by a quarterly marketing campaign to the BTN audience.

MAR. 20**PRINT ISSUE, ONLINE MICROSITE & WEBINAR****WINTER RESEARCH: TMC Reboot**

Travel management companies can't seem to hire fast enough. Demand for service is high as is demand for technology solutions. At the same time, Environment, Sustainability and Governance issues weigh on industries of all types and TMCs are working to meet those needs as well. Buyers have told BTN that request for proposal activity is high. Where does it all land? That's what this special issue of BTN aims to explore.

APR. 17**ONLINE MICROSITE****9th Annual Car Rental &
Ground Transportation Report**

BTN leverages its travel buyer audience to rate their contracted car rental providers across critical performance areas. They also provide insights on how well chauffeured car and transportation network companies are supporting their programs. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

MAY 15**PRINT ISSUE, ONLINE MICROSITE & WEBINAR****SPRING RESEARCH:
Traveler Experience & Enablement**

Employee expectations are on the rise for travel programs—along with travel supplier pricing and service complexity. But what do they really want? In the past, experienced business travelers have focused on success enablement as the key to business travel satisfaction. It has taken such forms as trip planning efficiencies, expense report minimization and easy access to disruption assistance. For this special issue, we'll polish up the BTN Traveler Happiness Index to find out 1) what travelers value now and 2) how well their companies deliver it. We'll identify consistent expectations vs. what's changed, and find out what stresses travelers out now when on business trips.

JUNE 12**PRINT ISSUE, ONLINE MICROSITE & WEBINAR****The Sustainability Issue - Case Studies**

In the last two years, BTN has produced special issues focused on the concept and momentum of sustainability initiatives in the travel industry as well as working through many of the tools and levers travel managers have in their own power to help reduce carbon emissions resulting from their organization's business travel. This year, BTN will focus on case studies - drawing back the curtain on travel programs that have made significant strides in their pursuit of sustainability, whether that's by reducing overall emissions or focusing on a particular problem area and managing through a meaningful change.

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JULY 31 *PRINT ISSUE, ONLINE MICROSITE & WEBINAR***SUMMER RESEARCH: Managing Small & Midsize Travel Programs**

The SME market has been and will continue to be a major force for a thriving business travel industry. More companies are managing travel for the first time and they are hungry for the resources and case studies that will get them up to speed fast. BTN's annual issue focused on Small & Midsize Travel Programs will feature research specifically focused on this segment of the market to understand how they are managing travel, where they report within their organizations, what their priorities are and how they look to their supplier partners to support their goals. It will offer checklists, tips of the trade and critical insights to managed travel success.

AUG. 21 *ONLINE FEATURE & WEBINAR***BTN's Travel Manager of the Year & Best Practitioners**

BTN's annual Travel Manager of the Year & Best Practitioners Awards are a highlight of the corporate travel calendar of events. After the winners are announced, BTN profiles their achievements in this special editorial feature and shows how their work is changing the travel management practice—and, in some cases, the industry.

SEPT. 18 *ONLINE MICROSITE***29th Annual Hotel Survey & Report**

BTN leverages its travel buyer audience to rate their hotel partners across critical performance areas. Survey respondents also provide insights on how well hotels and sales organizations are supporting their programs and what the category could do overall to improve when it comes to working with managed corporate travel programs. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

SEPT. 25 *PRINT ISSUE & ONLINE MICROSITE***Corporate Travel 100**

BTN identifies the biggest corporate travel spenders in the U.S. and how they manage their programs. Follow the money and follow the trends to understand how corporate travel priorities are changing.

OCT. 16 *ONLINE EDUCATION PLATFORM***BTN Academy**

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. Whether companies are looking to build a travel program for the first time, or optimize a program they already have in place, this is the buyer's must-have resource.

NOV. 6 *PRINT ISSUE & ONLINE MICROSITE***FALL RESEARCH: The Innovation Issue**

This BTN special research issue will home in on travel management innovation. It starts with data and drives toward program digitization and all that may entail. An online survey of travel managers will offer a high-level view of the state of innovation. A special buyer panel of innovation leaders will also weigh in on what the industry is capable of, what it is missing and the role travel buyers play in pushing the industry to the next level. BTN will talk with all levels of technology providers from established TMCs to challenger platforms and industry startups. We'll get at the heartbeat of innovation, and will also feature key content spun out from BTN's highly praised Innovate conference.

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NOV. 13

ONLINE MICROSITE

26th Annual Airline Survey & Report

BTN leverages its travel buyer audience to rate their airline partners across critical performance areas. Survey respondents also provide insights on how well joint venture partnerships and alliance networks support their programs and where they think the category could improve overall when it comes to business travel. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

DEC. 4

ONLINE MICROSITE

BTN's Annual 25 Most Influential People

Influence can be complicated—and often there are winners and losers as industries evolve. Every year, BTN editors identify the individuals who have impacted—and sometimes impeded—the business travel industry over the previous 12 months. Find out who is driving change, enabling programs and/or disrupting the industry for better, and sometimes for worse in this annual feature.

DEC. 11

ONLINE FEATURE

BTN's Travel Manager Salary Survey

BTN's annual travel manager salary and job satisfaction survey has expanded to cover trends in travel management and how the role is changing in a world in which remote work, productivity enablement, talent wars and employee health and safety have become top priorities at the CEO level are cascading down to travel programs.

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Print Issue Advertising

Rates include 4/Color

Full Page Ad	\$24,300 net
Covers 2, 3 and 4	\$27,945/per Cover
Half Page Ad	\$12,150 net
Full Page Spread	\$47,000 net
3-Page Gatefold*	\$85,900 net

*includes inside front cover and two foldout pages

Online Microsite Advertising*

- **Top & Bottom Rotating Leaderboard (728x90)**
on the microsite landing page and on each article page **\$16,200 net**
- Mobile requirement differs: 320x100 to be provided by advertiser as well
- **Rotating Fabric Ad (1500x270)** on each article page **\$10,800 net**
- Mobile requirement differs: 320x415 to be provided by advertiser as well
- **Half Page Ad (300x600)** on the microsite landing page **\$8,640**

(Max of six advertisers per ad type; 2-month duration)

*BTN's 25 Most Influential Online Microsite Advertising:

- **Half Page Ad Package (300x600)** **\$16,200**
- One (1) 300x600 to be placed on BTN's 25 Most Influential site page of your choice and on the microsite landing page
- Mobile requirement differs: 320x100 to be provided by advertiser as well
- Top and bottom rotating leaderboard (728x90) on each page of the microsite and on the landing page

(Max of six advertisers; 2-month duration)

BTN Issue and Webinar Sponsorships Available: Inquire Today

Homepage Takeover: (1) 970x90 Pushdown, expands to 970x415, (2) 728x90, (3) 300x250, (2) 320x100 Mobile	\$17,500/week
Premium Homepage Takeover: (1) 15 Eclipse Video Unit, which is a Fullscreen video, (1) 970x90 leave behind unit, (2) 728x90, (3) 300x250, (2) 320x100 Mobile	\$20,800/week
Pushdown (970x90 expands to 970x415): One advertiser appears in the top position on all non-sponsored pages	\$21,800/week
Leaderboard (728x90): ROS rotating upper and lower positions	\$13,000/month
Medium Rectangle (300x250): ROS rotating upper and lower positions	\$13,000/month
Mobile (320x100): ROS sticky unit	\$5,500/month

SPONSORED CONTENT

Article supplied by Advertiser showcased on BTN.com Homepage, all article pages and the BTN Daily newsletter (1 week). Remains live on website for minimum 3 months	\$9,700
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The Beat

Leaderboard (728x90): ROS rotating upper and lower positions	\$5,200/month
Pushdown (970x90 expands to 970x415)	\$8,600/week
Rectangle (300x250)	\$5,200/month

E-Newsletters**BTN DAILY** (published 5x/week)

Horizontal Banner (600x100): Top or Bottom position	\$14,800/week
Medium Rectangle (300x250): Top or Bottom position	\$14,800/week

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

Newsletter: One 600x100 or 300x250 banner ad in monthly newsletter.**Website:** Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in the Travel Procurement content section of the BTN website for one month.**\$18,900/month****BTN TRAVEL
MANAGEMENT
SPONSORSHIP**

(includes e-newsletter and website)

Newsletter: One 600x100 or 300x250 banner ad in each of the two newsletters.**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.**\$21,700/month****BTN TRAVEL GLOBAL
SPONSORSHIP**

(includes e-newsletter and website)

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.**\$21,700/month****BTN SUSTAINABILITY
SPONSORSHIP**

(includes e-newsletter and website)

Newsletter: One 600x100 or 300x250 banner ad in monthly newsletter.**Website:** Rotating top and lower 728x90 Leaderboard banner ad OR rotating top and lower 300x250 banner ad in the Sustainability section of the BTN website for one month.**\$18,900/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 \$895 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.

Image Ad	\$2,500/week
Video Ad	\$3,780/week

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