BTNGROUP

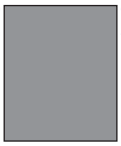
[SPECS]

Revised January 2, 2019

2019 PRINT AD SPECS

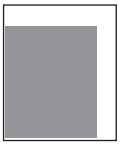
BUSINESS TRAVEL NEWS AD DIMENSIONS / TABLOID SIZE

130" - Tabloid Spread
Live/Non-bleed: 20.125"w X 12.9375"d
Trim: 20.625"w X 13.4375"d
Bleed: 20.875"w X 13.6875"d



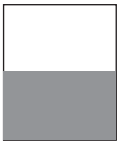
65"- Tabloid Full Page
Live/Non-bleed: 9.6875"w X 12.9375"d
Trim: 10.1875"w X 13.4375"d
Bleed: 10.4375"w X 13.6875"d

80" - Junior Spread
Non-bleed:
15.6875"w X 10"d

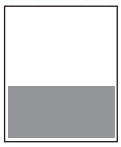


40" - Junior Page
Non-bleed only: 7"w X 10"d

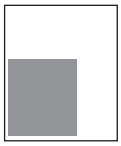
65" - Half Tabloid Spread
Live/Non-bleed: 20.125"w x 6.5"d
Trim: 20.625"w X 6.75"d (no bleed off top)
Bleed: 20.875"w X 7"d (no bleed off top)



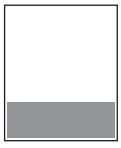
32.5" - Half Tabloid Page
Live/Non-bleed: 9"w X 6.5"d
Trim: 10.1875"w x 6.75"d (no bleed off top)
Bleed: 10.4375"w X 7"d (no bleed off top)



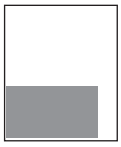
25 column inch: Horizontal
1/3 Tabloid Page
Non-bleed: 9"w X 5"d



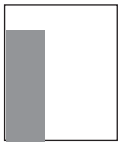
20" - Junior Half Page: Island
Non-bleed:
5.25"w X 6.625"d



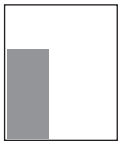
20" - Junior Half Page: Strip
Non-bleed: 9"w X 4"d



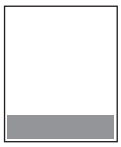
20" - Junior Half Page: Horizontal
Non-bleed: 7"w X 5"d



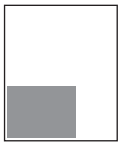
20" - Junior Half Page: Vertical
Non-bleed: 3.5"w X 10"d



15" – Junior Third Page: Vertical
Non-bleed: 3.5"w X 7.5"d

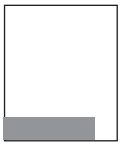


15" – Junior Third Page: Horizontal
Non-bleed: 9"w X 3"d

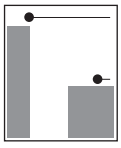


15" – Junior Third Page: Square
Non-bleed: 5.25"w X 5"d

10"- Junior Quarter Page: Strip
Non-bleed: 9"w X 2"d

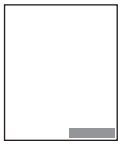


10" - Junior Quarter Page: Horizontal
Non-bleed: 7"w X 2.5"d



10" - Junior Quarter Page: Vertical
Non-bleed: 1.625"w X 10"d

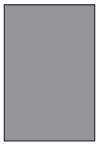
10" - Junior Quarter Page: Square
Non-bleed: 3.5"w X 5"d



Front Cover Box
(Requires position reservation)
4"w X 1.5"d

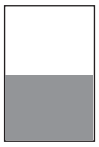
TRAVEL PROCUREMENT AND BTN RESEARCH AND REFERENCE GUIDE AD DIMENSIONS / MAGAZINE SIZE

Full Page Spread
Live/Non-bleed: 15.5"w X 10"d
Trim: 16"w X 10.5"d
Bleed: 16.25"w X 10.75"d

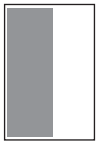


Full Page
Live/Non-bleed: 7"w X 10"d
Trim: 8"w X 10.5"d
Bleed: 8.25"w X 10.75"d

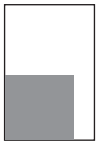
1/2 Page Spread: Horizonal
Live/Non-bleed: 15.5"w X 4.875"d
Trim: 16"w X 5.25"d
Bleed: 16.25"w X 5.5"d



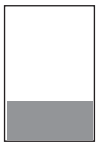
1/2 Page: Horizontal
Live/Non-bleed: 7"w X 4.875"d
Trim: 8"w x 5.25'd
Bleed: 8.25'w x 5.5'd



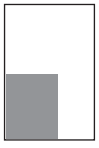
1/2 Page: Vertical
Non-bleed: 3.5"w X 10"d



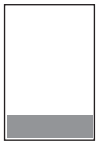
1/3 Page: Square
Non-bleed: 5.25"w X 4.875"d



1/3 Page: Horizontal
Non-bleed: 7"w X 3.5"d



1/4 Page: Square
Non-bleed: 3.5"w X 4.875"d



1/4 Page: Horizontal
Non-bleed: 7"w X 2.375"d

2019 PRINT AD SPECS (CONTINUED)

PRINT PRODUCTION REQUIREMENTS

Business Travel News issues and supplements are saddle-stitched.

Digital File Requirements
- PDF/X-1a with embedded fonts
- CMYK (No spot, RGB, or Lab color). Color formats other than CMYK will be converted to CMYK during our pre-press process.
- 300 dpi
- Filename maximum 20 characters; no special characters.
- File size must not exceed 20 MB.

Submitting Ad Materials
Submit your PDF file to the BTN Ad Portal at: **http://www.businesstravelnews.com/adupload.aspx** Only PDF files are accepted for upload.

Instructions for using the Ad Portal:
1. Fill in your contact information.
2. Select Section. wait for remaining fields to populate; Not sure what section to use? Contact us and we'll be happy to help.
3. Select the Issue Date. If your ad materials are to be picked up for additonal issues please select the first insertion date and note additional issues in comments.
4. Select Ad Size.
5. Comments. If you are submitting one PDF file for a multiple-page insertion, be sure to confirm the order of pages in the comments field. If you are submitted a revised file, start the file name with REV and place a note in the comments field.
6. Selecting Your Ad File. Click "Browse" button and a "choose file"window will open. Locate your file on your hard drive, server, etc. Select the file and click "Open" to select it.
7. Uploading your file. Select "Upload and Done" if you are only uploading one ad file. To upload multiple ad files without having to reenter your contact info select "Upload and Add Another."
8. Confirmation. You will receive an email confirmation once your upload is complete and we will receive the same email confirmation that will notify us that your ad has arrived. Make note of the confirmation number.

Ad Size
Build your ad to the exact ad size. For bleed, be sure to use the bleed sizes that are 1/8" larger than trim on all bleed sides. Turn off crop marks. All live type and images must be kept 1/4" from trim.

FONTS AND RULES
For effects such as bold or italic, select a bold or italic font. Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. Avoid hairline rules less than .007 inch or 1/2 point. Use only Type1 or Truetype Fonts.

IMAGE RESOLUTION
Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125%, the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

PREFLIGHTING
Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, missing images. There are several software companies such as Enfocus, Markszware and Callas that offer preflight software packages.
The software used to process digital ads will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density); therefore, it is highly recommended that you pre-flight the file to make sure these items will appear as you intend.

BTN CONTACT LIST
- Lisa Gonzales 201-902-1927
- Gayle Graizzaro 201-902-1914
- Michele Garth 201-902-1930
- Email address for questions and extensions only: BTNAdvertising@ntmllc.com **(Do not email ads!)**

FREQUENTLY ASKED QUESTIONS

DO I NEED TO SUPPLY A PROOF?
Color proofs are no longer used on press. The printer uses a closed-loop color system to set the press to SWOP specifications.

CAN I CREATE AN ADVERTORIAL AD?
BTN is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the BTN editorial format. It is expected that a unique design will be used. BTN's Publisher and Editor in chief reserve the right to reject or request changes if an ad too closely resembles a BTN editorial page. Contact production for full detailed guidelines.

CAN I SUBMIT MY AD AFTER THE DEADLINE?
Late files may be subject to additional rush charges. Contact production for material extensions.

WILL YOU ACCEPT OTHER FILE FORMATS BESIDES PDF-X1A?
Files not created to BTN specifications are subject to additional processing charges. Minimum processing charge is $50. Additional processing charges are billed at $100 per hour.

CAN I SUBMIT MY NATIVE FILES?
Files not created to BTN specifications are subject to additional processing. The minimum charge to process a Native file is $100.

CAN I UPLOAD DIRECTLY TO THE BTN FTP SITE?
We prefer for you to upload via the BTN Ad portal but you can upload directly to the BTN FTP site. Notify production when your ad is submitted by sending an email to BTNAdvertising@ntmllc.com with the client name (advertiser running in BTN), file name, ad size, ad color, issue date and issue name. Name your ad with no more than 20 characters. All entries in the FTP address are case sensitive. Host: ftp03.ntmllc.com or ftp://ftp03.ntmllc.com User ID: ftpbtnad Password: BTN!43kd Directory: \BTN\ad

CAN I USE SPOT COLOR, DUOTONES OR RGB IMAGES?
All CMYK. RGB, spot color, and duotones will be converted to CMYK automatically. Please be sure to Pre-flight your file. Spot/PMS colors can be used if purchased in advance.

WHAT IS A CONTINUOUS TONE IMAGE?
Continuous tone images are images that have a virtually unlimited range of color or shades of gray. Photographs are continuous-tone images.

DO YOU CHECK MY FILE FOR ERRORS? We use pre-flight software that checks to see if the file is printable. BTN is not responsible for errors such as low-resolution images (under 300 dpi), RGB images, missing fonts, missing images, etc. It is highly recommended that you pre-flight your work.

ARE ANY ERRORS FIXED AUTOMATICALLY?
The software used to process your digital ad will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density). Please be sure to Pre-flight your file.

WHAT PROGRAMS DO I USE TO CREATE MY FILE?
You can use several products to create your native ad file but the file must be converted to a PDF-x1a.

CAN YOU HELP ME CREATE THE PDF?
BTN is not a service bureau. There are some Internet based companies that will prepare ads to the correct specifications for a fee.

CAN I CREATE MY FILES ON A MAC OR PC?
Both platforms work fine as long as the ad is created to BTN specifications.

CAN YOU MAKE CHANGES TO MY FILE?
We prefer for you to make changes and upload a new file. The specified file formats are not to be edited. If you cannot provide a new file, you will be charged for any changes we process. Minimum processing charge is $50. Additional processing charges are billed at $100 per hour.

TRAPPING
Do not trap your file. The file will be trapped according to printer specifications during the prepress stage

2019 DIGITAL PRODUCTION REQUIREMENTS

BTNGROUP

E-NEWSLETTER AD REQUIREMENTS

THE FOLLOWING SPECS APPLY TO THESE NEWSLETTERS:

BTN DAILY
BTN TRAVEL MANAGEMENT
Travel Procurement
BTN GLOBAL

- Creative must be supported by the most recent browser and 2 prior versions.
- Material due 5 business days prior to start date
- Send material to btnmaterials@ntmllc.com

For more information email Maribeth Rapcienski at mrapcienski@ntmllc.com

LEADERBOARD
File type: gif, jpg
Ad Unit Size: 600x100
Max File Size: 40k

MEDIUM RECTANGLE
File type: gif, jpg
Ad Unit Size: 300x250
Max File Size: 40k

Animation Restrictions: No looping

NOTE: Outlook 2007 does not support animated gif ads - when using an animated gif, make the 1st frame the call to action so it will render correctly in Outlook 2007.

TEXT
File Type: html
Ad Unit Size: See Note*
Max File Size 20k

Line 1 - Header/Title: 65 characters, Arial, 10pt bold
Line 2 - Body: 70 characters, Arial, 10pt regular
Line 3 - Body: 70 characters, Arial, 10pt regular
Line 4 - URL: 65 characters, Arial, 10pt., bold

*Note: 4 Lines of Text (1 header/ title, 2 for the body, 1 for URL)

Production Notes: html page only with following HTML tags included Must use this Template (DO NOT ALTER – update items in red only):

```
<h2 style="background-image: none; text-align: center; padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #666666; font-size: 11px; font-weight: normal; padding-top: 0px">
<p class="adLabel" align="center">--------Advertisement----------</p>
</h2>
<p style="text-align: center"> <strong>(FIRST SENTENCE GOES HERE)</strong><br /> (REMAINDER OF COPY GOES HERE)
<a target="blank" href="CLICK URL GOES HERE" target="_blank"><strong>(LINK TEXT GOES HERE)</strong></a></p>
```

TEXT WITH LOGO
File Type: html
Ad Unit Size: See Note*
Max File Size 20k

Line 1 - Header/Title: 65 characters, Arial, 10pt bold
Line 2 - Body: 70 characters, Arial, 10pt regular
Line 3 - Body: 70 characters, Arial, 10pt regular
Line 4 - URL: 65 characters, Arial, 10pt., bold

*Note: 4 Lines of Text (1 header/ title, 2 for the body, 1 for URL)

Production Notes: html page only with following HTML tags included Must use this Template (DO NOT ALTER – update items in red only):

```
<h1>Advertisement</h1>
<p>
<img style="float:left" src="xx" alt="">
<strong>(FIRST SENTENCE GOES HERE).</strong>
(REMAINDER OF COPY GOES HERE)<a href="%%CLICKURL%% target="_blank""><strong>(LINK TEXT GOES HERE) </a></strong>
</p>
```

Logo
File Type: gif, jpg
Ad Unit Size: 300x40
Max File Size: 5k

BUSINESSTRAVELNEWS.COM AD REQUIREMENTS

LEADERBOARD
- 728w x 90h pixels
- Jpg, gif, swf formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE)
- Maximum file size: 60k (no exceptions)
- Material due date: 5 business days prior to start date
- Creative must be supported by most recent browser and 2 versions prior
- Email banner material and URL to: btnmaterials@ntmllc.com

MEDIUM RECTANGLE
- 300w x 250h pixels
- Jpg, gif, swf formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE)
- Maximum file size: 60K (no exceptions)
- Material due date: 5 business days prior to start date
- Creative must be supported by most recent browser and 2 versions prior
- Email banner material and URL to: btnmaterials@ntmllc.com

PUSHDOWN
- 970w x 66h pixels
- SWF format acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE)
- Maximum file size: 100k (no exceptions)
- Material due date: 5 business days prior to the start date
- Creative must be supported by most recent browser and 2 versions prior
- Email banner material and URL to: btnmaterials@ntmllc.com

LARGE BANNER MOBILE
- 300w x 50h pixels
- Static gif, png, jpg and animated gif formats acceptable
- Maximum file size: 10k for static and 15k for animated (no exceptions)
- Creative must be supported by most recent browser and 2 versions prior
- Email banner material and URL to: btnmaterials@ntmllc.com

For detailed specs please email:
Maribeth Rapcienski at mrapcienski@ntmllc.com

SWF & GENERAL REQUIREMENTS
(Leaderboard, Medium Rectangle, and Pushdown)

Please submit jpg, gif, swf files or 3rd party iFrame/Java Script tags. Additionally, only fully qualified URLs can be used (e.g. http://www.ntmllc.com).

- You can put a transparent layer/button on top of the existing image. Link buttons in SWF files should not point to a URL. Instead the ActionScript associated with the button should be: on (release) { get URL(clickTAG,"_blank"); }
- Please save SWF files for compatibility with Flash Player 8 Actionscript 2

For details on expandable ads please email:
Maribeth Rapcienski at mrapcienski@ntmllc.com