

It's the industry's only dedicated corporate travel directory—and the best way to reach business travel professionals as they make key purchasing decisions.

Digital Book & Online Directory

2010 BLACK BOOK



Paid Enhanced Listing Free Basic Listing



Categories include:

- Airlines*
- Associations
- Car Rental Cos.
- Conference Centers
- Consultants*
- CVBs
- Education
- Ground Transportation Cos.
- Hotel Chains*
- International Business Services
- Payment Systems
- Technology*
- Travel Management Companies*

*Includes Subsections

700 key contacts for business travel products & services are listed.
Your listing will reach **51,000** powerful industry decision-makers looking for key contacts with a click of a button.
There's only 1 way to make your listing stand out...

BLACK BOOK ENHANCED LISTINGS

PLATINUM PACKAGE

(Limited to 5 categories—ask for availability.)

\$4,950

Digital Book

- Your color logo and 50 words of descriptive copy in a highlighted color background in your category.
- Logo inclusion in email sent to BTN subscribers.

Online Directory

- Color or B&W logo.
- Your logo Sponsorship Button on the high-traffic home page of BTNOnline Black Book for 12 months.
- 127x77 pixel Sponsor Button on your page.
- Top priority listing within your category.
- Hyperlink to your Web site.

PLUS:

- One month banner ad roadblock on category page.
Ad units: 728x90, 160x600, and 468x60 (value: \$8,600).
- HTML email with your marketing message delivered to 5,000 corporate travel buyers from the BTN email database (value: \$2,250).

GOLD PACKAGE

\$2,950

Digital Book

- Your color logo and 50 words of descriptive copy in a highlighted color background in your category.

Online Directory

- 50 words of descriptive copy
- Color or B&W logo.
- 127x77 pixel Sponsor Button on your page.
- Priority listing within your category.
- Hyperlink to your Web site.

Digital Black Book features for enhanced listings include:

searchable index, video enhancements with click through capability, and hyperlinks to your website and/or direct response.

SILVER PACKAGE

\$1,995

Digital Book

- Your B&W logo and 50 words of descriptive copy in a highlighted color background within your category.

Online Directory

- Color or B&W logo.
- 127x77 pixel Sponsor Button on your page.
- Priority listing within your category.
- Hyperlink to your Web site.

CLOSING DATE November 23, 2009

ISSUE DATE December 23, 2009

Name _____ Title _____
Company _____
Phone _____ Fax _____
Email _____ Product Category _____

To reserve your Enhanced Listing, or to learn more about BTN's 2010 Black Book, contact:

Edie Garfinkle, Phone: 805-383-1326, Email: edie.garfinkle@nielsen.com
Nielsen Business Media, 770 Broadway, New York, NY 10003 / FAX BACK TO: 805-267-4133

Enhanced Listing Package:

- Platinum Package – \$4,950
- Gold Package – \$2,950
- Silver Package – \$1,995



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