

# BTNonline

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## BTNonline.com

More research. More news.  
More at your fingertips.

The newly redesigned home for corporate travel intelligence allows you to own the space that the corporate travel industry uses to search for news, research, contact information and much more.

### New Sponsorship Categories Include:

- Airlines
- Hotels
- Car Rental
- Chauffeured Transportation
- Corporate Payment Systems
- Travel Management Company
- Travel Management Technology
- Global
- Meetings
- Destinations

### BTNonline User Profile:

- Monthly Unique Users: 29,628
- Monthly Page Views: 94,433
- Over Half Involved in Travel/Tourism
- 52% Female
- 44% Male
- 52% HHI \$100K (Index=243)
- C-level Executive Users (Index=209)
- Top Departments
  - Marketing, Advertising
  - Sales
  - Accounting, Finance

### The interactive hub for the corporate travel industry features:

- Breaking News
- *BTN's* Current Issue
- Meetings Today
- Exclusive Surveys
- BTN Global
- Original Research
- Reference Center
- Black Book Online Directory

Source: Nielsen//Netratings Site Census Q1, 2005

NEWS



FOCUS



RESEARCH



## Align your brand with crucial knowledge, delivered to buyers' in-boxes every week

### E-Newsletter Sponsorships

BTNweekly reaches an audience of over 24,700 opt-in subscribers each week when *BTN* broadcasts breaking news and top headlines. It's another vehicle to reach our powerful, decision-making audience and drive them back to BTNonline. Format: HTML

E-newsletter banner positions include:

- A. Leaderboard
- B. Middle Rectangle
- C. Inline Banner
- D. Anchor Banner



### EuroBTN

Reach the European market in a targeted and effective way, each week and all year long.

**BTNonline** focuses on the European market featuring breaking news and a weekly roundup highlighting research and features that affect European travel buyers.

#### Euro BTN E-Newsletter

A snapshot of the European travel market, the *EuroBTN* e-newsletter reaches multinational travel managers each month and features breaking news, features, analysis and research. Format: HTML



Ad Unit	Rate*	Dimensions	GIF/JPEG	Flash	Animation
Leaderboard	\$6,180	728 x 90	20k	N/A	N/A
Inline Banner	\$5,620	120 x 240	20k	N/A	N/A
Middle Rectangle	\$5,060	300 x 250	20k	N/A	N/A
Anchor Banner	\$2,810	468 x 60	20k	N/A	N/A

\* Gross rates based on a 4 week flight. Rates are net. Send all materials to [adcreative@vnuemedia.com](mailto:adcreative@vnuemedia.com). Give at least 5 business days prior to launch.

## Site sponsorships

### Targeted Content Sponsorship

Give your brand the exposure to impact *BTN*'s highly targeted audience by sponsoring relevant sections, reports and research.

### Banner & Rich Media Advertising

Increase brand awareness and visibility with a targeted or run-of-site banner ad on the premier destination for the business travel community.

### Banner Positions Include:

- A. Leaderboard
- B. Skyscraper
- C. Inline Banner
- D. Anchor Banner



## Build Your Brand

With These Special Online Opportunities

### Custom Web Solutions

Ranging from online research sponsorships and customized e-mail newsletters to mini-sites, *BTN*'s custom web solutions are designed to deliver your message with maximum impact.

### Custom E-Newsletters

Influence decision makers with a custom email newsletter delivered to our opt-in subscribers. You choose the topic and let industry experts develop meaningful editorial content wrapped around your brand's message.

### Webcasts and Webinars

Innovative, powerful and effective ways to deliver your brand's perspective directly to the *BTN* end-user. You direct the content and the focus of the Seminar. We build, execute and promote it, as your partner.

#### • Web Seminars

Fully interactive digital events can include live polling, question and answer sessions as well as links to relevant documentation, case studies and speaker biographies. *BTN* Seminars are run live or pre-recorded and are archived to enable on-demand viewing.

#### • Virtual Tradeshows

Attendees are invited to visit interactive booths, listen to keynote presentations and panel discussions and access vendor information in a variety of engaging and interactive ways.

#### • Virtual Symposiums

Exclusive sponsors can present a 15-minute keynote address, followed by a 30-45 minute panel discussion leading attendees into a product demonstration or marketing message alongside a virtual tradeshow booth.

Ad Unit	Rate*	Dimensions	GIF/JPEG	Flash	Animation
Leaderboard	\$2,100	728 x 90	20k	OK	15 Sec
Skyscraper	\$1,950	120 x 600	20k	OK	15 Sec
Inline Banner	\$1,040	120 x 240	20k	OK	15 Sec
Anchor Banner	\$810	468 x 60	20k	OK	15 Sec

\* Gross rates based on a 4 week flight. Online frequency discounts available. Send all materials to [adcreate@vnuemedia.com](mailto:adcreate@vnuemedia.com). Allow at least 5 business days prior to launch.