

# 2014

## DIGITAL MEDIA PACK

THE MULTI AWARD-WINNING MAGAZINE  
FOR CORPORATE TRAVEL AND MEETINGS BUYERS

**BBT** is the leading online provider for news, views and expert advice for the business travel community. It offers essential information, news stories and analysis as well as interviews with key industry players. It is the first choice for thousands of buyers, planners and bookers of business travel and meetings, offering them the opportunity to receive daily updated news on airlines, hotels, serviced residences, MICE, travel management and rail providers direct to their inbox.

# DIGITAL ADVERTISING



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buyingbusinesstravel.com has  
**21,886** subscribers

## ONLINE ADVERTISING

BBT has 6 news channels plus a personalised home page.

**AIR TRAVEL  
TECHNOLOGY  
TRAVEL MANAGEMENT  
MICE**

**GROUND TRANSPORTATION  
HOTEL/ACCOMMODATION**

Advertising will be available either by channel or across run of site.

**21,886**

registered subscribers

**86,257**

page impressions per month

**40,930**

unique visitors per month

## ADDITIONAL DATA

- Copy date 1 week preceding online activity
- Cancellation date 4 weeks before online activity
- Agency commission 10%

## BBT DIGITAL ADVERTISING RATES

POSITION	RUN OF SITE	SECTIONS
Leaderboard	£30 per 1000 impressions	£40 per 1000 impressions
Skyscraper	£30 per 1000 impressions	£40 per 1000 impressions
MPU	£30 per 1000 impressions	£40 per 1000 impressions
Buttons	£10 per 1000 impressions	£15 per 1000 impressions

## EMAIL NEWSLETTER

Every Tuesday and Thursday the entire registered subscriber database (21,886) of buyingbusinesstravel.com receives the twice-weekly email newsletter. As a sponsor of the newsletter you will be given the leaderboard (with a link to your chosen url) at the top of the page plus up to 50 words of text. The newsletter includes all the latest news and features affecting travel buyers and managers, as well as interviews with leading figures within the corporate travel industry plus in-depth analysis of the burning issues of the day.

COST PER WEEK	1 week	4 weeks	12 weeks	24 weeks
<b>Leaderboard</b>	£2000	£1750	£1500	£1350

## DIGITAL SPECIFICATIONS

POSITION	(pixels)
Leaderboard	728X90
Skyscraper	160X750
MPU (large button)	300X250
Buttons	148X118

Static ads can be supplied in jpeg or gif formats animated ads can be supplied in gif or Flash formats. The email newsletter ad can be supplied in jpeg or gif formats only.

When sending over the specs for Flash ad usage for our site, please use the CLICKTAG mechanism within the file, to ensure that the click throughs are recorded from the ad.

Animated gifs are preferred over Flash ads, because not everyone has Flash installed on their computers, so the click through rates will be lower for Flash ads than or gifs or jpgs.

# CONTACT INFORMATION



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## ADDITIONAL DATA

**Copy date** 1 week preceding online activity

**Cancelation date** 4 weeks before online activity

**Agency comission** 10%



## CONDITIONS OF ACCEPTANCE

All advertisement orders are subject to acceptance in writing from the head office of the Publisher and are subject to the following conditions:

**01** In no circumstances does the placing of an order confer the right to renew on similar terms.

**02** The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contacts as regards space or frequency of insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.

**03** The Publisher reserves the right to refuse stoporders, cancellations or transfers unless they are received not less than 8 weeks before the date of insertion of advertisement.

**04** If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 2, all unearned discounts will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed with the contractual period.

**05** The Publisher may, where necessary, stipulate special charges and conditions for split runs, or other special requirements.

**06** Space booked must be used only for advertiser's own goods or services.

**07** The Publisher reserves the right to refuse, amend, withdraw or otherwise

deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practise and the Trade Description Act, 1968.

**08** The Publisher shall incur no liability whatsoever to the advertiser if the publication or distribution of any issue in which an advertisement appears shall be prevented or delayed on account of fire, strike, lockout, industrial dispute, default of any sub-contractor or supplier or any other cause whatsoever beyond the control of the Publisher.

### PAYMENT TERMS ARE STRICTLY 30 DAYS FROM DATE OF IN VOICE.

**INDEMNITY** - The advertising agency or advertiser submitting the advertisement shall indemnify the publishers in respect of costs or damages falling upon them as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instructions supplied. In any case, where a claim is made against the said publishers and the agency or advertiser may eventually be liable under the terms thereof, notice in writing shall be given in order that meetings shall take place before any expense is incurred or the claim is settled, defended or disposed of to his detriment.

**PREPARATION CHARGES** - Additional preparations charges are made where

copy is not in proportion, requires any special effects to be introduced or includes a number of separate originals. Details on application.

**GENERAL** - While every effort is made by the publishers to ensure that advertisements appear on the publication date required, we will not be held responsible for any error in the insertion or the positioning of material in the publication. The publishers do not accept liability for loss or damage of any artwork, transparencies, drawing or other material supplied for the purpose of an advertisement. Digital artwork in PDF format should be supplied to the publishers for insertion. Any additional work in making up or proportioning to size of new or existing artwork or advertising material will be subject to extra charges where applicable and under no circumstances will the publishers accept responsibility for mistakes incurred in the production and subsequent printing of such material. Nor will the publishers be responsible for the quality of printed work or the consequences of any default by any of their sub-contractors. Advertisers who fail to supply copy on or before copy date will not be in the issue they have booked, but will be charged for the space booked. The placing of an order for the insertion of an advertisement shall be deemed to be an acceptance of the above conditions and any conditions stipulated on an agency order form or elsewhere by agencies or advertisers shall be invalid insofar as they are in conflict with them.

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