



**NATIONAL BUSINESS  
TRAVEL ASSOCIATION**  
Connecting the Business Travel World

**BusinessWeek**

## **2006 NBTA-Sponsored Special Advertising Opportunity**

NBTA and *BusinessWeek* are pleased to announce an opportunity to join together to reach all levels of business travel decision makers at once. To effectively leverage the synergies between your company's consumer marketing *and* corporate travel industry marketing.

**Reach all levels of business travel decision makers** – the traveler, travel manager, and C-level executive – with one ad in *BusinessWeek*'s July 17<sup>th</sup>, 2006 special advertising section on business travel. This special section, in partnership with NBTA, will be published to help you concentrate your communications efforts on your best customers.

**Reach the “heart” of the travel market.** Independent research from Erdos & Morgan shows that *BusinessWeek* is read by 683,000 senior executives personally involved in purchase decisions for travel services. *BusinessWeek* reaches more than 2.5 million travelers. \* Also, *BusinessWeek* readers used 21 million room nights last year. \*

Circulation: 900,000 – \*Source: 2005 MRI Doublebase --Total Audience: 4.7 million

### **July 17<sup>th</sup>: “The 2006 NBTA Conference Guide”** Section Ad Close: June 5th

The NBTA International Convention & Exposition Guide will help *you* by helping NBTA promote the value of using travel management tools. The Guide will preview the show and highlight innovations in corporate travel management introduced there for the thousands of *BusinessWeek* readers who are involved in travel decisions but can't make it to Chicago for the event – and for millions of interested business travelers.

The Guide offers a fundamental overview of how America's best run companies plan and procure travel. Interviews with NBTA members will showcase examples of best practices and important trends in travel management. Corporate travelers will learn the difference a well-planned trip can make when using preferred suppliers.

### **Special Added Value**

- Text coverage: coverage of your company in the special section with executive interviews
- Special discounted rate for NBTA members
- NBTA “Priority Points” good for improving booth position for the 2007 convention
- Promotion of the special section to members on [www.nbta.org](http://www.nbta.org)
- Free ads on [www.nbta.org](http://www.nbta.org) for one month
- Recognition from the podium at the General Session
- Special mention and thanks in the NBTA magazine, *The Business Travel Quarterly*
- The NBTA special section will be featured on signage throughout the convention
- The entire section will be on [www.businessweek.com/adsections](http://www.businessweek.com/adsections) with advertiser URL links
- Additional online sponsorship opportunity available on the *Business Travel Knowledge Center*. (Please contact Jonathan Meigs for information)
- URL Directory listing
- 250 reprints or PDF of section

**MAXIMIZE YOUR REACH** to every level of the business travel decision chain by using *BusinessWeek*'s travel sections. Make sure you're in position to take advantage of this unique opportunity.

For more information & a proposal, contact your local *BusinessWeek* Account Manager or Jonathan Meigs, *BusinessWeek* Special Projects Consultant, 845.868.3005, [jon@meigsmedia.com](mailto:jon@meigsmedia.com).