

2012 ADVERTISING CONTRACT

Company _____ Membership # _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____ Phone _____ Fax _____

ADVERTISING PACKAGES	PRICE	PRIORITY POINTS
<input type="checkbox"/> Package A	\$19,900 a 12% discount!*	27
<input type="checkbox"/> Package B	\$15,600 a 10% discount!	21
<input type="checkbox"/> Convention Package	\$16,400 a 10% discount!	22
<input type="checkbox"/> Electronic Package	\$11,650 a 7% discount!	15

PURCHASED A LA CARTE

AD SIZE	PRICE	PRIORITY POINTS
GBTA Hub		
<input type="checkbox"/> Thin Skyscraper Banner Ad (468 x 80) (three months)	\$4,000	4
<input type="checkbox"/> Rectangular Banner Ad (180 x 150) (three months)	\$3,000	3
<input type="checkbox"/> Box Ad (125 x 125) (three months)	\$1,500	2

GBTA Convention Program		
<input type="checkbox"/> Full-Page Ad	\$4,800	5
<input type="checkbox"/> Tab Placements	\$6,200*	6
<input type="checkbox"/> Inside Back Cover Placement	\$6,300	6
<input type="checkbox"/> Two-page Spread	\$9,000	8
<input type="checkbox"/> Belly Band	\$6,500	6
	+ production costs	6

Convention Exposition Map Panel Ad		
<input type="checkbox"/> Sponsor Panel	\$1,700	2

gbta.org Banner		
<input type="checkbox"/> 120 x 240 Banner Ad (three months)	\$5,000	5

GBTA Daily News Brief		
<input type="checkbox"/> 160 x 160 or 468 x 60 Banner Ad (one week/five days)	\$4,500	5

GBTA's My Convention Planner Tool Banner		
<input type="checkbox"/> 360 x 45 Banner Ad	\$2,200	2

TOTAL	\$ _____
LESS A LA CARTE DISCOUNT (after 5/1/2012)	\$ _____
LESS 15% Agency Discount (if applicable)	\$ _____
FINAL TOTAL	\$ _____

* 5% surcharge for those requesting specific tab placements.
• Non-members must add \$1,295 to above rates; GBTA Membership is included.

Ad placement and electronic advertising schedule will be filled on a first-come, first-served basis. Advertising packages are available until May 1, 2012, aside from the electronic package which is available year-round.

Additional Information: Full specs for ad submission will be forwarded in advance of the materials due date. A high-quality color (such as a Chromalin or Matchprint) must be supplied for all ads submitted. If ad is provided directly to the printer electronically; the advertiser must send proofs to both the printer and the publisher [GBTA]. Publisher will not be financially or legally responsible in any way for ads which are supplied and for which the publisher has not received a proof. Publisher will not bear any responsibility for compensating advertisers for printing errors on any ad which does not meet all of the specifications and requirements outlined in its advertising rate information. In such cases where a printer or publisher error occurs, the publisher's liability will be limited to the actual cost of the advertisement and not any claimed damages to advertiser's image, lost business or other costs beyond the cost of the advertisement. Publisher reserves the right to run the same or similar ad in a future edition in order to compensate the advertiser. Advertiser/Agency agrees to indemnify and save harmless the publisher and its employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing, or publishing of the Promotion or inclusion of any the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them, including without limitation, claims or suits for libel, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state, or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.

Payment: 15% of gross billing allowed to recognized advertising agencies provided account is paid within 30 days of invoice date. After 30 days, no agency discount will be provided. No cash discounts. Advertising rates are gross. All payments must be in U.S. funds, payable to GBTA by check, credit card, or wire transfer.

Cancellation Clause: Cancellations more than 10 days prior to space closing (print advertising) or run date (electronic advertising) will receive a 50% refund. No refunds will be provided on cancellations received fewer than 10 days prior to space closing/run date.

CHECK THE APPROPRIATE BOX

Check AMEX Diners Club MasterCard Visa Discover

Cardholder's Name _____

Card Number _____

Exp. Date _____

Total Amt. to Charge _____

Signature _____



Send all remittance, insertion instructions, and advertising print materials to:
Global Business Travel Association (GBTA)
Attn: Sara Smith, CTE
123 N. Pitt Street, Alexandria, VA 22314
Phone: 703 684 0836 Fax: 703 342 4326
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