

WWW • BIZTRAVEL.IE
Business Travel
YOUR BUSINESS TRAVEL RESOURCE

- ▶ PRINT
- ▶ WEB
- ▶ E-NEWSREPORT

**Advertising
Rate Card**

www.biztravel.ie



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Business Travel
YOUR BUSINESS TRAVEL RESOURCE

Your one-stop-shop to the Irish Business Travel Market

'Business Travel' aims to provide Irish business travellers and bookers of business travel with up-to-date, informative news and features on business travel and related products.

'Business Travel' provides your company or organisation with a comprehensive range of consumer marketing and promotional opportunities aimed at a targeted audience that will maximise your share of the important and growing business travel market from Ireland.

Belgrave Group Ltd introduced 'Business Travel' in 1997 and re-launched the quarterly publication in 2010 with a new design, improved distribution, and new writers and contributors – along with a new website, e-newsletter and Facebook page.

Business Travel's circulation of 9,500 covers the top decision makers in business and high-end leisure travel – including business travellers with high-level corporate and personal spending budgets in the top companies, semi-State organisations, the Public Service and NGOs throughout all of Ireland.

The circulation also includes Irish members of the Institute of Travel & Meetings (ITM), Irish members of the Guild of Business Travel Agents (GBTA), and every licensed travel agency in the island of Ireland.



Inclusion of a flip page-version of the hard-copy publication on the website and in e-newsletters significantly extends the circulation and shelf-life of each issue. Other distribution channels include Easons retail outlets and the Anna Livia lounge at Dublin Airport.

Other promotional services provided by Business Travel include online videos; event management and road-show organisation; sponsorship of competitions; public and press relations.

Advertising Rates

All advertisements will be carried in full colour

Double Page Spread	€4850
Full Page	€2600
Half Page	€1580
Third Page	€890
Quarter Page	€750

Special Positions

Inside Front Cover	€2900
Inside Back Cover	€2900
Outside Back Cover	€3200

Series Discount

3 Insertions	5%
6 Insertions	7.5%
11 Insertions	10%

PR/Editorial

Cost per scan	€255
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Artwork

Where clients require design/artwork services these will be charged at the following minimum rates:

Full Page	€475
Half Page	€240
Quarter Page	€150

Production Data

Electronic copy should be sent by email to ads@biztravel as a High Res PDF or Jpeg.

Copy Deadline

Editorial:

23rd day of month prior to production

Advertisements:

28th day of month prior to production



Biztravel.ie E-Newsreport

The frequent e-newsreport is emailed directly to our entire database and offers the following advertising opportunities:

Premium Header Sponsorship

A single spot of 230 x 139 pixels on the top right hand corner of the main e-newsreport page with logo. Rate €220 per issue.

Multimedia Placement Unit

Embedded advertisement 300 x 250 pixels

Inserts	4	8	12
Rate	€200	€380	€550

E-Newsreport Banner or Skyscraper side panel:

Banner advertisement 728 x 90 pixels

Skyscraper side panel 468 x 60 pixels

Inserts	4	8	12
Rate	€600	€1140	€1624

All ad spots include hyperlink to advertiser's website home page or a specific page.

Special Editions

Full page editions of advertorial are also available. Quotations on request.

Competitions and special promotions by arrangement.

Contact: ads@biztravel.ie for details.



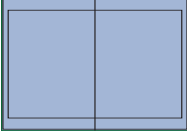
Biztravel.ie Website

Banners, multimedia placement units and skyscraper panels are available for purchase on the biztravel.ie website. Prices will be as per the E-Newsreport except for inserts read weeks. Special positioning can be arranged by negotiation.

Technical Data

Advertising Formats

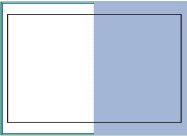
All **print** dimensions are shown as width x height in millimetres.
All **web** dimensions are shown in width x height in pixels.



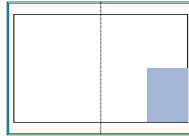
Double Page Spread
Type area: 396w x 246h
Trim size: 420w x 297h
Full bleed: 426w x 303h



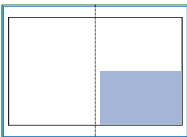
1/4 Page Horizontal
Type area: 186w x 62h



Full Page
Type area: 186w x 246h
Trim size: 210w x 297h
Full bleed: 216w x 303h



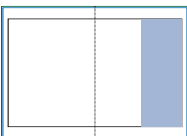
1/4 Page Vertical
Type area: 93w x 123h



1/2 Page Horizontal
Type area: 186w x 123h



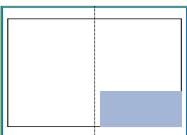
**Website Home Page
Banner Adverts**
Dimensions: 256w x 362h



1/2 Page Vertical
Type area: 93w x 246h



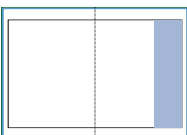
Website Banner Adverts
Dimensions: 468w x 60h



1/3 Page Horizontal
Type area: 186w x 82h



Website Skyscraper Adverts
Dimensions: 120w x 468h



1/3 Page Vertical
Type area: 62w x 246h

Terms and Conditions

- 1 Copy shall be subject to approval.
- 2 The acceptance of advertisements is not to be taken as implying any assurance of publication. The publisher reserves the right to refuse an advertisement without stating cause for refusal.
- 3 If advertisement copy is not available at time of going to press, previously used copy will be published.
- 4 No responsibility can be accepted for lost artwork or film.
- 5 No liability is accepted for any loss or damage caused by an error in the printing of any advertisement.
- 6 Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of any advertising printed and also assume responsibility for any claims rising there from against the publisher.
- 7 In event of non payment, the publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.
- 8 The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

Cancellations

Notice of cancellation must be given at least 28 days before copy deadline. Otherwise advertisement will be charged in full whether or not they appear in the publication. Cancellations received within the specified time will not be subject to penalty.

Accounts

Pursuant to the European Communities (Late Payments Commercial Transactions) Regulations 2002 our terms are strictly 30 days from date of invoice.

Bank Details:

Allied Irish Bank
Account No.: 04731072
Sort Code: 93-11-87
IBAN: IE 66 AIBK 931187 04731072