ONLINE BOOKING TOOLS
Reach American Express Global Business Travel’s (GBT’s) customers as they plan and book trips online through placements on American Express GBT’s Online Booking Tools (OBT).

Exposure to millions of business travellers worldwide
Ensuring business travellers are aware of preferred supplier offerings at the right time is a critical component of any marketing campaign. Whether advertising that a property now includes breakfast in the rate, detailing a promotion or offer on certain bookings or routes, or communicating the benefits of a car loyalty program, OBT advertising offers a unique opportunity to influence American Express GBT’s business travellers and corporate bookers.

Reach travellers at time of trip planning and booking
Many business travellers access the OBT several times when planning and booking trips – during research and information checking - before booking. The advert will be viewed multiple times by the traveller or booking arranger. Advertising can be displayed on the homepage of the OBT to maximise reach, or on the search results page if a targeted message at the exact time of booking is preferred. Messages will only appear on a client’s site if they have you within their preferred supplier portfolio, furthering the receptiveness of messages.

Target specific business travellers
American Express GBT’s state-of-the-art technology allows partners to target the exact type of traveller sought for particular messages by using precise trip criteria such as: PCC, date: travel or calendar, language: English, French, Spanish, hotel city, car hire city, airport pair. Measure success by click-through rates and impression statistics. Performance reports are provided at the end of the campaign for CA, UK and US.

Placements
- Banner (DK, FR, NO, SE)
- Square Banner (CA, UK, US)
- Syscraper (CA, UK, US)

Specifications
<table>
<thead>
<tr>
<th>Country</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>DK, FR, NO, SE</td>
<td>- Banner W468 x H60 pixels in .jpg, .gif, or .png, max size of 35kB.</td>
</tr>
<tr>
<td></td>
<td>- Links to further information are encouraged*</td>
</tr>
<tr>
<td>CA, UK, US</td>
<td>- Square banner W160 x H160 in .jpg, .gif, or .png, max size of 20kB.</td>
</tr>
<tr>
<td></td>
<td>- The Skyscraper ad should be exactly W160 x H600 in .jpg or .png, max size of 20kB.</td>
</tr>
<tr>
<td></td>
<td>- Links to further information are encouraged*</td>
</tr>
</tbody>
</table>

*Note on hyperlinks: they are optional and must not contain any links to external booking capabilities. If added they should be max W600 x H600 pixels in .css, .gif, HTML, .jpg, .js, or .png, with a max size of 200kB.

Contact:
Please contact your American Express GBT Global Supplier Relations contact or the GBT Supplier Relations Media Team at: GBTsuppliermedia@amexgbt.com.

American Express Global Business Travel (GBT) is a joint venture that is not wholly-owned by American Express Company or any of its subsidiaries (American Express). “American Express Global Business Travel”, “American Express” and the American Express logo are trademarks of American Express, and are used under limited license.