



GDS ADVERTISING

Reach American Express Global Business Travel's (GBT's) Travel Counselors at point of sale, when they are on the phone to customers discussing travel options and bookings.

Effective visibility

Advertising can be displayed on the sign-in page that is viewed by every Travel Counselor in a particular country. For more targeted advertising, messages may appear on specific airline and hotel availability pages. Partner advertising campaigns are viewed multiple times by Travel Counselors throughout the working day, providing the perfect opportunity to inform American Express GBT's Travel Counselors about a wide range of messages such as new properties, refurbishments, loyalty programs, special promotions, or general brand awareness.

Communicate in the right place

Sabre and Amadeus are the predominant GDS booking tools used by Travel Counselors every day to book flights, hotels and cars for American Express GBT's customers. With over 5,600 Travel Counselors using the GDSs, advertising on this channel is an excellent place for your marketing information.

Target at the right time

GDS advertising allows hoteliers to choose exactly where and when the advertisement 'pops-up'. American Express GBT has the technical ability to target specific destinations enabling partner messaging to appear at a precise time. As an example, right at the critical point when a Travel Counselor may be searching for a hotel in Atlanta, a message can appear highlighting a specific property located in Atlanta.

Pricing starts at \$2,000

Placements



Amadeus Sign-In Page



Amadeus Availability & Sell Page



Sabre Sign-In Page



Sabre Availability & Sell Page

Specifications

| Country | Sign-in Page | Availability and Sell Pages |
|--|--|---|
| BE, CH, CZ, DE, DK, ES, FR, HU, NL, NO, PL, SE | Small banner exactly W468 x H60 pixels with max 3 loops of animation The large banner that displays when mouse is hovered over small banner should be exactly W250 x H250 pixels. All banners should be supplied in .jpg or .gif, max size of 40kB | Small banner exactly W468 x H30 pixels and the full banner should be exactly W468 x H60 pixels in .jpg or .gif with a max size of 40kB The pop-up banner can either be a URL link to an HTML landing page hosted externally, or a banner with exactly W540 x H585 pixels in .jpg or .gif, max size of 80kB |
| AR, AU, CA, CL, HK, IE, MX, PE, US, UK | Square banner should be exactly W125 x H125 pixels in .jpg, .gif or animated .gif, max size of 20kB Landing page should be no larger than W600 x H600 pixels in .jpg, .gif, .css, .html, .js, or .png, max size of 200kB | |

Contact:

Please contact the American Express Global Business Travel Media Team at: GBTMediaTeam@amexgbt.com



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 travelers worldwide

Ensuring business travelers 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 communicating the benefits of a loyalty program, OBT advertising offers a unique opportunity to influence American Express GBT's business travelers and corporate bookers.

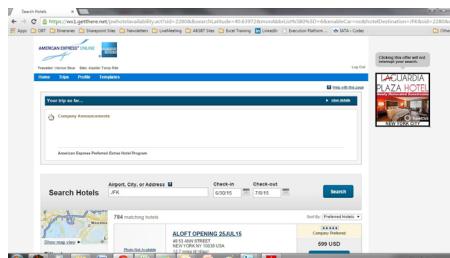
Reach travelers at time of trip planning and booking

Many business travelers 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 traveler or booking arranger. Advertising can be displayed on the homepage of the OBT to maximize reach, or on the search results page if a targeted message at the exact time of booking is preferred.

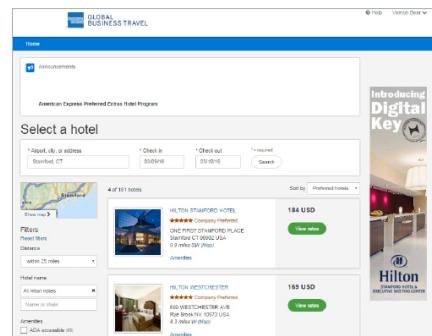
Pricing starts at \$2,000

Placements

Square Banner (CA, UK, US)



Syscraper (CA, UK, US)



Specifications

| Country | Details |
|------------|---|
| CA, UK, US | <ul style="list-style-type: none">- Square banner W160 x H160 in .jpg, .gif, or .png, max size of 20kB.- The Skyscraper ad should be exactly W160 x H600 in .jpg or .png, max size of 20kB.- Landing Page ads are optional and should be exactly W600 x H600 pixels in .css, .gif, HTML, .jpg, .js, or .png, with a max file size of 200kB. |

Contact:

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