

THE ELECTRIC DRIVE REPORT

REACH 1,800

ELECTRIC DRIVE TRANSPORTATION PROFESSIONALS

EVERY WEEK

MEDIA KIT



AD RATES & SPECS

Prices are for participation in 13 emails to 1,800 electric drive transportation professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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idunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE ELECTRIC DRIVE REPORT, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO ELECTRIC
DRIVE TRANSPORTATION PROFESSIONALS WORLDWIDE.

The Electric Drive Report tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of vehicle and equipment manufacturers, energy providers, component suppliers and end users, the Electric Drive Report keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

THE ELECTRIC DRIVE REPORT
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE ELECTRIC DRIVE REPORT:



CREDIBLE SOURCE

For over 20 years, our members have turned to the association as the informational authority of the industry. Advertising in the Electric Drive Report solidifies your place among weekly information provided to EDTA members.



TARGETED DISTRIBUTION

Advertising in the Electric Drive Report allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to the Electric Drive Report have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the Electric Drive Report ensures your ad will be seen every week by our 1,800 subscribers.



AFFORDABLE

Advertising in the Electric Drive Report is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the Electric Drive Report has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the Electric Drive Report.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.