

TRANSPORTATION TECHNOLOGY NEWS

REACH

6,500

TRANSPORTATION TECHNOLOGY PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a website layout with several advertising spots:

- A**: A Quixote banner at the top with the text "THE SOURCE FOR INTELLIGENT TRANSPORTATION".
- B**: A TELVENT sidebar on the right with the text "Real-time efficient management".
- C**: A banner for EDI (Eberle Design, Inc.) with the URL www.EDITraffic.com.
- D**: A product showcase for PixelNet by Jupiter Systems Inc., featuring a photo of the device and a description.
- E**: A callout text ad for Standalone Travel Time System, featuring a small image of a wristband.
- F**: A traditional text ad for EarthCam.net, featuring a photo of a camera and the text "Call 1-800-EARTHCAM or click here for details".

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 6,500 transportation technology professionals (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$4000/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$4000/\$3500**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$3950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

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



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2500**

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



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

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

## CONTACT US

**COLBY HORTON**  
DIRECTOR OF MEDIA AND CONTENT  
469.420.2601  
chorton@multibriefs.com

**BEN MAITLAND**  
DIRECTOR OF ADVERTISING SALES  
972.402.7025  
bmaitland@multibriefs.com

THE TRANSPORTATION TECHNOLOGY NEWS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO TRANSPORTATION TECHNOLOGY PROFESSIONALS NATIONWIDE.

The news 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 private corporations, public agencies, and academic institutions involved in the research, development and design of Intelligent Transportation Systems technologies that enhance safety, increase mobility and sustain the environment, Transportation Technology News 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.

TRANSPORTATION TECHNOLOGY NEWS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN TRANSPORTATION TECHNOLOGY NEWS:



## CREDIBLE SOURCE

For over 17 years, our members have turned to the association as the informational authority of the industry. Advertising in Transportation Technology News solidifies your place among weekly information provided to ITSA members.



## TARGETED DISTRIBUTION

Advertising in Transportation Technology News 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 Transportation Technology News 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, Transportation Technology News ensures your ad will be seen every week by our 6,500 subscribers.



## AFFORDABLE

Advertising in Transportation Technology News 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 Transportation Technology News 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 Transportation Technology News.



## TRACK CAMPAIGN EFFECTIVENESS

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