

MASS TRANSIT

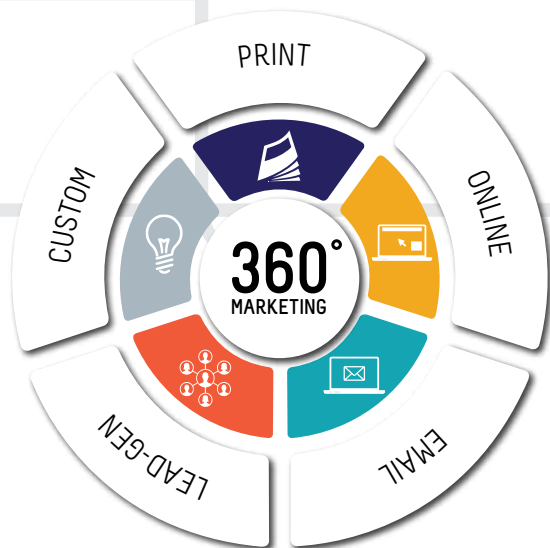
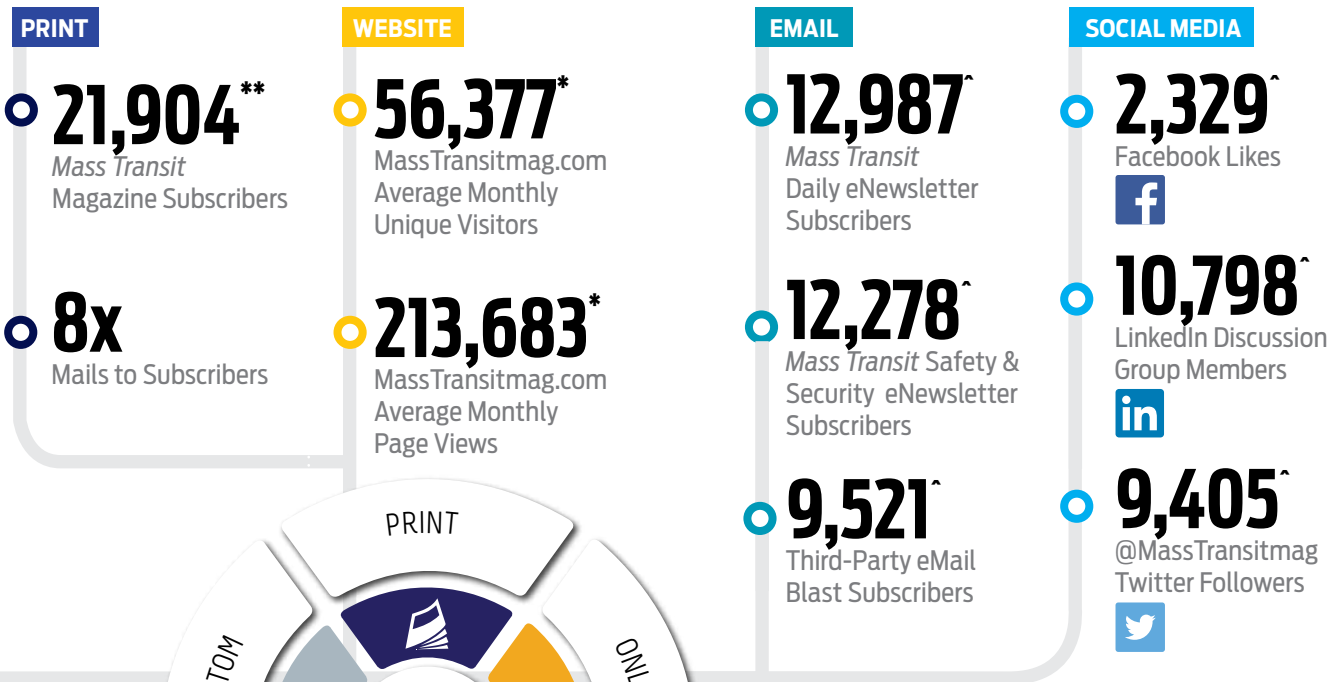
BETTER TRANSIT THROUGH BETTER MANAGEMENT

360°
MARKETING

2018 MEDIA PLANNER

360° Marketing


Reach all Your Sales Prospects ... **When They Want and How They Want!**



Mass Transit magazine and MassTransitmag.com are exclusively dedicated to the public transportation industry.

Mass Transit's highly engaged audience stays connected to the industry through our print publication, daily eNewsletter, website and other custom marketing opportunities. Your marketing message will be seen by industry decision-makers and influencers.

Align your marketing message with the #1 magazine and website in the public transportation industry* – Mass Transit magazine and MassTransitmag.com.



Emily Guill

**Emily Guill,
Publisher**

Source: *2017 Mass Transit Reader Study

Source: *Google Analytics, Monthly Average Aug-Oct 2017.
 **June 2017 BPA Brand Report: 16,000 print/8,089 digital
 ^Publisher's Own Data
 + OpenX

Audience

o **28,000[^]**

Pass-along *Mass Transit* to others

Source: 2017 Mass Transit Reader Survey: On average, the *Mass Transit* subscriber is passing the magazine to 1.75 persons. June 2017 BPA Brand Report: *Mass Transit* serves 16,000 print subscribers

Mass Transit Audience Breakdown



21,904

Mass Transit print and digital-edition magazine circulation**



56,377

MassTransitmag.com monthly unique visitors*



12,987

Mass Transit Daily eNewsletter[^]



12,278

Mass Transit twice monthly eNewsletter, *Mass Transit* Safety & Security[^]

Consultant, Engineering, Architectural, Construction Firm or Professional Service Organization:
5,468

Governmental Department:
1,906

OEM:
123

Equipment Manufacturer/Supplier:
1,777

Transit System (Public and Private)/ Agency/Board:
12,630

Source: *Google Analytics, Monthly Average Aug-Oct 2017.
**June 2017 BPA Brand Report: 16,000 print/8,089 digital
[^]Publisher's Own Data

2018 Editorial Calendar

	February	March	April/May	June	July/August	September/October	November	December
Ad close	01/08/2018	02/05/2018	03/21/2018	05/01/2018	07/13/2018	08/13/2018	10/05/2018	11/14/2018
Materials Due	01/11/2018	02/09/2018	03/27/2018	05/07/2018	07/18/2018	08/17/2018	10/11/2018	11/19/2018
Special Report	Smart Cities: Fare Integration	Passenger Information	Bus Fleets	Rail Fleets	Smart Cities: Autonomous Technology	Top 40 Under 40	Safety & Security	Leaders in Transit
Bus	Rider Comfort	Reducing Maintenance Costs	Propulsion Options	BRT Options	Facility Planning for Tomorrow's Fleet	Accident Prevention	Choosing a Bus	Bus Service in the Age of On-Demand Mobility
Rail	Data to Boost Efficiency	Public-Private Partnerships	Innovative Streetcars	Latest in Rail Vehicles	Modern Transportation Hubs	Traction Power	Improved Accessibility	Digitalization to Optimize Operations
Technology & Security	Mobile App Innovations	Boosting Ridership with Data	Emergency Response	Improving Asset Management	Camera Options	Cybersecurity	Surveillance Management	Smart City Collaboration
Best Practices	Fare Collection	Digital Signage Implementation	Electric Fleet Operation	Improving Paratransit Efficiency	Autonomous Shuttles	Going Predictive	Operator & Passenger Safety	Tracking Vehicles
Products	Fare Collection	Passenger Information	Buses & Components	Rail Vehicles & Components	ADA	Lifts	Safety & Security	Shelters/Stations
Special Sections and Supplements			Supplement: Bus Product Guide	Supplement: Rail Product Guide				Supplement: Transit Suppliers Directory
Bonus Distribution	South West Transit Association APTA Fare Collection & Revenue Management Summit APTA TransTech Conference	Digital Signage Expo APTA Legislative Conference	APTA Bus & Paratransit Conference	APTA Rail Conference	BusCon	APTA Annual Meeting InnoTrans Berlin, Germany	CUTA TransExpo	

DIGITAL SPECIAL REPORT
Click here to learn more.

IN THE MARCH ISSUE SIGNET AD STUDY

Better understand how *Mass Transit* readers view and respond to your advertising. Receive this research free when you purchase an ad in the March issue of *Mass Transit*.

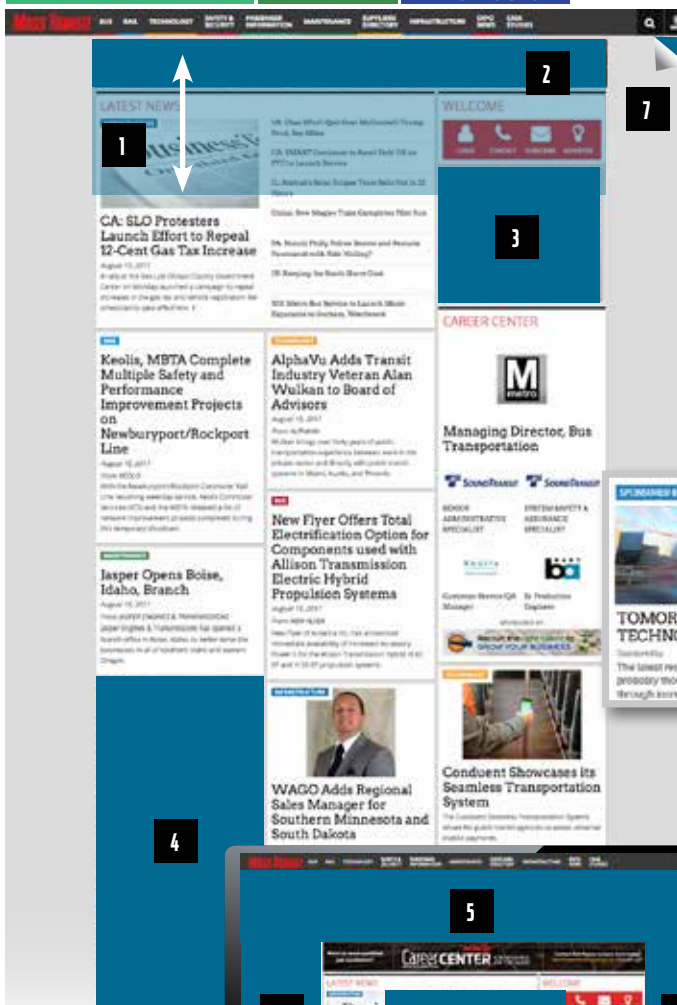
Banner Advertising

MassTransitmag.com Website

High-visibility website advertising is available run-of-site for market-wide impact, or targeted to channels aligned with market segments.

TARGETED CHANNELS

- BUS
- RAIL
- TECHNOLOGY
- SAFETY & SECURITY
- PASSENGER INFORMATION
- MAINTENANCE
- INFRASTRUCTURE



Website Ads

- 1 BILLBOARD 970X250**
Channel: \$95 ROS: \$75
- 2 LEADERBOARD 970X90 + 728X90 AND 300X50 FOR MOBILE**
Channel: \$75 ROS: \$65
- 3 MEDIUM RECTANGLE 300X250**
Channel: \$85 ROS: \$75
- 4 LARGE SKYSCRAPER 300X600**
Channel: \$65 ROS: \$55
- 5 New! SUPER WALLPAPER**
Channel: \$140 ROS: \$130
- 6 WELCOME ADS 550X480**
Channel: \$115 ROS: \$95
- 7 PAGE PEEL 75X75/500X500**
Channel: \$60 ROS: \$50
- 8 CONTENT AD 300X250**
Channel: \$85 ROS: \$75

EXPANDABLE AD UNITS AVAILABLE:

- 970x90 is expandable to 970x415
- 300x250 is expandable to 600x250
- 300x600 is expandable to 600x600

Upcharge applies

Introducing Super Wallpaper!

Maximum impact, maximum performance [Click here](#) to learn more.

THE BENEFITS OF CHANNEL TARGETING
[Click here](#) to learn more.

CONTENT ADS

Easy and cost-effective way to promote your brand.

AUDIENCE AND SOCIAL RETARGETING

Visitors to MassTransitmag.com can be retargeted with your ads, on other websites and on Facebook. [Click here](#) to learn more.

LOOKING FOR AN OPPORTUNITY SPECIFIC TO YOUR PRODUCT CATEGORY?

Ask us about our Suppliers Directory!



eNewsletters

Mass Transit Daily

Put your brand in front of more than 12,987* mass transit leaders every business day with the industry's must-read eNewsletter, the *Mass Transit Daily News*.

Daily eNewsletter (per month rates)	3 Months	6 Months	12 Months
Top Banner 600x100	\$1,775	\$1,475	\$1,250
Top Medium Rectangle 300x250	\$1,675	\$1,375	\$1,150
Middle Banner 600x100	\$1,450	\$1,260	\$945
Middle Medium Rectangle 300x250	\$1,425	\$1,210	\$925
Lower Medium Rectangle 300x250	\$1,375	\$1,220	\$915
Content Ad (5 eNewsletters)	\$425/week		
Hot Product	\$425/week		

Mass Transit Safety & Security

Target your message with the twice-monthly *Mass Transit Safety & Security* eNewsletter, reaching more than 12,000* subscribers in this rapidly changing and fast-growing sector.



Safety & Security eNewsletter (per month rates)	3 Months	6 Months	12 Months
Top Medium Rectangle 300x250	\$1,150	\$1,000	\$900
Middle Rectangle 300x250	\$1,050	\$950	\$850
Banner 600 x100 or content ad	\$1,050	\$950	\$850
Bottom Rectangle 300x250	\$850	\$800	\$750

Source: *Publisher's Own Data

6 » Contact a sales representative to create a customized multimedia program.

MASS TRANSIT DAILY NEWS

1 (Top Banner)

2 (Top Medium Rectangle)

3 (Middle Banner)

4 (Middle Medium Rectangle)

5 (Lower Medium Rectangle)

6 (Content Ad)

7 (Hot Product)

CA: Anaheim Uses Hotel Fee to Help Pay ARTIC Transportation Station's Bills
June 16--ANAHEIM -- A growing deficit for Anaheim's new transit station will be covered by a special fee guests pay when staying in hotels near the Convention Center and the Disneyland Resort. About \$4 million was allocated Monday by a little-known, three-member board that oversees the Anaheim...

IL: Acting Chicago Aviation Chief Emphasizes Faster Rail

WI: Milwaukee County Bus Drivers, Mechanics Vote on Strike Authorization

GA: BRT Environmental Study Contains Errors

CA: Market Street Will Strictly Limit Vehicles, Despite Uber Outcry

INDUSTRY HEADLINES

DART Names Chief Engagement and Communications Officer

UITP World Congress & Exhibition Marks a Major Step Forward

Dero Offers Pocket Guide to Bike Parking

Flyte Systems Delivers Airline Information to Toronto's Union Pearson Express Rail

Axis Takes on Transportation Security at its Perimeter
By Axis Communications
Your perimeter is your first line of defense and you need a reliable security solution you can trust to protect it. Don't let a threat go unnoticed. Tackle transportation security the right way. [Click here to see the video.](#)

HOT PRODUCT

Keep Bolted Joints Tight
By Nord-Lock
Nuts and bolts coming loose? Request a FREE sample of Nord-Lock wedge-locking washers. They prevent bolt loosening even on applications subjected to extreme vibration and dynamic loads. www.nord-lock.com/sample

- 1 TOP BANNER 600X100**
- 2 TOP MEDIUM RECTANGLE 300X250**
- 3 MIDDLE BANNER 600X100**
- 4 MIDDLE MEDIUM RECTANGLE 300X250**
- 5 LOWER MEDIUM RECTANGLE 300X250**
- 6 CONTENT AD**
Content ads are an easy and cost-effective way to get started in content marketing.
- 7 HOT PRODUCT (MASS TRANSIT DAILY NEWS ONLY)**
Elevate your product with a highly visible text and image position for an entire week in the *Mass Transit Daily* eNewsletter.

▶ ADD VIDEO LEAD-GEN:
Feature a marketing video in your Content Ad, [click here.](#)

Digital Special Report

Combine the Power of Print and Digital!

New for 2018, select issues of *Mass Transit* magazine will highlight a "Digital Special Report" that will be distributed by email to a *Mass Transit* audience of 9,521*, and via the MassTransitmag.com website.

SPONSORSHIP PACKAGE INCLUDES

- » Super Wallpaper and Banner ads in the Digital Special Report channel on MassTransitmag.com
- » "Sponsored by" and company logo placement on:
 - › eBlast promoting the Digital Special Report to an audience of 9,521*
 - › Banner ads promoting the Digital Special Report on MassTransitmag.com
 - › Homepage article promoting the Digital Special Report (Including a minimum of one day in the top "Latest News" position)

\$6,500 exclusive

Share of voice rates also available

LEAD-GEN UPGRADE

Leads of all recipients who click to view the Digital Special Report from the email, as well as registered users who access the content via the website (demographics generally include name, title, company, location and contact information).

\$950



Source: *Publisher's Own Data

eBlasts



Email Campaigns

Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with email messages sent to our highly qualified list.

Customized emails are sponsored exclusively by YOU.

Full list: **\$2,650**

Partial list: **\$0.45**/email address
(\$1,400 minimum)

New! Products & Services Showcase

Promote your product! Be one of six highlighted products and services featured in *Mass Transit's* eBlast to 9,521* recipients.

\$800

Special Offer: Run a print ad and earn 50% off on a Product & Services Showcase placement tied to the print issue.

+ ADD LEAD-GEN

To learn more about Video Lead-Gen, [click here](#)

To learn more about additional Lead-Gen options, [click here](#)

*Publisher's Own Data.

Suppliers Directory

Stand out from the competition! The *MassTransitmag.com* Suppliers Directory attracts project managers and buyers who are actively planning to purchase transit-related products and services. Highly targeted marketing provides the most cost-effective and efficient way to reach sales prospects while they are active in the marketplace.

Category Exclusive – Surround all the products and services in your selected category with banner ads:

- › Leaderboard (970x90 + 728x90 and 300x50 for mobile)
- › Medium Rectangle (300x250)
- › Large Skyscraper (300x600)

Includes all sub-categories within your selected category. Your ads also surround your company page, *as well as the company pages of your competitors in the category.* Drives leads and sales prospects to you, even when searches start with competitors' products. *Also includes Featured Logo.*

Category Exclusive: **\$4,800/year**

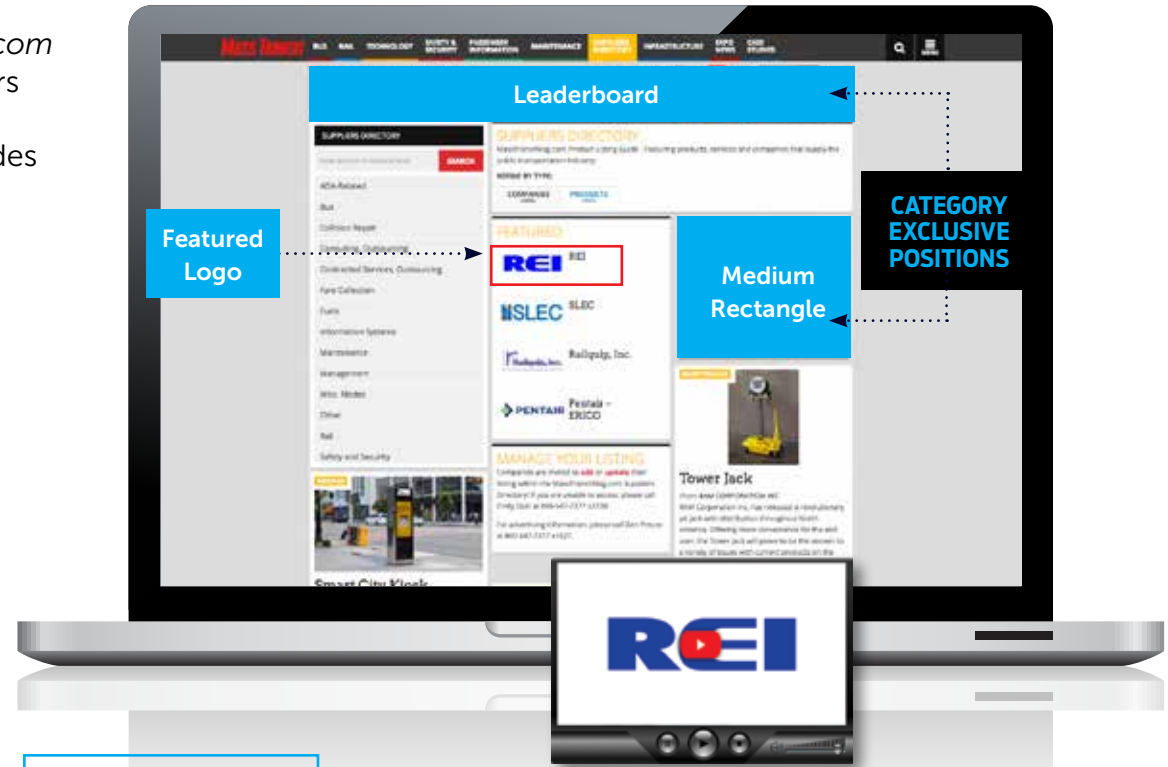
Upgrade Your Category Exclusive With Super Wallpaper

– Super Wallpaper is a high-impact border that includes **New!** both the sides and the top of the web page. Available as an upgrade to Category Exclusives. **Click here** to learn more about Super Wallpaper.

Super Wallpaper: **\$1,200/year**

Featured Logo – Your logo appears at the top of a selected category and the Suppliers Directory home page. Unlimited text for your company and product descriptions (descriptions for "free" listings are limited in length).

Featured Logo: **\$1,250/year**



32,796
Suppliers Directory
Average Monthly
Page Views

Source: Google Analytics,
monthly average May-July 2017

**VIDEO OPTION AVAILABLE:
SHOW YOUR PRODUCT IN ACTION**

Video

Multiple video options are available to help you leverage a format that produces higher advertiser engagement levels.



Video Lead-Gen

Receive demographics and contact information on visitors who view your marketing video. Also includes view-time data by individual. Available with:

- Standard eBlast
- *Mass Transit* Daily eNewsletter Content Ad

\$950 upcharge to standard eBlast or eNewsletter Content Ad



Video Spotlight

The Video Spotlight is a campaign that promotes your marketing video to our audience by featuring it in the *Mass Transit* Daily eNewsletter, and on *MassTransitmag.com*. Distribution also includes *Mass Transit*'s social and video channels (YouTube, Twitter, Facebook and LinkedIn).

\$1,350/two weeks



Custom Video

Create brand awareness and educate your customers by presenting your product and company through video. Custom videos can be shot at your desired location and can be edited to include existing images and video.

Priced per shoot

Lead-Gen

Qualified Leads Become Quality Leads

Receive demographics and contact information for each individual who clicks on your content, views your marketing video, or registers for a whitepaper or online event.

LEAD GENERATION OPTIONS:

- eBlast
- Webcast
- Whitepapers & Case Studies
- Video (via eBlast or Daily eNewsletter content ad)
- Digital Special Report

LEAD GEN REPORT INCLUDES:

- + Name
- + Company
- + Title
- + Email Address
- + Phone Number
- + Mailing Address
- + Supplementary Demographic Information

Webcasts

Webcasts are a great lead-generating opportunity, and a great way to launch new products, directly interact with your customers, or share solutions to critical issues within the industry.

Turnkey program includes hosting, promotion, and contact information of each individual who registers to attend.

\$7,950

Copy of webcast for your website: **\$500**

Webcasts are the perfect vehicle for presenting solutions to transit agencies at multiple stages of the purchase cycle.

Case Studies & Whitepapers

MassTransitmag.com online whitepapers & case studies offer you the opportunity to reach a broad cross section of transit professionals and generate qualified leads.

POST TO WEBSITE

Whitepaper is posted to the case study section on MassTransitmag.com.

\$2,195

ADDITIONAL OPTIONS:

- » Cost-per-lead programs available.
- » Include your whitepaper in an upcoming print issue of *Mass Transit*.

Contact your sales representative for pricing.

Lead Nurturing

Follow up with sales prospects who click through on any email-based campaign with additional marketing that moves prospects further along the sales funnel.

\$750



PROMOTION PACKAGE

Promoted whitepaper program, includes:

- » Whitepaper is posted to MassTransitmag.com.
- » Two custom designed HTML eBlasts to promote whitepaper and generate leads
- » Social media: One tweet, one LinkedIn post and one Facebook post
- » Detailed leads report including contact information and demographics

\$2,950

Video Lead-Gen

Distribute Your Marketing Videos and Collect Sales Leads!

Mass Transit and MassTransitmag.com offer three options for distributing your marketing videos and collecting sales leads.

- 1 [eBlast](#) + Video Lead-Gen
- 2 [Daily eNewsletter Content Ad](#) + Video Lead-Gen
- 3 [Products & Services Showcase eBlast](#) + Video Lead-Gen

Receive demographics and contact information on each individual who views your marketing video. Also includes viewtime data by individual.

Add Video Lead-Gen for an additional \$950.

VIDEO LEAD-GEN REPORT INCLUDES:



LEAD DATA	VIDEO VIEWING STATISTICS
+ Name	+ Total Views
+ Company	+ Unique Views
+ Title	+ Average Time per View
+ Email Address	+ Total View Time
+ Phone number	
+ Mailing Address	
+ Supplementary Demographic Information	

Content Connect

Custom eNewsletter + Custom Web Channel

TURNKEY CONTENT MARKETING PROGRAM

Content Connect features a custom eNewsletter, co-branded with your logo and *Mass Transit*, that delivers editorial-style content to the *Mass Transit* Daily audience or your target audience. Clicking on content within your eNewsletter takes users to a custom channel branded to you on *MassTransitmag.com*.

All of the ads surrounding your content on both the eNewsletter and your *MassTransitmag.com* channel are branded exclusively to you.



Custom eNewsletter

Your 970x90 ad here

**YOUR CUSTOMIZED
HEADER HERE**

Sponsored By

Featured Content

ABB Launches Fast Charging Robot for Public Buses
 ABB announced Oct. 19, the launch of an automated fast charging system which can remove one of the main barriers to increased urban electric bus adoption – long charging times for short driving ranges. With its automated rooftop connection and a typical charge time of 4-6 minutes, the system can be integrated in existing bus lines by installing fast chargers at end points, terminals, depots and / or intermediate stops. ABB's...

ABB Equipment to Boost Reliability and Efficiency of Commuter Train Fleet in Montreal
 By ABB
 ABB will supply a total of 26 new auxiliary converters designed to improve reliability and efficiency. The new auxiliary converters have been designed to be robust and rugged...

Whitepaper Download

Powering the Railways
 Efficient and reliable solutions for sustainable mobility

Your ad here

Custom Web Channel Example



ADDITIONAL OPTIONS:

- Sales Leads
- Commissioned Content
- Retargeting and Social Promotion

CONTENT MARKETING STARTER OPTIONS

New to content marketing? Content ads are an easy and cost-effective way to get started.

Content Ad, Mass Transit Daily eNewsletter



Content Ad, MassTransitmag.com

Clarity

A Better Way to Brand

Clarity is not an ad. It's a content-driven, long-form digital periodical. Delivered to a qualified user database, or driven by social media engagement, Clarity makes an indelible impression on a target audience—average view time is 8* minutes.

Content is customizable and is obtained in two ways:

- Provided by the client and curated by our editors or,
- Written as custom content by the editors

ANALYTICS

Since your Clarity issue is sent to a defined, qualified audience and new users are asked to register, audience analytics are generated in the following ways:

- We identify anyone who engages with Clarity content – no unknown “fly-by” traffic
- Which content pages were viewed
- How much time was spent on each page and video – Clarity typically out performs other products
- Identifying “Influencers”- those users who shared the issue and how broadly
- Clarity is also interactive so reader can request more information and participate in surveys and polls.

For more information on Clarity, contact your sales representative.

Source: *Publisher's Own Data

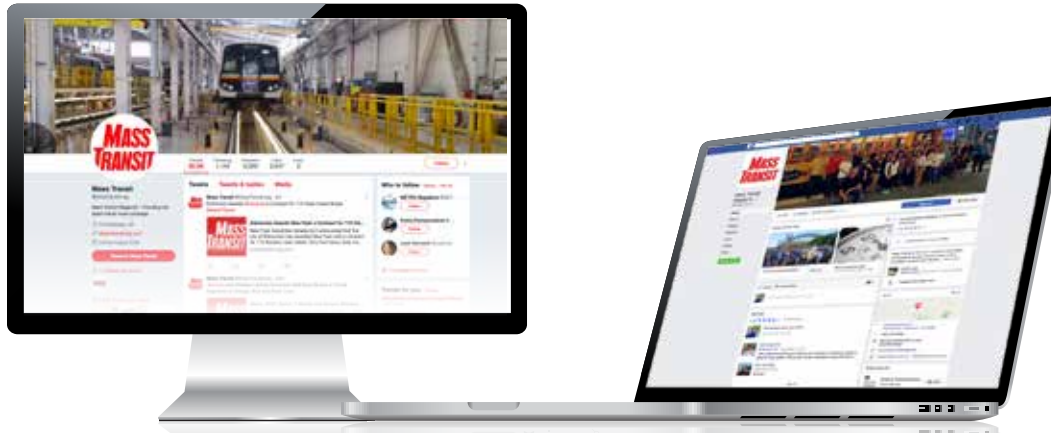


Custom Solutions

Leverage the industry expertise and audience trust of *Mass Transit* magazine and its official website, MassTransitmag.com. Custom solutions span content marketing, digital, video, print, and research projects.

EXAMPLES INCLUDE:

- Custom Video
- eNewsletters
- Print
- Research/Surveys
- Content Connect
- Clarity
- Native Ad Units
- Commissioned Content
- Social Media Promotion



SOCIAL MEDIA CAMPAIGNS

Mass Transit offers multiple options for leveraging social media, including:

- Audience and Social Retargeting, including Facebook ads.
- Content Connect and Clarity content marketing programs
- Promoted posts



Custom programs are configured based on client consultation.

Contact a sales representative for more information.



CUSTOM PRINT

The *Mass Transit* team can create a dedicated, customized issue to showcase your company's success in the marketplace.



CUSTOM VIDEO

The *Mass Transit* team can be your full-service video production house. From conception to completion, we've got the resources to produce a high-quality product — and at a competitive price.

Print Rates

Four Color

	1x	4x	8x
Full Page	\$6,815	\$5,960	\$5,451
2/3 Page	\$4,795	\$4,460	\$3,835
1/2 Page	\$4,160	\$3,815	\$3,329
1/3 Page	\$3,045	\$2,830	\$2,436
1/4 Page	\$2,145	\$2,050	\$1,783

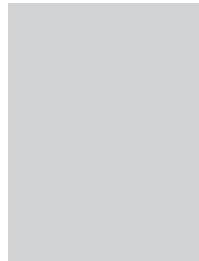
Gross Pricing

Classifieds

	Per Column Inch
1x	\$225
4x	\$215
8x	\$185

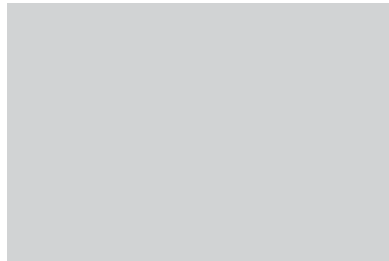
Ask us for our online classified rates.

Print Ad Sizes



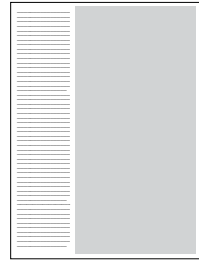
Full Page

Live: 7³/₈" x 10¹/₄"
 Trim: 7⁷/₈" x 10³/₄"
 Bleed: 8" x 11"



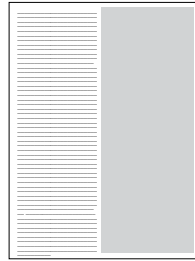
Two-Page Spread

Live: 14³/₄" x 10¹/₄"
 Trim: 15³/₄" x 10³/₄"
 Bleed: 16" x 11"



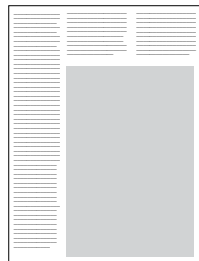
Two-thirds Page Vertical

4⁹/₁₆" x 10"



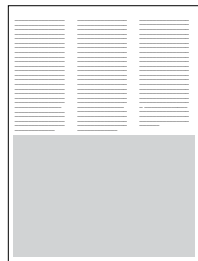
One-half Page Vertical

3³/₈" x 10"



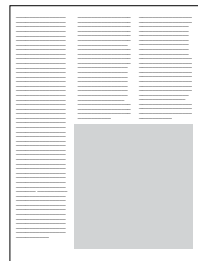
One-half Page Standard

4⁹/₁₆" x 7³/₈"



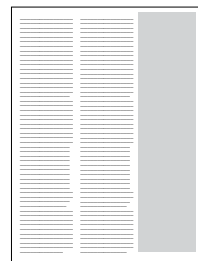
One-half Page Horizontal

7" x 4⁷/₈"



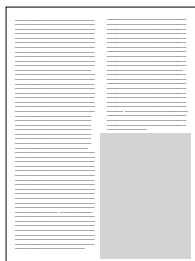
One-third Page Standard

4⁹/₁₆" x 4⁷/₈"



One-third Page Vertical

2³/₁₆" x 10"



One-fourth Page

3³/₈" x 4⁷/₈"



PRINT SPECIFICATIONS

Print-ready PDF is the preferred file format.

For specific information on ad submission please contact:
 Barb Evenson at
 800.547.7377, ext. 1629.

Digital Rates

Website Advertising (CPM)	Channel	ROS
Billboard 970x250	\$95	\$75
Leaderboard 970x90 + responsive resizing	\$75	\$65
Medium Rectangle 300x250	\$85	\$75
Content Ad 300 x 250	\$85	\$75
Large Skyscraper 300x600	\$65	\$55
Page Peel 500x500 + 75x75	\$60	\$50
Super Wallpaper	\$140	\$130
Welcome Ad 550x480	\$115	\$95

Expandable options available on Leaderboard, Medium Rectangle and Large Skyscraper.

Channels: Bus • Rail • Technology • Safety & Security • Passenger Information • Maintenance • Infrastructure

Lead Generation	Per Program
Video Lead-Gen + eMail Blast	\$950 upcharge
Standard eMail Blast + Lead-Gen	\$950 upcharge
Case Studies and White Papers	\$2,650
Lead Nurturing Follow Up eBlast	\$750
Cost Per Lead Programs Available	

Audience and Social Retargeting
Priced per project

Online Suppliers Directory
Category Exclusive \$4,800/year
Super Wallpaper Add-On \$1,200/year
Featured Logo \$1,250/year
Video \$750

Career Center
Careers Listing Standard \$99
Featured \$295

Digital Special Report
Exclusive Sponsorship \$6,500
Share-of-Voice Rates and Lead-Gen Available

Webcasts
Turnkey, all promotion and hosting provided. \$7,950

Video
Video Lead-Gen \$950 upcharge to standard eBlast or eNewsletter Content Ad
Video Spotlight \$1,350 two weeks \$295 each additional week
Custom Video Priced per shoot

Daily eNewsletter (per month rates)	3 Months	6 Months	12 Months
Top Banner 600x100	\$1,775	\$1,475	\$1,250
Top Medium Rectangle 300x250	\$1,675	\$1,375	\$1,150
Middle Banner 600x100	\$1,450	\$1,260	\$945
Middle Medium Rectangle 300x250	\$1,425	\$1,210	\$925
Lower Medium Rectangle 300x250	\$1,375	\$1,220	\$915
Content Ad, (5 eNewsletters)	\$425/week		
Hot Product, (5 eNewsletters)	\$425/week		
Video Lead-Gen Upgrade	\$950 per video, Content Ad only		

Safety & Security eNewsletter (per month rates)	3 Months	6 Months	12 Months
Top Medium Rectangle 300x250	\$1,150	\$1,000	\$900
Middle Rectangle 300x250	\$1,050	\$950	\$850
Banner 600 x100 or content ad	\$1,050	\$950	\$850
Bottom Rectangle 300x250	\$850	\$800	\$750
Video Lead-Gen Upgrade	\$950 per video, Content Ad only		

Email Blasts	Full List	Partial List
Full List CPM	\$2,650	\$0.45/email address (\$1,400 minimum)

Products & Services Showcase eBlast
eBlast featuring multiple products & services \$800

Content Marketing and Custom Projects
Priced per project

SEND DIGITAL MATERIALS TO
Jackie Vogel,
 Digital Ad Systems Manager
 920.563.1642 |
 920.563.1699 Fax
jvogel@southcomm.com

For file size specifications and digital standards, [click here.](#)

All Rates Net

Tradeshows



APTA Bus & Paratransit Product Guide

Promote your products and services in the Bus & Paratransit Product Guide. Each ad placement comes with the same sized advertorial. Distributed at the APTA Bus & Paratransit Show.

Contact a sales representative for a custom quote.



Rail Product Guide

Promote your products and services in the Rail Product Guide. Each ad placement comes with the same sized advertorial. Distributed at the APTA Rail Show.

2018 Tradeshow Schedule

APTA BUSINESS MEMBERS BOARD OF GOVERNORS ANNUAL BUSINESS MEETING

January 23-26, 2018 | Indian Wells, CA

SOUTH WEST TRANSIT ASSOCIATION

March 5-7, 2018 | Denver, CO

APTA LEGISLATIVE CONFERENCE

March 18-20, 2018 | Washington, DC

DIGITAL SIGNAGE EXPO

March 28-29, 2018 | Las Vegas, NV

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