

CaliforniaTransit
Association



MEDIA KIT

ADVERTISING & MARKETING
OPPORTUNITIES



Dear Members and Colleagues:

The California Transit Association is pleased to be working with Naylor Association Solutions as our official integrated media communication partner. Naylor provides advertising and communication services that build your company's image and link your brand with buyers in California's transit industry. We are partnering with Naylor to produce a printed *Membership Directory* as well as to provide advertising on our website and in our eNewsletter *Transit California*.

By advertising with the Association, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already provided by the Association.

Our communications deliver your message to key transit leaders and officials who specify products, lead projects, and approve purchases on behalf of their organizations. This is your opportunity to advertise and promote your products and services to a major purchasing audience through our full complement of communications options.

We are proud to serve as a leader in California's transit industry and as the voice of our profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of critically important issues to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with the California Transit Association through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Tell California's transit industry about your business's quality product or service, and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, we hope you will consider allocating part of your advertising budget to sharing your message through the California Transit Association.

Sincerely,

A handwritten signature in black ink that reads "Joshua W. Shaw".

Joshua W. Shaw
Executive Director



Promote Your Business in California's Public Transit Market

- ▶▶ Industry professionals in California have **purchasing power of more than \$2.5 billion.***
- ▶▶ State funding for public transit is **more than \$1 billion per year.**
- ▶▶ California is the **largest public transit market** in the United States.**
- ▶▶ Our members include the **largest urban transit operators** and dozens of agencies in suburban and rural areas.



Reach California's Public Transit Professionals

Our members are California's leading public transit providers, including suburban and rural agencies and large urban operators. Members include:

- Public transit agencies
- Commuter rail agencies
- Transit allies/support groups
- Transit industry suppliers
- Government agencies

You'll reach California's top public transit operators including:

- Alameda-Contra Costa Transit
- Los Angeles County Metropolitan Transportation Authority
- Orange County Transportation Authority
- Sacramento Regional Transit District
- San Diego Metropolitan Transit System
- San Francisco Bay Area Rapid Transit District (BART)
- San Francisco Municipal Transportation Agency
- Santa Clara Valley Transportation Authority
- Southern California Regional Rail Authority (Metrolink)

Contact us today to promote your business to public transit leaders spending more than \$2.5 billion per year on products and services.

*Transit Operators and Non-Transit Claimants Annual Report
<http://www.sco.ca.gov/Files-ARD-Local/LocRep/1011Transit.pdf>

**IBIS World Report - 48511

2017 Membership Directory

Net Advertising Rates

All rates include an ad link in the digital edition of the directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$3,549.50
Outside Back Cover	\$2,819.50
Inside Front or Inside Back Cover	\$2,619.50
1/2 Page Horizontal Double Page Spread	\$2,419.50
Full Page	\$2,419.50
2/3 Page	\$2,019.50
1/2 Page Island	\$1,789.50
1/2 Page	\$1,529.50
1/3 Page	\$1,149.50
1/4 Page	\$889.50
1/6 Page	\$719.50
1/8 Page	\$559.50

Black-and-White	Rates
Full Page	\$1,509.50
2/3 Page	\$1,309.50
1/2 Page Island	\$1,119.50
1/2 Page	\$969.50
1/3 Page	\$719.50
1/4 Page	\$569.50
1/6 Page	\$429.50
1/8 Page	\$339.50

*Members receive 10% discount off of net rates.

Digital Edition Branding Opportunities

Digital Sponsorship w/ Toolbar | \$1,500

Digital Skyscraper | \$1,200

Ad Jolt Upgrade | \$300

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
(Rates as of July 2016)

2017 Membership Directory

Digital Edition – naylornetwork.com/cft-nxt

In addition to print, the *Membership Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *The directory is emailed to readers as well as posted on CALTRANSIT.ORG. An archive of issues is available, securing your ad a lasting online presence.*

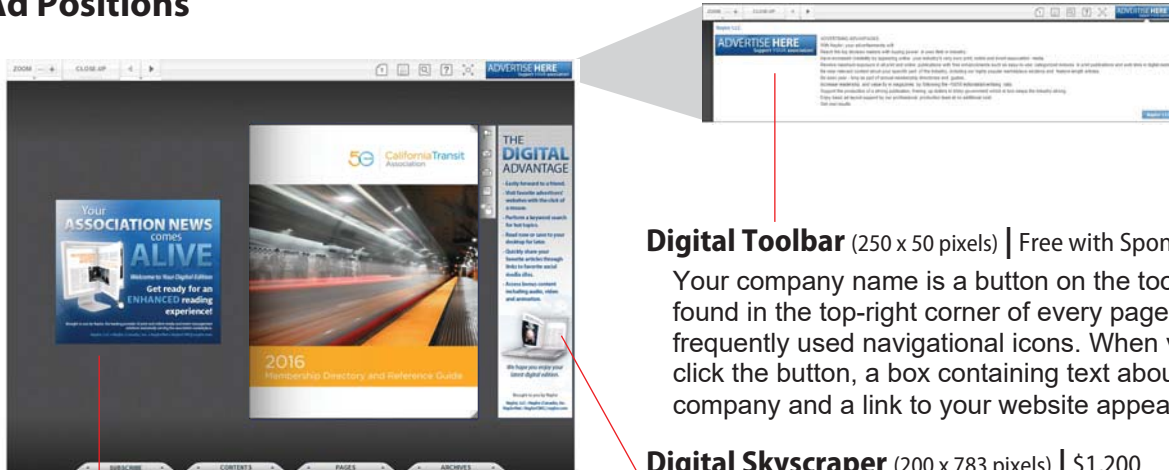
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Read online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$1,500

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Toolbar (250 x 50 pixels) | Free with Sponsorship

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$1,200

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

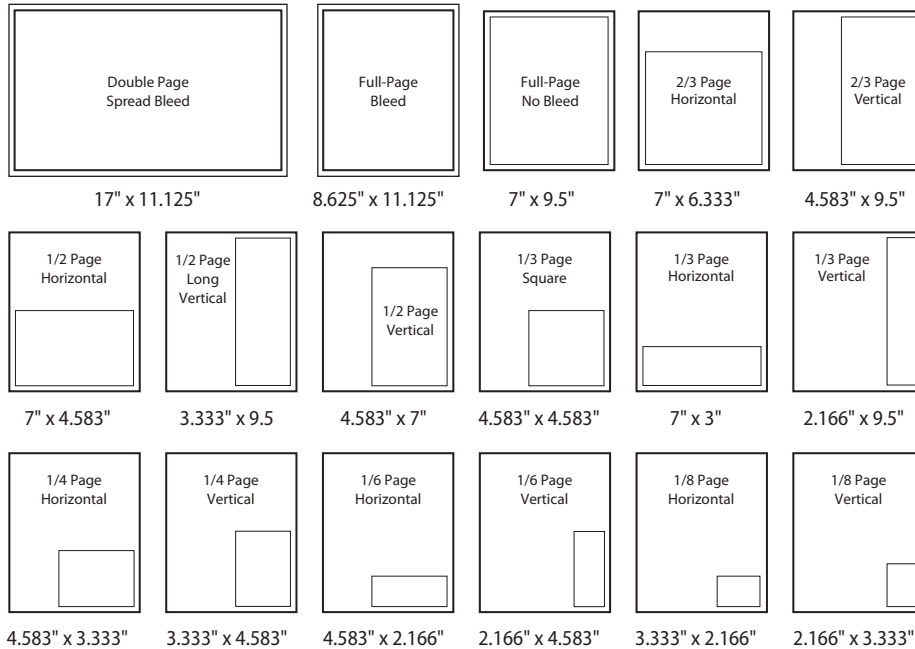
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Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

2017 Membership Directory

Print Advertising Specifications

Directory Trim Size: 8.375" x 10.875"



Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Proofs and Revision Proofs of ads produced by Naylor are available upon request at a charge of \$50.

Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875"
- Postcards 6" x 4.25"
- 1 Pg / 2 Surface 8.375" x 10.875"
- Heavy Card Stock Insert 8.25" x 10.75"
- 2 Pg / 4 Surface 8.375" x 10.875"
- Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

2017 Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|--|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Construction Management Consultants |
| <input type="checkbox"/> Air Comfort Systems | <input type="checkbox"/> Consulting Engineers |
| <input type="checkbox"/> Alarm Systems | <input type="checkbox"/> Corrosion Prevention Products |
| <input type="checkbox"/> Alternative Fuels, Suppliers & Consultants | <input type="checkbox"/> Custom Coaches |
| <input type="checkbox"/> Alternators | <input type="checkbox"/> Customer Information Systems |
| <input type="checkbox"/> Architects/Building Design | <input type="checkbox"/> Destination Signs |
| <input type="checkbox"/> Automated Bus Wash Systems | <input type="checkbox"/> Diesel Engine Repair |
| <input type="checkbox"/> Automated People Movers | <input type="checkbox"/> Door Systems |
| <input type="checkbox"/> Automatic Vehicle Location/Control Systems | <input type="checkbox"/> e-Commerce |
| <input type="checkbox"/> Benches | <input type="checkbox"/> Economic Consultants |
| <input type="checkbox"/> Blinds | <input type="checkbox"/> Electrical & Electronic Systems & Parts |
| <input type="checkbox"/> Brakes/Brake Parts/Brake Testing | <input type="checkbox"/> Electrical Consultants |
| <input type="checkbox"/> Bumpers | <input type="checkbox"/> Electrical Wiring & Cable |
| <input type="checkbox"/> Buses - Appraisals | <input type="checkbox"/> e-Maintenance Software for Transportation |
| <input type="checkbox"/> Bus Air Conditioning | <input type="checkbox"/> Emission Control Systems & Products |
| <input type="checkbox"/> Bus Dealers | <input type="checkbox"/> Energy Consultants |
| <input type="checkbox"/> Bus Manufacturers | <input type="checkbox"/> Engineering (Civil) & Project Management Consultants |
| <input type="checkbox"/> Bus Shelters | <input type="checkbox"/> Engines |
| <input type="checkbox"/> Bus Stops, Lighting | <input type="checkbox"/> Environmental & Energy Efficiency Consultants |
| <input type="checkbox"/> Bus Stops, Signs & Panels | <input type="checkbox"/> Equipment Controls/Instrument Panels |
| <input type="checkbox"/> Buses - Manufacturers/Distributors | <input type="checkbox"/> Extended Service Life Analysis |
| <input type="checkbox"/> Buses - Parts & Components | <input type="checkbox"/> Facilities |
| <input type="checkbox"/> Buses - Rebuilders | <input type="checkbox"/> Fare Collection - Consultants |
| <input type="checkbox"/> Business Plan Development | <input type="checkbox"/> Fare Collection - Station Equipment & Turnstiles |
| <input type="checkbox"/> CAD/AVL Systems | <input type="checkbox"/> Fare Collection Systems, Equipment & Integration |
| <input type="checkbox"/> Cleaning - Buses, Rail Vehicles (Heavy & Light) | <input type="checkbox"/> Fare Media |
| <input type="checkbox"/> Cleaning & Maintenance Products | <input type="checkbox"/> Feasibility Studies |
| <input type="checkbox"/> Climate Control Systems | <input type="checkbox"/> Flooring |
| <input type="checkbox"/> Coin & Bill Handling Equipment | <input type="checkbox"/> Fuel Handling Equipment & Control Systems |
| <input type="checkbox"/> Commercial Lifts | <input type="checkbox"/> Fuels |
| <input type="checkbox"/> Communications Consultants | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Communications Equipment & Systems | <input type="checkbox"/> Heating Systems |
| <input type="checkbox"/> Commuter Rail Vehicles - Manufacturers | <input type="checkbox"/> Hoists |
| <input type="checkbox"/> Complete Transit Systems | |

Continued....

2017 Membership Directory

- | | |
|--|---|
| <input type="checkbox"/> Human Resources Development Consultants | <input type="checkbox"/> Rapid Transit System Consultants |
| <input type="checkbox"/> Human Resources Products & Services | <input type="checkbox"/> Replacement Seats |
| <input type="checkbox"/> Identification/Passes | <input type="checkbox"/> Restraint Systems |
| <input type="checkbox"/> Information Signs | <input type="checkbox"/> Roof Ventilation, Escape Hatches |
| <input type="checkbox"/> Information Technology, Systems & Consultants | <input type="checkbox"/> Route Maps & Mapping (GIS) |
| <input type="checkbox"/> Instrumentation | <input type="checkbox"/> Scheduling Systems |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Seating Manufacturers |
| <input type="checkbox"/> Intelligent Bus Systems | <input type="checkbox"/> Securement Systems |
| <input type="checkbox"/> Intelligent Transportation Systems | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Interiors | <input type="checkbox"/> Signaling Equipment (Wayside & Car-borne) |
| <input type="checkbox"/> Lift Systems | <input type="checkbox"/> Solar Screens |
| <input type="checkbox"/> Lighting - Interior | <input type="checkbox"/> Specialized Transit Consultants |
| <input type="checkbox"/> Lighting - Solar | <input type="checkbox"/> Specialized Transit Vehicles |
| <input type="checkbox"/> Magnetic Fare Media | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Maintenance Consultants | <input type="checkbox"/> Suspension Systems Manufacturers |
| <input type="checkbox"/> Maintenance Equipment & Supplies | <input type="checkbox"/> Tachographs |
| <input type="checkbox"/> Maintenance Information Systems | <input type="checkbox"/> Tail Pipes |
| <input type="checkbox"/> Maintenance of Way | <input type="checkbox"/> Test Equipment |
| <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Management Information Systems | <input type="checkbox"/> Traffic Management/Engineering Consultants |
| <input type="checkbox"/> Manufacturers | <input type="checkbox"/> Traffic Priority Control Systems - Equipment Suppliers |
| <input type="checkbox"/> Marketing/Market Research Consultants | <input type="checkbox"/> Train Signal Control Systems - Equipment & Consultants |
| <input type="checkbox"/> Materials Management | <input type="checkbox"/> Training Consultants |
| <input type="checkbox"/> Media & Public Relations Consultants | <input type="checkbox"/> Transit Coach Manufacturers |
| <input type="checkbox"/> Mirrors | <input type="checkbox"/> Transit Hardware & Software Solutions |
| <input type="checkbox"/> Monorail Vehicles | <input type="checkbox"/> Transit Management & Operations |
| <input type="checkbox"/> Mufflers | <input type="checkbox"/> Transit Services |
| <input type="checkbox"/> Next Stop Announcement Systems | <input type="checkbox"/> Transit Shelter Lighting |
| <input type="checkbox"/> Noise/Vibration Control & Materials | <input type="checkbox"/> Transit Shelters |
| <input type="checkbox"/> Operations Management Systems | <input type="checkbox"/> Transit Software Developers |
| <input type="checkbox"/> Outdoor Bus Storage Systems | <input type="checkbox"/> Transmissions |
| <input type="checkbox"/> Paints & Finishes | <input type="checkbox"/> Transportation Consultants |
| <input type="checkbox"/> Passenger Counting Systems | <input type="checkbox"/> Transportation Management |
| <input type="checkbox"/> Passenger Signaling Systems | <input type="checkbox"/> Transportation Resources |
| <input type="checkbox"/> Passenger Waiting Shelters/Street Furniture | <input type="checkbox"/> Upholstery Fabrics |
| <input type="checkbox"/> Planning Consultants | <input type="checkbox"/> Vans/Mobility/Products |
| <input type="checkbox"/> Printing/Graphics | <input type="checkbox"/> Vehicle Maintenance |
| <input type="checkbox"/> Procurement | <input type="checkbox"/> Vending Machines |
| <input type="checkbox"/> Product Indexes | <input type="checkbox"/> Vinyl Decals, Lettering & Striping |
| <input type="checkbox"/> Promotional Products | <input type="checkbox"/> Washing Equipment Accessories |
| <input type="checkbox"/> Propulsion Systems - Electric | <input type="checkbox"/> Wheelchair & Occupant Restraint Systems |
| <input type="checkbox"/> Publications | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Rail Vehicles - Parts & Components | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Rail Vehicles (Heavy & Light) - Manufacturers | |
| <input type="checkbox"/> Railway Consultants | |
| <input type="checkbox"/> Railway Track Maintenance Equipment | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



caltransit.org Website Advertising

Advertising on the California Transit Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to caltransit.org to learn about upcoming association events, discover ways to maximize their membership, find news about legislative issues and more. Advertising on caltransit.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of California public transit professionals.

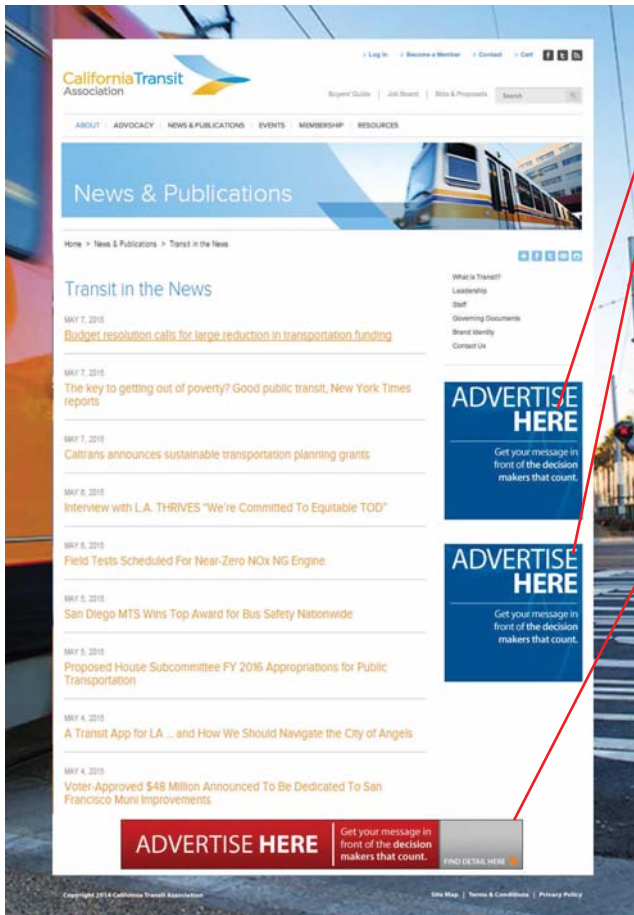
Features of California Transit Association website advertising:

- Cross-promoted in other publications and communication pieces.
- Directs visitors to the landing page of your choice to expedite purchases.
- Year-round visibility reinforces brand recognition.
- Allows dynamic, time-sensitive promotion.

CalTransit.org received more than 90,000 views last year of which more than half were new visitors!



To visit our website, go to caltransit.org.
To visit our *Online Buyers' Guide*, go to caltransit.org/resources/buyers-guide



Sub-page Squares | Top square - \$2,360 (12 Months) 2 rotations
Bottom square - \$2,100 (12 Months) 2 rotations

Highly visible on the right side of a majority of sub-pages. This position allows you to reach members who spend **\$2.5 billion annually** on products and services.

- 250 x 250 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB
- Appears on the following sub-pages: About, News & Publications, Membership, Events, Resources

Sub-page Leaderboard | \$1,840 (12 Months) 2 rotations

Located at the bottom of a majority of sub-pages. This position helps you connect with leaders of the nation's **second largest-public transportation market**.

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB
- Appears on the following sub-pages (except landing pages): About, News & Publications, Membership, Events, Resources

For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



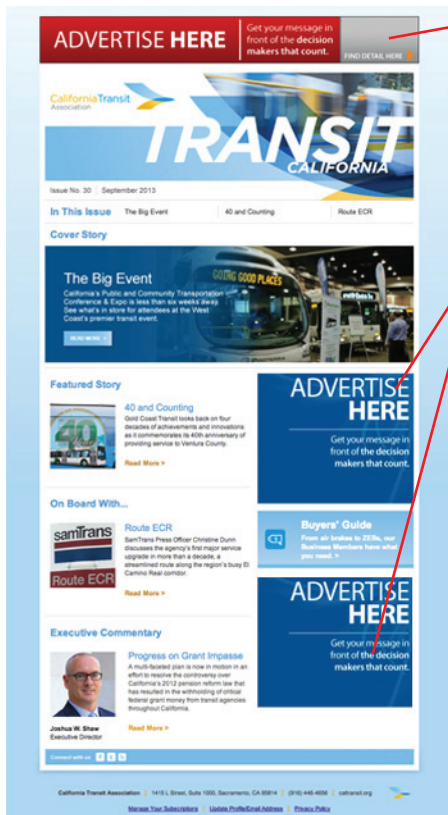
Transit California eNewsletter Advertising

About the eNewsletter

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 4,700 decision-makers on a monthly basis.
- Opt-in subscription means that the audience seeing your message are interested industry professionals.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other California Transit Association publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.
- Limited available ad space makes each position exclusive.
- Change artwork monthly at no additional cost to promote time-sensitive offers and events.



Leaderboard

12 Months | \$5,500

- Only one exclusive spot available – NO ROTATION
- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Rectangle

12 Months | \$5,600

- Two rectangles available
- Exclusive per position – NO ROTATION
- 300 x 250 pixels
- JPG only (no animation)
- Max file size 100 KB

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Distributed Monthly

Content includes

- Featured Stories
- Hot Topics
- News Briefs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.