

# MEDIA PLANNER



*Urban Mobility Forum  
Annual Membership Directory & Resource Guide  
Online Buyers' Guide And Directory  
EXPRESSIONS Newsletter  
CUTA/ACTU Website*

## CANADIAN URBAN TRANSIT ASSOCIATION

FOR MORE INFORMATION, PLEASE CONTACT:

**Erin Pande**

Project Leader

Naylor Association Solutions

(800) 665-2456, ext. 4484

[epande@naylor.com](mailto:epande@naylor.com)



## Enhance your brand with CUTA

- The Canadian urban transit industry is worth **\$13.7 billion** in revenue annually.\*
- We represent nearly **100%** of the public transit industry in Canada.
- CUTA members spend approximately:
  - **\$7.4 billion** on operating expenses and
  - **\$4.8 billion** on capital expenses every year.

## About Us

We are a member-based association that links the transit industry from coast-to-coast and are the voice of public transit in Canada. When you advertise with CUTA your message will be delivered to:

- Senior Transit System Managers
- Federal, Provincial and Municipal Government Agencies
- Suppliers and Manufacturers
- Consultants
- Affiliated Companies
- Members of Parliament

**Connect to those who are making the buying decisions for Canada's urban transit industry.**

**Contact your Naylor account executive today!**

## PRINT PUBLICATIONS



- *Urban Mobility Forum Magazine* (Print & Digital)
- *Annual Membership Directory & Resource Guide* (Print & Digital)

## ONLINE COMMUNICATIONS



- *CUTA/ACTU Website*
- *EXPRESSIONS Newsletter*
- *CUTA Online Buyer's Guide*

# Canadian Urban Transit Association *Online Buyers' Directory*

## About the CUTA *Online Buyers' Guide and Directory* - [directory.cutaactu.org](http://directory.cutaactu.org)

The CUTA *Online Buyers' Guide and Directory* is a user-friendly forum designed to bring producers and consumers together. Our interactive *Online Buyers' Guide and Directory* makes it easy to locate products and professional services geared to the Canadian urban transit industry. With hyperlinks, multiple search capabilities and richer search results, our *Online Buyers' Guide and Directory* is designed to drive the purchasing process and bring customers to your site with a few clicks.

### A Reference at Your Fingertips:

- Cross-promoted in other CUTA communication pieces
- Optimized to drive traffic from search engines and the CUTA home page
- Efficient browsing with fewer clicks
- Users can set the Buyers' Guide as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

### CUTA *Online Buyers' Guide and Directory* Averages:

- Over 1,450 page views per month
- 532 visits per month
- 450 unique visitors per month
- Viewers average nearly 3 page views per visit

\* stats from 12/2016 - 6/2017

### Curtain Ad | \$3,150.00

(Leaderboard: 954 x 75 pixels, Billboard: 954 x 300 pixels)

Exclusive position! Your ad will be showcased at the top of the website and when clicked on will expand for more content. Two files required: collapsed leaderboard and expanded billboard image. This position is run of site.

### Banner Package | \$3,150.00

(Leaderboard: 728 x 90 pixels, Rectangle: 300 x 250 pixels)

No matter what page of the CUTA *Online Buyers' Guide and Directory* visitors click on, your message will be seen! Your ad will be displayed on both Leaderboards, as well as the top two Rectangle Ad positions. Run-of-site. Only 8 banner packages are available.

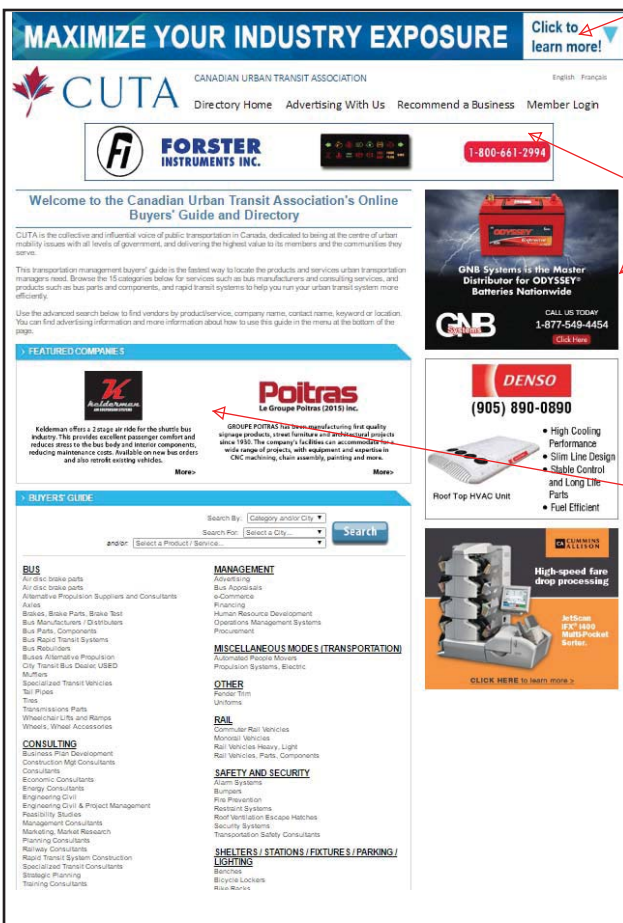
### Featured Companies | \$1,000

The Featured Companies section allows companies to showcase their offerings through 2 rotating rectangle positions. Advertiser supplies a company logo (175 x 100), a 5-7 word headline, and 30-35 word description. Run-of-site.

### Category Rectangles | \$800

(300 x 250 pixels)

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. Only 2 banners per category.



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.

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# Canadian Urban Transit Association *Online Buyers' Directory*

The purchase of any *Online Buyers' Guide and Directory* display ad comes with a **COMPLIMENTARY Sponsored Listing** – a \$350 value!



## Sponsored Listing Package | \$350

### with VIDEO UPGRADE OPTION | \$500

Sponsored Listings are designed to offer heightened visibility within the *Online Buyers' Guide and Directory*. Sponsored Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Sponsored Listings contain all basic information, plus extended features below. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

**Tiered Placement** — For companies that want to ensure top visibility within their category, we offer guaranteed tiered placement above your competitors. No scrolling required—when visitors click on a product/category on the home page of the *Online Buyers' Guide and Directory*, your Sponsored Listing is certain to be noticed.

**First Tier: \$800**

**Second Tier: \$700**

**Third Tier: \$600**

Online Specifications - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Sponsored Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

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.

## Sponsored Listings versus Basic Listings



### Sponsored Listing includes:

- Premium Placement Above Basic Listings
- Full-Color Company Logo
- Company Name
- Company Contacts
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- "Forward to a Friend" Capability
- Product/Service Category Listings
  - Includes five categories of your choice
  - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature

### Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

### Basic Listing includes:

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
  - Limited to one category
  - Assigned by association

## Sponsored Listing Categories

Our *Online Buyers' Guide and Directory* allows visitors to locate your business quickly and easily. Your Sponsored Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Sponsored Listing**, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

### **Buses/Busing**

- Axles
- Bus Parts & Components
- Bus Rapid Transit Systems
- Mufflers
- Tail Pipes
- Tires
- Transmissions Parts
- Wheels & Wheel Accessories

### **Consulting/Outsourcing**

- Business Plan Development
- Civil Engineering
- Construction Mgt. Consultants
- Consultants
- Economic Consultants
- Energy Consultants
- Feasibility Studies
- Management Consultants
- Marketing & Market Research
- Planning Consultants
- Railway Consultants
- Specialized Transit Consultants
- Strategic Planning
- Transit Facility Design
- Transit Planning
- Transportation Consultants

### **Contracted Services/Outsourcing**

- Architects
- Bus Manufacturers
- Bus Rebuilders
- City Transit Bus Dealer, USED
- Complete Transit Systems
- Electrical Consultants
- Law Firms
- Maintenance Consultants
- Software Developers

### **Fare Collection**

- Coin Bill Handling Equipment
- Fare Collection Consultants
- Fare Collection Systems
- Fare Collection Station Equipment
- Fare Media
- Magnetic Fare Media
- Smart Cards
- Ticketing Systems

### **Fuels**

- Alternative Fuels
- Emission Control Systems
- Fuel Handling Equipment

- Fuel Storage Systems
- Fuels
- Natural Gas Refueling Equipment

### **Information Services**

- Bus Stops, Signs, Panels
- Customer Information Systems
- Information Signs
- Information Technology
- Management Information Systems
- Next Stop Announcement Systems
- Passenger Counting Systems
- Passenger Signaling Systems
- Photo ID
- Route Maps, Mapping
- Scheduling Systems
- Signaling Equipment
- Traffic Management
- Traffic Priority Control Systems
- Train Signal Control Systems

### **Maintenance**

- Automatic Greasing Systems
- Cleaning Bus and Rail Vehicles
- Cleaning Maintenance Products
- Corrosion Prevention Products
- Engine Idle Reduction Tech
- Lift Systems
- Maintenance Equipment Supplies
- Maintenance Information Systems
- Washing Equipment, Buses

### **Management**

- Advertising
- Bus Appraisals
- e-Commerce
- Financing
- Human Resource Development
- Operations Management Systems
- Procurement
- Training Consultants

### **Rail**

- Commuter Rail Vehicles
- Monorail Vehicles
- Rail Vehicles Heavy, Light
- Rail Vehicles, Parts, Components

### **Safety and Security**

- Alarm Systems
- Brakes, Brake Parts, Brake Test
- Bumpers
- Fire Prevention

- Restraint Systems
- Roof Ventilation Escape Hatches
- Security Systems
- Transportation Safety Consultants

### **Shelters/Stations/Fixtures/Parking/Lighting**

- Benches
- Bus Shelters
- Destination Signs
- Heating Systems
- Lighting
- Mirrors
- Outdoor Bus Storage Systems
- Parking Consultants
- Street Poles

### **Technology**

- Automatic Vehicle Location
- Communications Consultants
- Communications Equipment
- Electrical, Electronic Systems
- Environmental Energy Efficiency
- Equipment Controls
- Greasing Systems
- Noise Vibration Control Material
- Simulation Driver, Driver Training
- Website Design

### **Vehicles: Interiors & Exteriors**

- Air Conditioning
- Blinds
- Doors and Door Parts
- Engines, Engine Parts
- Flooring
- Glass
- Hoists
- Interior Design
- Luggage Racks
- Paints, Finishes
- Seating Manufacturers
- Storage Locks, Overhead
- Suspension System Parts
- Tachographs
- Uphostery Fabrics
- Vinyl Decals, Lettering, Striping

### **Other**

- Fender Trim
- Publications
- Rapid Transit System Construction
- Specialized Transit Vehicles

*Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.*

\_\_\_\_\_ Additional Categories X \$50.00 = \$\_\_\_\_\_

Initial:\_\_\_\_\_ Date:\_\_\_\_\_

## Sponsored Listing Checklist

Below is a checklist of all elements required in order to process your Sponsored Listing.

### Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

### Company Contacts - Up To Five

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

### Primary Contact for RFP Automator and Request for Information

Indicate which person or email should be referenced as the “primary” contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

### Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the “keyword” search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

### Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

### Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Sponsored Listing. *Additional category listings can be purchased for \$50 each.*

### Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

### Video Upgrade - **Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Sponsored Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.