



REACH NEARLY 100% OF CANADA'S
URBAN TRANSPORTATION INDUSTRY!

2018 MEDIA PLANNER

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



MAKE YOUR MARK WITH CUTA/ACTU

We are a member-based association that links the transit industry from coast-to-coast, and are the voice of public transit in Canada.

- The Canadian urban transit industry is worth **\$13.7 billion** in revenue annually.*
- CUTA represents 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.

WHO ARE OUR MEMBERS?

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

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

Contact your Naylor account executive today!

Source: IBISWorld Industry Report 48511CA



PRINT PUBLICATIONS

CUTA's print media includes their official quarterly magazine, **Urban Mobility Forum** and the **Annual Membership Directory & Resource Guide**. Both are available in print and digital formats, and sent out to 100% of our members & supporters.



ONLINE COMMUNICATIONS

Whether on-the-go or at their desk, our online communication tools allow members to stay informed in real-time! Advertising opportunities are available on **CUTA/ACTU Website**, **EXPRESSIONS** Newsletter and the **CUTA Online Buyers' Guide!**

BY THE NUMBERS



2,000+

TOTAL AUDIENCE

7,000+

Page views per issue in the digital edition of **Urban Mobility Forum!**

95%

Of readers agree that the content in **Urban Mobility Forum** is relevant to their jobs

READERS ARE INTERESTED IN:

- Buses/Busing
- Consulting/Outsourcing
- Contracted Services
- Fare Collection
- Fuels
- Information Services
- Maintenance
- Financing
- Marketing/Advertising
- Rail
- Safety and Security
- Technology
- Vehicles: Interiors and Exteriors
- Rapid Transit System Construction
- Specialized Transit Vehicles



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



- **CUTA/ACTU Website Advertising** (cutaactu.ca)
- **EXPRESSIONS Newsletter** (located on the cutaactu.ca website)
- **CUTA Online Buyers' Guide** (<http://directory.cutaactu.org>)

URBAN MOBILITY FORUM & ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory & magazine.

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

Full-Color Rates	1x	2x	3x	4x	5x
Double Page Spread	\$4,499.50	\$4,269.50	\$4,049.50	\$3,729.50	\$3,279.50
Outside Back Cover	\$3,999.50	\$3,849.50	\$3,699.50	\$3,489.50	\$3,189.50
Inside Front or Inside Back Cover	\$3,589.50	\$3,439.50	\$3,289.50	\$3,079.50	\$2,779.50
Full Page	\$2,999.50	\$2,849.50	\$2,699.50	\$2,489.50	\$2,189.50
1/2 Page	\$1,949.50	\$1,849.50	\$1,749.50	\$1,619.50	\$1,419.50
1/3 Page	\$1,519.50	\$1,439.50	\$1,369.50	\$1,259.50	\$1,109.50
1/4 Page Vertical	\$1,179.50	\$1,119.50	\$1,059.50	\$979.50	\$859.50
1/8 Page Horizontal	\$809.50	\$769.50	\$729.50	\$669.50	\$589.50

Black-and-White Rates	1x	2x	3x	4x	5x
Full Page	\$2,109.50	\$1,999.50	\$1,899.50	\$1,749.50	\$1,539.50
1/2 Page	\$1,349.50	\$1,279.50	\$1,209.50	\$1,119.50	\$989.50
1/3 Page	\$1,029.50	\$979.50	\$929.50	\$849.50	\$749.50
1/4 Page	\$759.50	\$719.50	\$679.50	\$629.50	\$549.50
1/8 Page	\$449.50	\$429.50	\$399.50	\$369.50	\$329.50

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.

Digital Edition Branding Opportunities

Sponsorship | \$600
Belly Band | \$600

Skyscraper | \$800
Leaderboard | \$800

Toolbar | \$350

Member Listing Enhancement

Annual Membership Directory & Resource Guide



Draw attention to your business by adding your full color or black-and-white logo to your listing in *Annual Membership Directory & Resource Guide*. Your logo will increase awareness of your brand and make your listing stand out.

Advertorials:

Urban Mobility Forum Magazine



Take advantage of our advertorial option which allows you to be featured on a full page in the magazine.

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 August 2017)

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine and directory
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

In addition to print, *Urban Mobility Forum* and the *Annual Membership Directory & Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



URBAN MOBILITY FORUM & ANNUAL MEMBERSHIP DIRECTORY DIGITAL EDITION



Leaderboard | \$800

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship MAX* | \$600

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

Toolbar | \$350

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$800

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

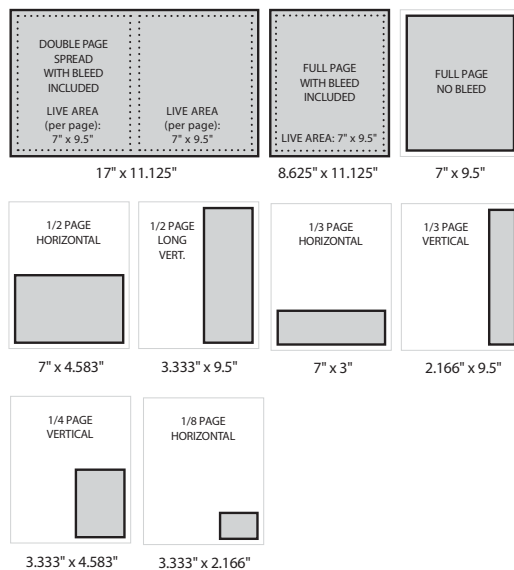
Belly Band | \$600

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

PRINT ADVERTISING SPECIFICATIONS

URBAN MOBILITY FORUM & ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Magazine/Directory Trim Size:
8.375" x 10.875"



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.

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

Production Services, Proofs and Revisions

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.

Specs for Outsert/Inserts

Urban Mobility Forum/Annual Membership Directory & Resource Guide

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>



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).

CUTA/ACTU WEBSITE

Advertising on the Canadian Urban Transit Association Website – cutaactu.ca

Advertising on the Canadian Urban Transit Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to cutaactu.ca to learn about upcoming association events, discover ways to maximize their CUTA membership, view the latest issues of *Urban Mobility Forum* digital edition and search the *CUTA Online Buyers' Guide*. Advertising on cutaactu.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of transportation professionals.

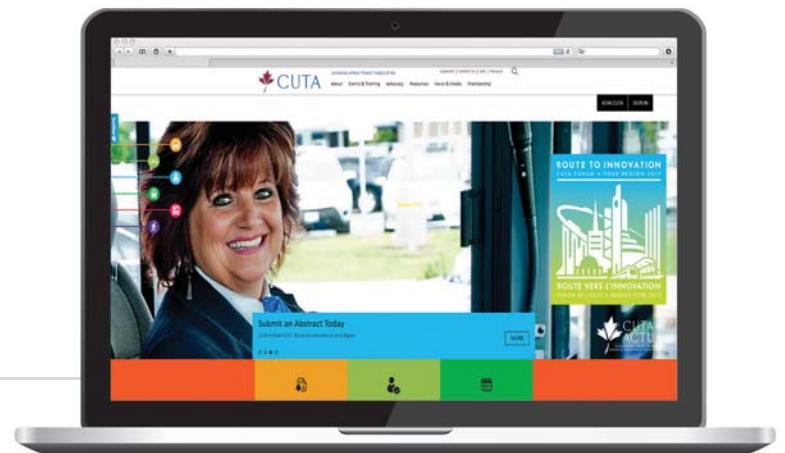
Features of CUTA website advertising:

- Cross-promoted in other CUTA 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

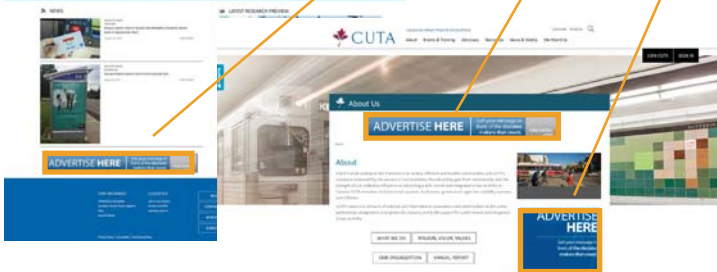
On average, cutaactu.ca receives:

- More than 5,865 unique visitors per month
- 19,015 page views per month

*Traffic numbers from 10/2016



Homepage



Main Sub-Page

Leaderboard | \$2,050 (12 months)

Leaderboard shows twice on home page and on the main sub-pages. Total of 3 rotations max. (728 x 90 pixels)

Rectangle | \$1,525 (12 months)

The rectangle position is located on all main subpages. Total of 3 rotations max. (300 x 250 pixels)

Online Specifications - For more information, visit:
<http://www.naylor.com/onlinespecs>

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EXPRESSIONS ENEWSLETTER



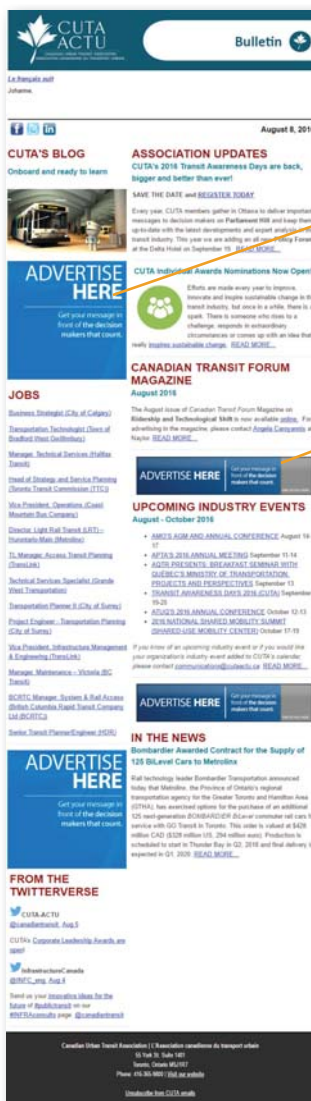
ABOUT EXPRESSIONS ENEWSLETTER

[HTTP://CUTAACTU.CA/EN/NEWS-MEDIA/EXPRESSIONS-NEWSLETTER](http://CUTAACTU.CA/EN/NEWS-MEDIA/EXPRESSIONS-NEWSLETTER)

Now more than ever, professionals consume information on the go. Our *EXPRESSIONS* 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 3,700 decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CUTA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Limited available ad space makes each position exclusive



Rectangles (250 x 250 pixels)

12 Months | \$3,625

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- Your ad will also appear on the newsletter portion of the CUTA website

Horizontal Banner (370 x 80 pixels)

12 Months | \$3,100

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed
- Your ad will also appear on the newsletter portion of the CUTA website.

Distributed BI-WEEKLY and also available on the CUTA website!

Sections include

- Association Updates
- Upcoming Events
- In the News
- Job Postings

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.

CUTA ONLINE BUYERS' GUIDE & DIRECTORY

DIRECTORY.CUTAACTU.ORG

The *CUTA Online Buyers' Guide and Directory* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, *CUTA Online Buyers' Guide and Directory* makes it easy to locate products and professional services geared to the urban transportation industry.

A Reference at Your Fingertips:

- Cross-promoted in other CUTA communication pieces
- Optimized to drive traffic from search engines and the CUTA/ACTU home page
- Efficient browsing with fewer clicks
- Users can set the Buyers' Guide as their default browser, bringing them to your 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

*** All display ads include a complimentary Sponsored Listing**

CUTA ONLINE BUYERS' GUIDE AND DIRECTORY TRAFFIC:

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

Stats from 12/2016 - 6/2017



The screenshot shows the homepage layout with several ad placements highlighted:

- Curtain Ad:** A large banner at the top right with a 'Click to learn more!' button.
- Banner Package:** A large rectangular ad for DENSO featuring a product image and a 'Learn More' button.
- Featured Companies:** A section on the left with a large 'K' logo for Kellerman Manufacturing.
- Category Rectangles:** Two yellow 'ADVERTISE HERE' boxes in the bottom right corner.
- Product Showcase:** A small yellow box at the bottom left with a 'Learn More' button.

Curtain Ad – EXCLUSIVE POSITION | \$3,300

Display your business uniquely on every page of the *CUTA Online Buyers' Guide and Directory* and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

Banner Package | \$3,300

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. (Leaderboard: 728 x 90 pixels; Rectangle: 300 x 250 pixels)

Featured Companies | \$1,050

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

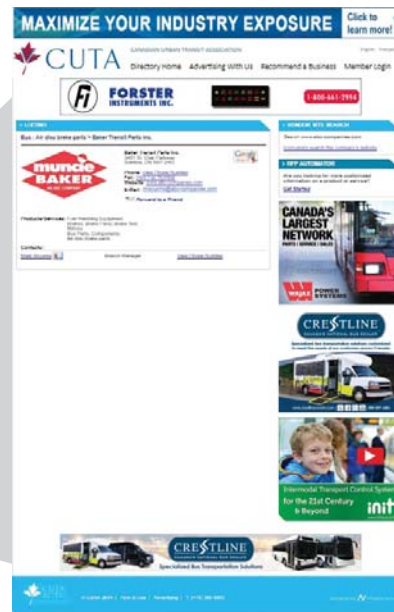
Category Rectangles | \$840

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the homepage. This ensures your message impacts those in the market for your specific products and services. Only 2 banners per category! (180 x 150 pixels)

Product Showcase | Free with purchase of Featured Company

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.

CUTA ONLINE BUYERS' GUIDE & DIRECTORY



Sponsored Listing Package | \$350

with VIDEO UPGRADE OPTION | \$550

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**

***Includes video upgrade options complimentary**

Sponsored Listing additional features:

- **Full-color company logo**
- **Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google™ Map It!** — displays a Google™ map of your business location
- **Google™ site search** — allows users to search your company website directly from your Premier Listing
- **Request for information** — generates a form through which users can contact a designated representative from your business directly

CUTA ONLINE BUYERS' GUIDE & DIRECTORY



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
- Request for Proposal Enabled

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*

CUTA ONLINE BUYERS' GUIDE & DIRECTORY



PREMIER LISTING CATEGORIES

Our *Online Buyers' Guide and Directory* allows visitors to locate your business quickly and easily. Your Premier 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

(Continued page 2)

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

_____ Additional Categories X \$50.00 = \$ _____

Initial: _____ Date: _____

CUTA ONLINE BUYERS' GUIDE & DIRECTORY



PREMIER LISTING CATEGORIES (PAGE 2 OF 2)

Our *Online Buyers' Guide and Directory* allows visitors to locate your business quickly and easily. Your Premier 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 Premier Listing, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

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 Lofts, 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: _____