

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:

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NAYLOR 
ASSOCIATION SOLUTIONS



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*

**Urban Mobility Forum/Forum sur la mobilité urbaine
Annual Membership Directory & Resource Guide/Répertoire des membres et guide
de ressources**

Net Advertising Rates

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

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

Full-Colour Rates*	1x	2x	3x	4x	5x
Double Page Spread	\$4,369.50	\$4,149.50	\$3,929.50	\$3,629.50	\$3,189.50
Outside Back Cover	\$3,909.50	\$3,769.50	\$3,619.50	\$3,409.50	\$3,119.50
Inside Front or Inside Back Cover	\$3,499.50	\$3,349.50	\$3,209.50	\$2,999.50	\$2,709.50
Full Page	\$2,909.50	\$2,759.50	\$2,619.50	\$2,409.50	\$2,119.50
1/2 Page	\$1,889.50	\$1,799.50	\$1,699.50	\$1,569.50	\$1,379.50
1/3 Page	\$1,479.50	\$1,409.50	\$1,329.50	\$1,229.50	\$1,079.50
1/4 Page Vertical	\$1,149.50	\$1,089.50	\$1,029.50	\$949.50	\$839.50
1/8 Page Horizontal	\$789.50	\$749.50	\$709.50	\$659.50	\$579.50

Black-and-White Rates*	1x	2x	3x	4x	5x
Full Page	\$2,049.50	\$1,949.50	\$1,839.50	\$1,699.50	\$1,499.50
1/2 Page	\$1,309.50	\$1,239.50	\$1,179.50	\$1,089.50	\$959.50
1/3 Page	\$999.50	\$949.50	\$899.50	\$829.50	\$729.50
1/4 Page Vertical	\$759.50	\$719.50	\$679.50	\$629.50	\$549.50
1/8 Page Horizontal	\$439.50	\$419.50	\$399.50	\$359.50	\$319.50

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.

*CUTA members receive a 10% discount off net rates.

Digital Edition Branding Opportunities

Sponsorship | \$600.00 per issue

Digital Belly Band | \$600.00 per issue

Toolbar | \$350.00 per issue

Skyscraper | \$800.00 per issue

Leaderboard | \$800.00 per issue

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

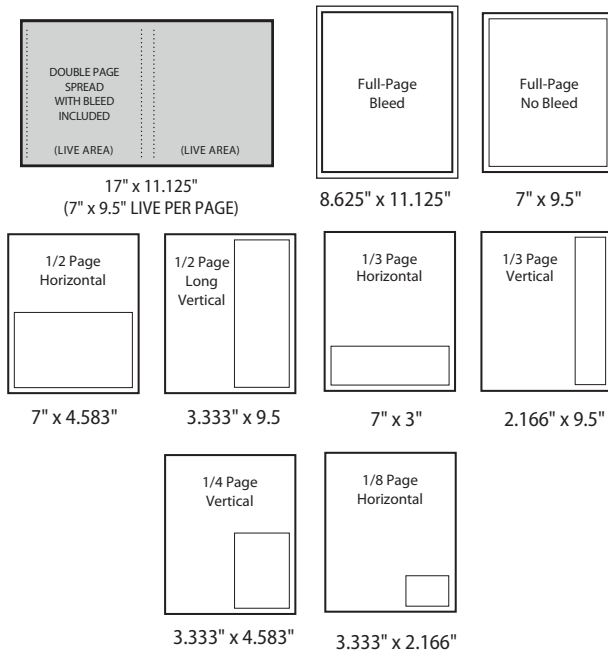


Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 November 2016)

Print Advertising Specifications

Directory and Magazine 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

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.

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"

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 flysheets 8.5" x 11"

Digital Edition - For more information, visit: www.naylor.com/onlinespecs

Digital Edition – www.naylor.com/cut-nxt

In addition to print, *Urban Mobility Forum/Forum sur la mobilité urbaine* 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. *Each issue is emailed to readers as well as posted on CUTA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

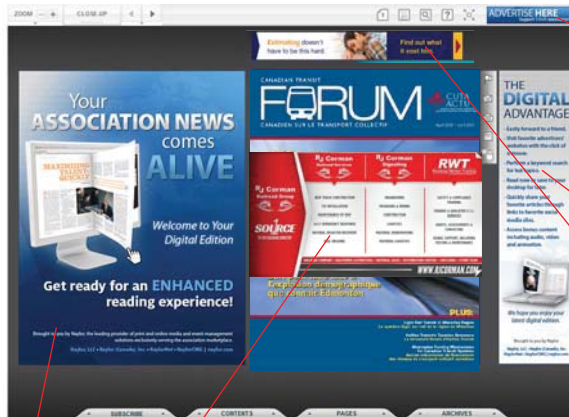
- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the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

On average, our digital magazine receives over 5,500 page views per issue - that's 20 pages viewed per visit!

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 Edition Belly Band (603 x 324 pixels) | \$600 per issue

The Bellyband 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.

Digital Sponsorship Max (543 x 705 pixels) | \$600 per issue

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



Digital Toolbar (250 x 50 pixels) | \$350 per issue

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

Digital Skyscraper (200 x 783 pixels) | \$800 per issue

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

Digital Edition Leaderboard (728 x 90 pixels) | \$800 per issue

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, 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.

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

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EXPRESSIONS Newsletter

About the eNewsletter

<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 over 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rectangles (250 x 250 pixels)

12 Months | \$3,450

- 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 Banners (370 x 80 pixels)

12 Months | \$2,950

- 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.

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

Sections include

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

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CUTA/ACTU Website

Advertising on the CUTA/ACTU Website – www.cutaactu.ca

Advertising on the CUTA 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 *Canadian Transit FORUM* digital edition and search the *CUTA Online Buyer's Guide & Directory*. Advertising on *cutaactu.ca* offers several cost-effective opportunities to position your company as a leader in front of an influential group of transit 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

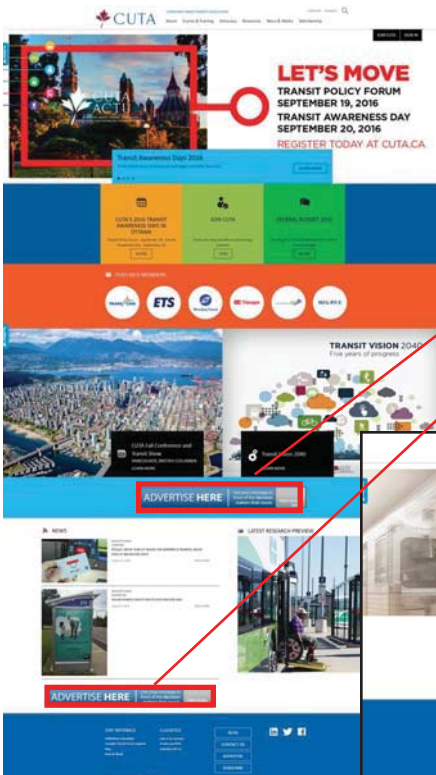
On average, *cutaactu.ca* receives:

- 5,865 visits per month
- 19,015 page views per month

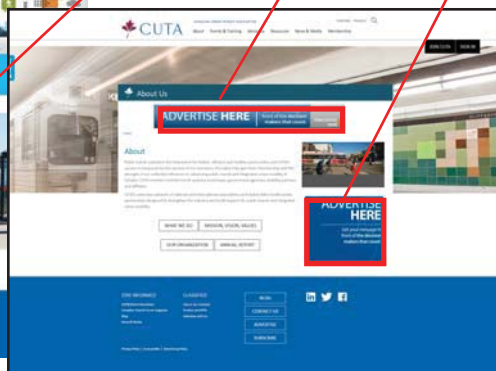
**Traffic numbers from 10/2016*



Homepage



Main Subpage



Leaderboard (728 x 90 pixels)

12 Months | \$1,950

- Leaderboard shows twice on home page and on the main sub-pages
- 3 rotations

Rectangle (300 x 250 pixels)

12 Months | \$1,450

- Main Subpages only
- 3 rotations

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