

2019 Media Planner



Reach nearly 100% of Canada's urban transportation industry!

FOR MORE INFORMATION, PLEASE CONTACT:

Candace Bremner
Publication Director
cbremner@naylor.com
(204) 975-3616

NAYLOR 
ASSOCIATION SOLUTIONS



The CUTA Advantage

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 **\$14.9 billion** in revenue annually.*
- CUTA represents nearly **100%** of the public transit industry in Canada.
- CUTA members spend approximately:
 - **\$8.1 billion** on operating expenses and
 - **\$8.1 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, **Canadian Urban Mobility FORUM**, and the **Annual Membership Directory & Resource Guide**. Both are available in print and digital formats, and sent out to our members and 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 the **CUTA Website**, **EXPRESSIONS** Newsletter and the **CUTA Online Buyers' Guide!**

Audience retargeting

Use CUTA's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

CUTA by the numbers



2,000+

Total audience



7,000+

Page views per issue in the digital edition of **Canadian Urban Mobility FORUM** magazine



95%

Of readers agree that the content in **Canadian Urban Mobility FORUM** magazine is relevant to their jobs



What our 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



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



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

CUTA Online Buyers' Guide and Directory

Powered by:



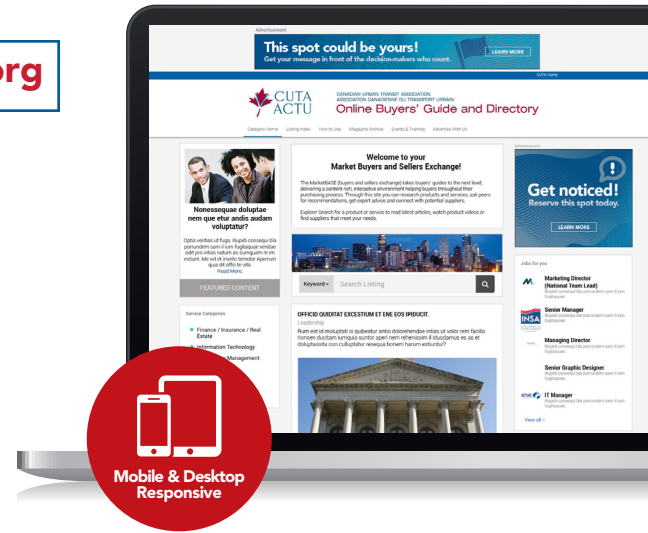
www.directory.cutaactu.org



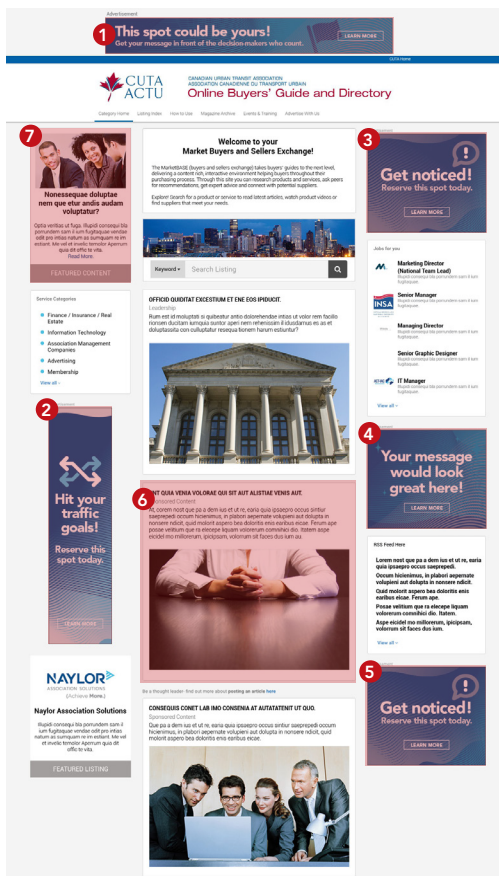
The CUTA MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other CUTA communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



The purchase of any display ad comes with a **COMPLIMENTARY** Sponsored Listing – a \$495 value!



1 Super Leaderboard Package– EXCLUSIVE | \$3,150

12 months, 970x90 pixels*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action. Maximum of 5 rotations. Includes 1st ROS Rectangle

2 Skyscraper | \$1,750

12 months, 3 rotations, 160x600 pixels*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

3 1st ROS Rectangle | FREE with Super Leaderboard

4 2nd ROS Rectangle | \$1,000

12 months, 5 rotations, 300x250 pixels*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

5 3rd Category Rectangle | \$800

12 months, exclusive, 300x250 pixels*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

Content Marketing Opportunities

6 Sponsored Content | \$3,500

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with featured presence for the 1st month. Contact your sales representative for details on additional content creation services.

7 Native Advertising | \$2,000

Have a product or service that you want to promote? Link your whitepaper, infographic, press release, or other advertorial content directly in the content feed. Hosted for the life of the site.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

*Your display ad option may require responsive ad sizes. For complete specs on all sizes involved, visit www.naylor.com/onlinepecs.

CUTA Online Buyers' Guide and Directory



Powered by:



BUYER AND SELLER EXCHANGE

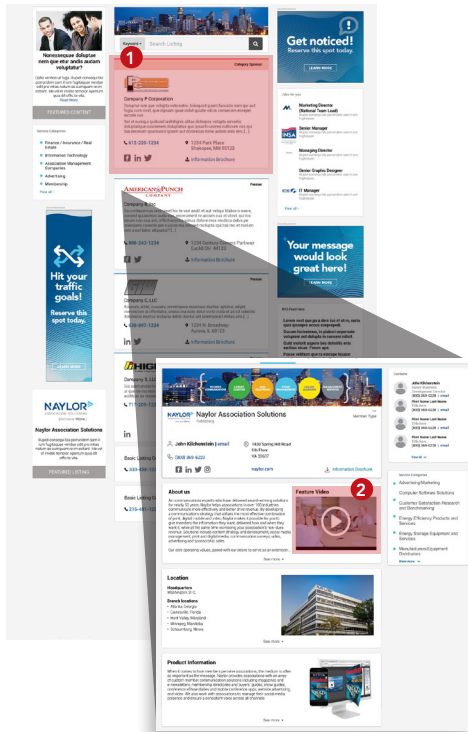
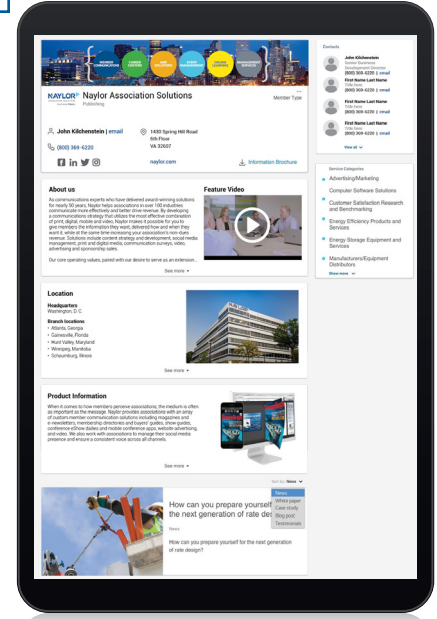
www.directory.cutaactu.org

Sponsored Listing Package | \$495

Sponsored Listings are designed to offer heightened visibility within CUTA's Buyer's Guide. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Sponsored Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. **Includes Video upgrade.**

- Category Sponsor #1 | \$700
- Category Sponsor #2 | \$625
- Category Sponsor #3 | \$575

2 Video Upgrade

Bring your Sponsored Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$525

For the latest online specs, please visit www.naylor.com/onlinespecs

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 and Directory



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Sponsored Listings versus Basic Listings

Sponsored Listing includes:

- Premium Placement Above Basic Listings
- 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
- **Product/Service Category Listings**
- Includes five categories of your choice
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 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 and Directory



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www.directory.cutaactu.org

Sponsored Listing Categories

Our *CUTA 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

(Continued page 2)

CUTA Online Buyers' Guide and Directory

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Sponsored Listing Categories Continued

Our *CUTA 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.

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 Sponsored Listing. Additional listings are \$50 each. No limit.

_____ Additional Categories X \$50 = \$ _____

Initial: _____ Date: _____



CUTA Online Buyers' Guide and Directory

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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 (OPTIONAL)

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 or GIF (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: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. 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.

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Online Specifications

MARKETBASE - DISPLAY ADVERTISEMENT

Super Leaderboard

- 970 x 90 pixels
- 728 x 90 pixels
- 320 x 50 pixels
- JPG or GIF accepted
- Max file size 100 KB

Skyscraper

- 160 x 600 pixels
- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

MARKETBASE - CONTENT MARKETING SPECS

Sponsored Content

PLACEMENT: The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

Native Advertising

PLACEMENT: The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

For the latest online specs, please visit www.naylor.com/onlinespecs

