

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>)

Canadian Urban Mobility FORUM magazine and 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	4-5x
Double Page Spread	\$4,629.50	\$4,399.50	\$4,169.50	\$3,799.50
Outside Back Cover	\$4,089.50	\$3,939.50	\$3,779.50	\$3,529.50
Inside Front or Inside Back Cover	\$3,679.50	\$3,529.50	\$3,369.50	\$3,119.50
Full Page	\$3,089.50	\$2,939.50	\$2,779.50	\$2,529.50
1/2 Page	\$2,009.50	\$1,909.50	\$1,809.50	\$1,649.50
1/3 Page	\$1,569.50	\$1,489.50	\$1,409.50	\$1,289.50
1/4 Page Vertical	\$1,209.50	\$1,149.50	\$1,089.50	\$989.50
1/8 Page Horizontal	\$829.50	\$789.50	\$749.50	\$679.50

Black-and-White Rates	1x	2x	3x	4-5x
Full Page	\$2,169.50	\$2,059.50	\$1,949.50	\$1,779.50
1/2 Page	\$1,389.50	\$1,319.50	\$1,249.50	\$1,139.50
1/3 Page	\$1,059.50	\$1,009.50	\$949.50	\$869.50
1/4 Page	\$779.50	\$739.50	\$699.50	\$639.50
1/8 Page	\$459.50	\$439.50	\$409.50	\$379.50

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 in Annual Membership Directory

Sponsorship Max & Toolbar | \$900 **Skyscraper** | \$840
Belly Band | \$630 **Leaderboard** | \$840

Digital Edition Branding Opportunities in the Magazine

Display Ad Package 1 | \$900 **Digital Video Sponsorship** | \$800
Display Ad Package 2 | \$900 **Large Insert** | \$750
HTML5 Ad | \$1,000 **Medium Insert** | \$500

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

Canadian 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, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of August 2018)

Annual Membership Directory & Resource Guide

Extend your print advertising investment with the unique benefits of digital media

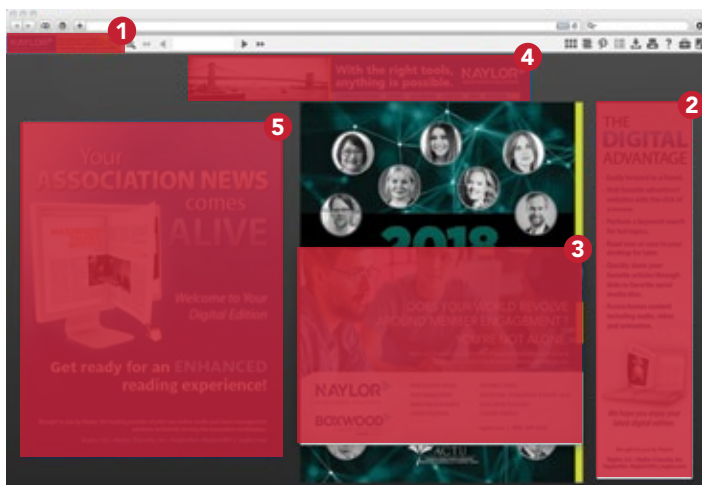
Readers can:

- 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, 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.

Digital Edition



1 Toolbar | Included with Sponsorship Max

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.

2 Skyscraper | \$840

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

3 Belly Band | \$630

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.

4 Leaderboard | \$840

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

5 Sponsorship MAX* | \$900

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

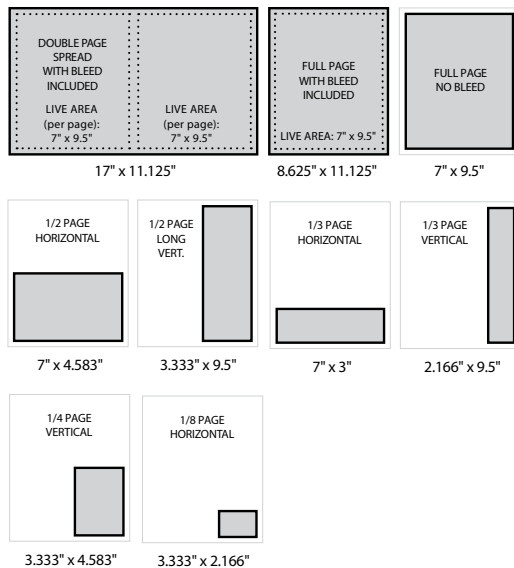
**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

Print Advertising Specifications

Canadian Urban Mobility FORUM magazine and Annual Membership Directory & Resource Guide

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>

NAYLOR 
ASSOCIATION SOLUTIONS

CUTA 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 Canadian Urban Mobility FORUM magazine 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

- Nearly 29,000 page views per month
- More than 5,000 unique users per month
- Sessions lasting longer than 3 minutes

*Traffic numbers from 10/2018 - 03/2019



Homepage



1 Leaderboard | \$2,155 (12 months)

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

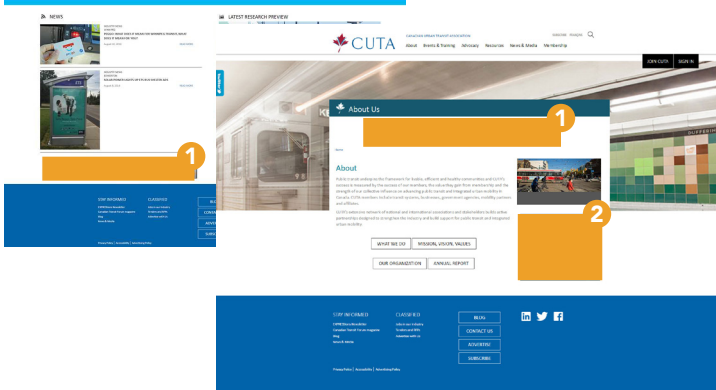
2 Rectangle | \$1,600 (12 months)

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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Main Sub-Page

Audience retargeting

Extend your reach beyond the CUTA website and keep your brand top of mind with transit industry professionals, such as senior transit system managers, consultants, and suppliers and manufacturers. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

On average, cutaactu.ca receives annually

- Nearly 130,800 total users
- About 192,000 sessions
- Approximately 128,000 new users
- Over 463,000 page views

Targeting tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

How retargeting works



Programmatic packages

GO	PRO	PRO+
12-Month contract	6-Month contract	3-Month contract
24,000 Approximate impression goal monthly	36,000 Approximate impression goal monthly	48,000 Approximate impression goal monthly
INCLUDES: <ul style="list-style-type: none">✓ Standard month end results✓ End of campaign performance metrics	INCLUDES: <ul style="list-style-type: none">✓ Standard month end results✓ End of campaign performance metrics✓ Strategic insights/recommendations	INCLUDES: <ul style="list-style-type: none">✓ Standard month end results✓ End of campaign performance metrics✓ Customized campaign reporting✓ Campaign optimization✓ Creative optimization✓ Strategic insights/recommendations

Customized targeting solutions are available, please contact:

Mary Ann Holland
Director of Sales
cmholland@naylor.com
(770) 576-2623

EXPRESSions eNewsletter

About EXPRESSions eNewsletter

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



1 Rectangles (250 x 250 pixels)

12 Months | \$3,805

- 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

2 Horizontal Banner (370 x 80 pixels)

12 Months | \$3,255

- 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 and 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 1,400 page views per month**
- **More than 450 unique visitors per month**
- **Nearly 500 total visitors per month**
- **Viewers average nearly 3 page views per visit**

Traffic numbers from 10/2018 - 03/2019



Curtain Ad – EXCLUSIVE POSITION | \$3,150

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 | \$3,150

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 6 banner packages are available. (Leaderboard: 728 x 90 pixels; Rectangle: 300 x 250 pixels)

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 pixels), a 5-7 word headline, and 30-35 word description. Run-of-site. Includes complimentary Product Showcase.

Category Rectangles | \$800

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! (300 x 250 pixels)

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



Sponsored Listing Package | \$495

with VIDEO UPGRADE OPTION | \$525

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 and Directory

Sponsored Listings vs. 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*

Canadian Urban Mobility FORUM magazine and Annual Membership Directory & Resource Guide

About the Sponsored Eblast

When each print edition of Canadian Urban Mobility FORUM magazine and the Annual Membership Directory & Resource Guide is distributed, an email will be sent to all CUTA members making them aware that the digital edition is available for viewing. The digital edition eblast will include your sponsored message and is sent once a month, ensuring your message gets double the exposure.

Enjoy the benefits of a targeted eblast

- Delivers your message directly to the inbox of 700 decision makers on a regular basis
- In addition to 700 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to other for addition exposure
- Cross-promoted in other publications and communication 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



A Eblast Sponsored Ad

Members | \$1,000 per issue
Non-Members | \$1,250 per issue

- Only one spot available - NO ROTATION
- 650 x 90 pixels
- JPEG Only (No Animation)
- Max File Size 100 KB

Online Specifications - For more information, visit:
<http://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.

Canadian Urban Mobility FORUM magazine

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

Canadian Urban Mobility FORUM magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

- 3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

Display Ad Package 1 | \$900

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$900

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$750
- Medium Insert | \$500

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