Community Transportation

Communications Platforms

2018 Media Kit and Editorial Calendar

DigitalCT Magazine (quarterly)

Fast Mail E-Newsletter (bi-weekly)

Fast Mail Marketplace (quarterly)

@CTMag – Twitter (daily)

@RAILmag – Twitter (daily)

CTAA & DigitalCT websites

- Industry Purchasing Decision-Makers
- Immediate Customer Response
- Large, Active Audience
- High Frequency
- Website/E-newsletter/Magazine
- Subject Matter Ad Placements
- Flexible/Customizable/Trackable
A Range of Communications Opportunities Paired with Proven Success

CTAA’s digital communications program has doubled in popularity since its inception in 2010. Below are just some of the data points that spotlight the popularity of DigitalCT, Fast Mail, our Twitter feeds and website. There’s no better way to get your products and services seen in the community and public transportation field.

**DigitalCT Magazine 2017 Audience Info**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Number sent</th>
<th>Percentage of Opens</th>
<th>Click Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Transit's Next Generation of Leaders</td>
<td>7,344</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Perfecting the Procurement Process</td>
<td>7,338</td>
<td>34%</td>
<td>24%</td>
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<tr>
<td>Michigan Transit Tour</td>
<td>7,328</td>
<td>34%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**CT Fast Mail & Fast Mail Marketplace**

- 5,600 circulation (self-select opt-in)
- Open Rate: 30% greater than industry average
- Click-Through Rate: 200% greater than industry average

@OfficialCTAA (Twitter)
- 3,300+ followers
- 9,890 avg weekly impressions

@RAILMag (Twitter)
- 10,100+ followers
- 13,000 avg weekly impressions

www.ctaa.org
- Avg. Unique Monthly Users: 4,500
- 35% click-through rate

CTAA offers advertisers more than 30 annual opportunities to get your product in front of our audience. To advertise, please contact Tom Smull (tom@aiads.us; 515.201.3133) or Tonya Vitzthum (tonya@aiads.us; 515.669.3010)
Our Audience

Here’s Who You’ll Reach

• Rural, small-urban and urban transit operators
• Every State Department of Transportation and State Transit Association
• Over 1,000 industry vendors, consultants and manufacturers
• Metropolitan, regional and rural planning organizations
• Non-emergency medical transit providers
• Employment and vanpool transit operators
• Tribal and veterans transportation systems
• The U.S. Congress and Administration Agencies — FTA, DOL, EPA, HUD, USDA, etc.

Recent Audience Breakdown

- Rural, Tribal, Small Urban & Large Urban Transit Operators: 30%
- State & Municipal Officials: 10%
- Urban & Regional Planners: 15%
- Manufacturers & Suppliers to the Transit Industry: 10%
- Employment & Labor Transportation Providers: 10%
- Non-Emergency Medical Transportation Providers: 10%
- State & Local Elected Officials: 10%
- Members of Congress & Staff: 5%
- Transit Advocates, Board Members, Drivers, etc.: 5%

• Select state legislators
• Special bonus emailings

Note: Nearly two out of three of our readers (64 percent) have full purchasing decision power at their organization.

It’s Time to Go Digital

Immediate Customer Response
With a simple click, DigitalCT readers will be at your website, getting more information about your products and services. Advertisers will have the ability to direct our readers to specific content they choose.

Larger Audience
We will have the ability to significantly increase the visibility of your advertisement beyond the current print circulation.

High Frequency
Our editorial calendar — which includes DigitalCT and the Fast Mail and Fast Mail Marketplace e-newsletters — offers advertisers more opportunities to communicate with our readers. DigitalCT and Fast Mail allow our readers immediate access to our high-quality content the minute it’s published.

Multi-Faceted Platform Campaigns
Advertisers are able to implement multi-faceted campaigns that combine web, digital publishing, email and social media marketing efforts.

Flexible/Customizable/Trackable
Our advertisers can receive impression, click-through and tracking reports to respond quickly and effectively with customers.
Advertising Pricing

Community Transportation advertising options are flexible to best meet the needs of your business. Additional bundles of multi-platform campaigns are available.

**Option 1:**
*DigitalCT Magazine*

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,000</td>
<td>$800</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$400</td>
<td>$350</td>
</tr>
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</table>

**Option 2:**
*CT FastMail Enewsletter*

**Option 3:**
*Fast Mail Marketplace*

**Option 4:**
*ctaa.org website / Twitter feeds*

**Option 5:**
*DigitalCT + CT FastMail E-newsletter + CT Website*

**DigitalCT Advertisement Rates**

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<td>$400</td>
<td>$350</td>
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</tbody>
</table>

**FastMail Enewsletter Banner Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>2 editions</th>
<th>6 editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Banner</td>
<td>$1,000</td>
<td>$800</td>
</tr>
<tr>
<td>Banner</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>Sponsored Section</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

**FastMail Marketplace Content**

- **CTAA Member**
  - Per Issue: $200
  - 4 Issues: $750

- **Non-CTAA Member**
  - Per Issue: $500
  - 4 Issues: $1900

Includes 100 words of content & one graphic

**Main CTAA Webpage Rotating Banner (per month)**

- **CTAA Member**
  - 1 Banner: $1,000
  - 2 Banners: $1,500

- **Non-CTAA Member**
  - 1 Banner: $1,500
  - 2 Banners: $2,000

728x90 and 300x250 banners allow continual presence if 2 rotating banners purchased

**@CTAAExecDir & RAILMag Twitter Feeds**

- **CTAA Member**
  - 5 Daily Sponsored Tweets: $500

- **Non-CTAA Member**
  - 5 Daily Sponsored Tweets: $750

**DigitalCT + FastMail Enewsletter + CT Website**

- **Description**
  - 2 month cycle
  - Annual

- **Includes:**
  - $2,750
  - $11,000

Fullscreen Digital CT ad, banner in each CT FastMail edition and rotating ad & sponsor logo on www.ctaa.org/ct

**Best Buy!**
Note: Order and publishing dates for DigitalCT editions subject to change. All topics listed are confirmed.

January 2018
9 — FastMail Edition
23 — FastMail Edition

February 2018
6 — FastMail Edition
21 — FastMail Edition

March 2018
1 – FastMail Marketplace Edition
6 — FastMail Edition
20 — FastMail Edition

DigitalCT Edition: Building Transit’s Next Generation of Leaders (Part II)
Following our summer 2017 edition profiling the experienced instructors and mentors of CTAA’s Emerging Leaders Academy, in this issue we’ll highlight four Academy participants as they wrap-up their year-long work before EXPO 2018.

April 2018
3 — FastMail Edition
17 — FastMail Edition

May 2018
1 — FastMail Edition
15 — FastMail Edition
29 — FastMail Edition

DigitalCT State Edition: Ohio & Pennsylvania
For the first time, our annual state edition will explore mobility providers in two states – Ohio and Pennsylvania – ahead of CTAA’s EXPO 2018 in Pittsburgh.

June 2018
1 — FastMail Marketplace Edition
5 — FastMail Edition
10 - 14 – Annual CTAA EXPO – Detroit, Mich.
19 — FastMail Edition

July 2018
3 — FastMail Edition
17 — FastMail Edition
24 – FastMail Edition

August 2018
7 — FastMail Edition
21 — FastMail Edition

DigitalCT Edition: Reconnecting with Rural Transit – CTAA was founded as the nation's first advocates for rural mobility. Here, we’ll touch base with rural transit providers, both longtime systems and more recent arrivals.

September 2018
4 — FastMail Marketplace Edition
11 — FastMail Edition
25 — FastMail Edition

October 2018
10 — FastMail Edition
23 — FastMail Edition

November 2018
6 — FastMail Edition
20 — FastMail Edition

DigitalCT Edition: The Real NEMT Story – Always a timely but complicated subject, we’ll explore the practical elements of non-emergency medical transportation (NEMT) paired with innovations that will shape its trajectory.

December 2018
3 — FastMail Marketplace Edition
5 — FastMail Edition
18 — FastMail Edition

Deadlines
Deadlines for ad space reservation and art submission for DigitalCT are as follows: 3/9; 5/11; 8/10; 11/2

Digital Media Specs
What follows are general guidelines about specifications for digital artwork for DigitalCT magazine and FastMail. Please contact us at cteditor@ctaa.org if you have any further questions.

- Electronic files only
- Landscape orientation is preferred
- At least 1MB file size
- No less than 300 dpi screen resolution
- FastMail/Web banners: width="760" height="200"
- DigitalCT: Full page, landscape (preferred): width="800" height="575"

Contact
To take advantage of any of the great advertising opportunities you see here, please contact Tom Smull (tom@aiads.us; 515.201.3133) or Tonya Vitzthum (tonya@aiads.us; 515.669.3010)
WANT AN ALTERNATIVE TO ADS OR ENHANCE YOUR AWARENESS?

CONTENT CONNECTION

Have timely, valuable content to share with CTAA's audience of community and public transportation professionals that's more in-depth than a banner ad or weblink?

CTAA's Content Connection offers a portfolio of webinars, focused conferences and events and other tools that link your company with our members in a more targeted, intentional format.

Leverage CTAA's network of more than 1,200 members and another 3,000 affiliates to share resources and networking opportunities that help boost awareness of your products or services. CTAA staff work directly with your content team to build on past models of success and tailor the message to align with your goals. We're eager to explore new opportunities!

CONTACT CTAA's Sales Representative
Tom Smull at tsmull@associationsinc.us
or 515-201-3133 to learn more
MOBILITY'S AUTOMATED FUTURE

The future of transit and mobility is rapidly emerging via transportation network companies (TNCs) and autonomous vehicles. CTAA is committed to arming its members with the insight and ideas to embrace this future.

These innovative concepts require new media venues and partnerships to share dynamic content. They also require new thinking to adapt to rural communities and people with special needs, such as those utilizing non-emergency medical transportation services.

CTAA’s Mobility’s Automated Future series offers your company exclusive access to CTAA’s member audience ready to engage new and creative products and services.

Content Outreach Platforms

Combine a portfolio of platforms for a multi-faceted campaign or an individual media for targeted outreach.

CONFERENCE / SYMPOSIUM
high-profile, in-person

WEBINARS
detail-rich, real-time content

SHARED-INTEREST GROUP (ie. LinkedIn Groups)
regular, ongoing dialogue

DEMONSTRATIONS
highlighting innovative practices in action

Potential Topics

TNCs & AVs in Rural Transit | Incorporating Real-Time Scheduling with Demand-Response Service | Transitioning Drivers to Mobility Aides | NEMT & New Technologies | Fare Payment Options & Variable Pricing | Utilizing the Right Vehicles | Legislation, Policy & Regulations | Assisting People with Disabilities | AVs & Community Streetscapes | and more...

We’re eager to hear your ideas on this crucial and timely issue! Contact us today to discuss opportunities and pricing!

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