COMMUNITY TRANSPORTATION COMMUNICATIONS PLATFORMS
2019 MEDIA KIT AND EDITORIAL CALENDAR

New CTAA Content Blog (multiple posts per week)

Fast Mail E-Newsletter (bi-weekly)

Fast Mail Marketplace (quarterly)

@CTMag – Twitter (daily)

@RAILmag – Twitter (daily)

CTAA & DigitalCT websites

Development of new opt-in SMS/text delivery mechanism for CTAA members

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

CTAA’s CT Fast Mail and Fast Mail Marketplace are the go-to information sources among our members and mobility advocates for reliable and relevant coverage of the community and public transportation industry. When combined with CTAA’s frequently-visited website, well-followed Twitter accounts and our new content blog, we ensure your message has multiple routes to reach our audience of decision-makers.

CT Fast Mail & Fast Mail Marketplace
5,750 circulation (self-select opt-in)
Open Rate: 30% greater than industry average
Click-Through Rate: 200% greater than industry average

CTAA’s new content blog
(see next page for further details)
Will leverage Fast Mail and www.ctaa.org audience sources to deliver frequent, new content over multiple platforms.

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.

• 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.

Blog: Delivering New Content, Frequently

For decades, CTAA has published a periodic publication – first printed as Community Transportation Reporter, then Community Transportation Magazine, followed by an electronic version known as DigitalCT Magazine – that offered in-depth, feature-length articles on key issues in our industry, as well as profiles of our members and mobility providers of all kinds.

In recent years, the way that people receive and digest information has shifted, with most working professionals finding less of their time available for the kind of long-form writing and tightly-formatted material on which our magazines have focused.

Based on input from our members and our larger spectrum of contacts and affiliates, CTAA believes our audience is seeking a format for new content that is not as lengthy but arrives more frequently. As a result, we will shift our unique coverage of community and public transportation from the DigitalCT format to a new blog-based platform in the beginning of 2019.

One established – with a brand identity to be finalized later this fall – this blog will deliver multiple new posts each week. In addition to article-style pieces, the blog will also feature

• Podcast-style audio interviews
• Video coverage from the field
• Topical and ongoing series material highlighting specific components of our industry, such as non-emergency medical transportation (NEMT) or transit safety
• Featured webinars
• Sponsored content from industry partners

Highlights from the blog will be distributed to our Fast Mail audience monthly (except May) in digest form, which will be combined with our bi-weekly EXPO Emails from January – April.

We’re eager to receive your input to ensure our blog platform delivers timely, relevant and engaging content.
Community Transportation advertising options are flexible to best meet the needs of your business. Additional bundles of multi-platform campaigns are available.

Option 1:  
**CTAA content blog**

Blog Advertisement Rates

<table>
<thead>
<tr>
<th>Option</th>
<th>x1</th>
<th>CTAA Member</th>
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</thead>
<tbody>
<tr>
<td>Sponsored Post</td>
<td>$1,500</td>
<td>$1,300</td>
</tr>
<tr>
<td>Lead Banner</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Featured Image</td>
<td>$400</td>
<td>$350</td>
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</tbody>
</table>

Option 2:  
**CT FastMail Enewsletter**

CT FastMail Enewsletter Banner Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>2 editions</th>
<th>6 editions</th>
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</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>

Option 3:  
**Fast Mail Marketplace**

FastMail Marketplace Content

<table>
<thead>
<tr>
<th>Per Issue</th>
<th>CTAA Member</th>
<th>Non-CTAA Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>$750</td>
<td>$1900</td>
<td></td>
</tr>
</tbody>
</table>

Includes 100 words of content & one graphic

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

Main CTAA Webpage Rotating Banner (per month)

<table>
<thead>
<tr>
<th></th>
<th>CTAA Member</th>
<th>Non-CTAA Member</th>
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</thead>
<tbody>
<tr>
<td>1 Banner</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>2 Banners</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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

@CTAAExecDir & RAILMag Twitter Feeds

<table>
<thead>
<tr>
<th>Sponsored Tweets</th>
<th>CTAA Member</th>
<th>Non-CTAA Member</th>
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</thead>
<tbody>
<tr>
<td>$500</td>
<td>$750</td>
<td></td>
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</tbody>
</table>

Option 5:  
**CT FastMail E-newsletter + CTAA content blog**

CT FastMail Enewsletter + Blog

<table>
<thead>
<tr>
<th>Description</th>
<th>2 month cycle</th>
<th>Annual</th>
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<tbody>
<tr>
<td>Includes:</td>
<td>$2,750</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

Banner and sponsored content in each CT FastMail edition, 6 annual sponsored blog posts, 11 annual banners in monthly blog digest emails and rotating side ad on all blog posts.

**Best Buy!**
## 2019 Editorial Calendar

### January 2019
- 8 — FastMail Edition
- 23 — FastMail Edition
- 30 — Blog Digest & EXPO Email

### February 2019
- 6 — FastMail Edition
- 20 — FastMail Edition
- 26 — Blog Digest & EXPO Email

### March 2019
- 1 — FastMail Marketplace Edition
- 5 — FastMail Edition
- 19 — FastMail Edition
- 27 — Blog Digest & EXPO Email

### April 2019
- 2 — FastMail Edition
- 16 — FastMail Edition
- 24 — Blog Digest
- 30 — FastMail Edition & EXPO Email

### May 2019
- 14 — FastMail Edition
- 19 - 23 — Annual CTAA EXPO – Palm Springs, Calif.
- 29 — FastMail Edition

### June 2019
- 3 — FastMail Marketplace Edition
- 11 — FastMail Edition
- 20 — Blog Digest
- 25 — FastMail Edition

### July 2019
- 9 — FastMail Edition
- 23 — FastMail Edition
- 31 — Blog Digest

### August 2019
- 6 — FastMail Edition
- 20 — FastMail Edition
- 26 — Blog Digest
- 30 — FastMail Marketplace Edition

### September 2019
- 4 — FastMail Edition
- 17 — FastMail Edition
- 27 — Blog Digest

### October 2019
- 1 — FastMail Edition
- 16 — FastMail Edition
- 23 — Blog Digest
- 29 — FastMail Edition

### November 2019
- 13 — FastMail Edition
- 26 — FastMail Edition
- 29 — Blog Digest

### December 2019
- 2 — FastMail Marketplace Edition
- 10 — FastMail Edition
- 23 — FastMail Edition
- 30 — Blog Digest

### Deadlines

Deadlines for art and content submission for Fast Mail are 11:00 a.m. (Eastern) the last business day before the listed publishing date.

### Digital Media Specs

What follows are general guidelines about specifications for digital artwork for FastMail, Fast Mail Marketplace and the CTAA content blog. Please contact us at fastmail@ctaa.org if you have any further questions.

- Electronic files only
- No less than 300 dpi screen resolution
- FastMail/Web banners: width="760" height="200"
- FastMail/Marketplace thumbnail graphics: width="375" height="375"
- FastMail/Marketplace sponsored content: headline (12 words or less); 2-3 sentences of text; unlimited links; optional thumbnail graphic
- Blog featured graphic, landscape (preferred), maximum dimensions (may be smaller): width="700" height="500"

### 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)
Policy on Direct Email Content Sponsorship Opportunities

The Community Transportation Association of America (CTAA) offers a single monthly sponsorship opportunity for its vendor members to communicate directly with CTAA’s audience of members and non-member contacts by email. This statement outlines the availability of such opportunities.

• One direct email content opportunity is available each calendar month on a first-come, first-serve basis
• Available only to active CTAA Vendor members; Membership may be obtained at any time prior to sponsorship agreement.
• Members may – but are not guaranteed opportunities – sponsor direct email content on multiple months in a calendar year, given first-come, first-serve availability
• Email content is distributed by CTAA; no email lists are provided
• CTAA has the right to review and approve all content
• Terms of sponsorship agreement to me made through CTAA’s authorized digital sales representative, Tom Smull at Associations, Inc. (tsmull@associationsinc.us; 515-201-3133)
• Direct email content opportunities are available independently of sponsorship opportunities in CTAA’s other digital communications platforms, the biweekly Fast Mail e-newsletter and the quarterly Fast Mail Marketplace
• Upon sponsorship agreement, CTAA staff will provide assistance in developing and formatting content to match its email publishing platform

Effective Date: November 1, 2017