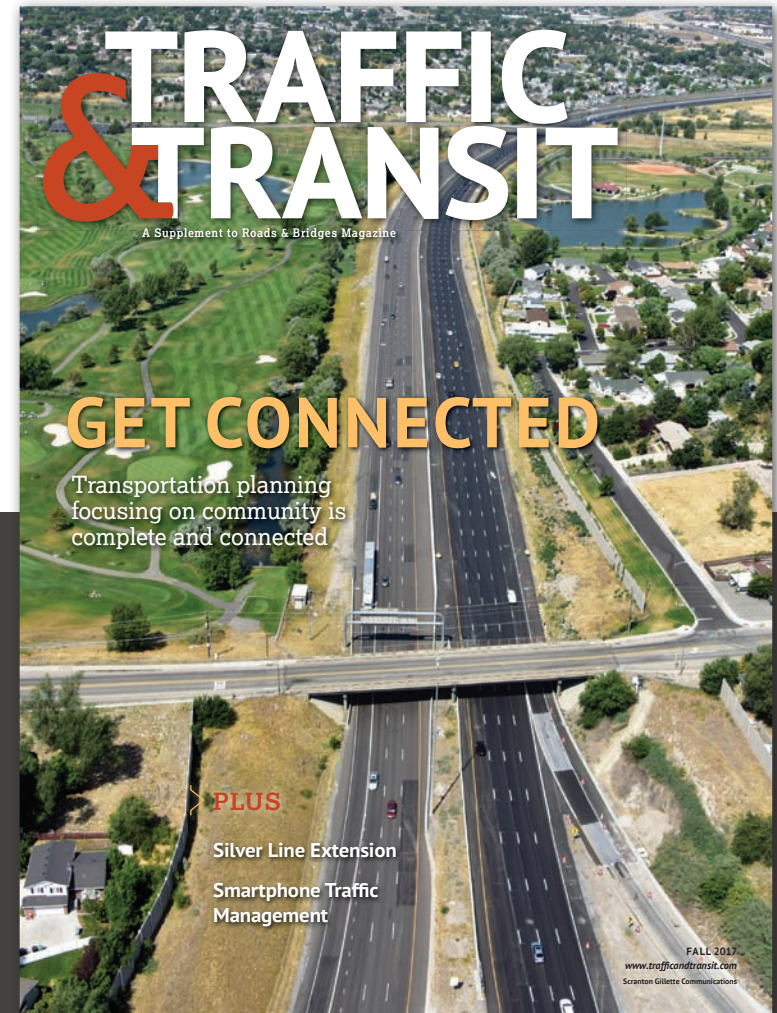


# TRAFFIC & TRANSIT

## 2018 Media Kit

SOLUTIONS TO KEEP  
NORTH AMERICA  
ON THE MOVE



# NEW LOOK. NEW NAME. SAME DEDICATED FOCUS.

## Our mission

The editorial mission of *Traffic & Transit* is to provide information on technology, systems and products that traffic and transit-system designers, engineers, contractors and management can incorporate to improve their operations and safety.

**RELEVANT CONTENT.** Funding, design, engineering, construction and maintenance techniques are all topics that appear regularly on the pages of *Traffic & Transit* along with transit, evacuation management, traffic-signal timing, incident management and other subjects related to transportation management.

## Our audience

*Traffic & Transit* is delivered four times a year to an engaged, niche audience of more than 21,000 traffic and transit-system professionals.\*

These purchase influencers are involved in the following activities:

- Executive management;
- Design/engineering/development/system architecture management;
- Operations/fleet/technical/information systems/communications;
- Systems integration and administration; and
- Contracting

\*Publisher's Data

# 2018 Editorial Calendar

ISSUE	WINTER	SPRING	SUMMER	FALL*
<b>Ad Close Date</b>	<b>January 12, 2018</b>	<b>April 10, 2018</b>	<b>July 16, 2018</b>	<b>September 12, 2018</b>
<b>Industry Report</b>	Wyoming's Connected Vehicle Pilot on I-80	Transit Progress: Connecting Cities to Suburbs	Rural ITS (V2I)	Winter Work-Zone Traffic Safety
<b>Features</b>	<ul style="list-style-type: none"> <li>• Connectivity in an Urban Environment</li> <li>• Vision Zero in Vancouver</li> <li>• State of the Industry: AT&amp;T Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Educational Developments for Traffic Engineers</li> <li>• Traffic Signal Developments</li> <li>• Planning for Pedestrians and Bicyclists</li> </ul>	<ul style="list-style-type: none"> <li>• First/Last Mile Solutions</li> <li>• Traffic Management in Tourist Hubs</li> <li>• Bus Rapid Transit: Can it Compete With the TNCs?</li> </ul>	<ul style="list-style-type: none"> <li>• Smart Cities</li> <li>• U.S. AV Testing Pilot Sites: Status Report</li> <li>• 24/7 Traffic Ops Improvements</li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Highlights From ITS World Congress</li> </ul>	<ul style="list-style-type: none"> <li>• Highlights From ATSSA Traffic Expo</li> </ul>	<ul style="list-style-type: none"> <li>• Highlights From ITS America</li> </ul>	<ul style="list-style-type: none"> <li>• Winter Maintenance Equipment and Software</li> </ul>

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*Traffic & Transit is more than a rebranding; it's a re-focus on the most crucial issues and developments in transportation management and multimodal growth.*



**EDITORIAL CONTACT:**

Brian Budzynski | Managing Editor  
 bbudzynski@sgcmail.com  
 847.391.1052

Each quarterly issue of *Traffic & Transit* is delivered digitally. The spring edition is also delivered in print as a supplement to *Roads & Bridges* magazine and receives bonus distribution at ITS America.\*

## Sponsorships

### CHANNELS AND CHANNEL NEWSLETTERS

Sponsorship of all content related to market segments, with ad units on topic-related and channel-specific landing pages:

- Automated Vehicles • ITS
- Traffic Management • Transit
- Traffic Signals • Traffic Safety

**Rate:** \$900/month or \$9,900/year

### CORPORATE VIDEOS

Display your brand's problem-solving capabilities and new technologies with a product demonstration or case study video. Track ROI and lead generation through detailed reader service, video playback and click-through reports.

**Rates:** 1X: \$2,055 • 6X: \$1,850 • 12X: \$1,540

### EDITORIAL VIDEOS

Sponsor a jobsite editorial video, produced by our award-winning editorial staff, with your pre-roll, mid-roll or post-roll commercial. Includes reader service, video playback and click-through reports.

**Rates:** 1X: \$2,055 • 6X: \$1,850 • 12X: \$1,540

### WEBINARS

Establish your company as a thought-leader with the sponsorship of an editorial or commercial webinar to pre-qualified prospects. Promoted through email notifications and archived online for repeat or new viewings.

**Rate:** \$7,725

### SHOW-DRIVER PACKAGE

Email campaign of your message to a targeted audience allows you the option of sending a follow-up email to those who click and open, and to have attendees schedule a booth meeting with you.

**Rate:** \$350/m net to select demographics

### TRIGGERED FOLLOW-UP EMAIL

**Rate:** \$500 net to opens and clicks; includes lead report.

**Fully responsive and easy to navigate, the all-new, trafficandtransit.com delivers optimal viewing performance on any device — smartphone, tablet, laptop or office desktop.**



### QUESTIONS? CONTACT YOUR INTEGRATED MEDIA CONSULTANT:



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## Rates

- Boom Box 1 - CPM: \$105
- Boom Box 2 - CPM: \$95
- Leaderboard - CPM: \$110
- News Feed Banner - CPM: \$75
- Sponsored Content - CPM: \$115

## E-newsletters

### E-NEWS SUMMARY

**Circulation:** 15,000\*

**Overview:** Delivers the latest news and industry advancements. Sponsorship includes high-visibility ad positioning for two ads – exclusive to one sponsor per week – and a full lead report for tracking potential customers.

**Rates:** 1X: \$1,800 • 3X: \$1,545  
• 8X: \$1,290

### Ad Sizes

**Ad 1:** 180 x 150 pixels (IAB Standard); includes 25-word description

**Ad 2:** 468 x 60 pixels (IAB Standard)

### CASE OF THE WEEK

**Circulation:** 15,000\*

**Overview:** Bi-weekly discussions of a specific obstacle faced during a project and the implemented solutions. Includes design objectives and economic benefits. The location and name of the client must be provided. Sponsors will receive detailed lead reports.

**Rates:** 1X: \$1,750 • 3X: \$1,500  
• 8X: \$1,250

### Materials

- 500 words of copy, two 300-dpi images with captions and links;
- Author's name for byline; and
- Company contact information (phone, email, web).

### PRODUCT SPOTLIGHT

**Circulation:** 15,000\*

**Overview:** Delivers new product information monthly – an effective platform for launching an innovative product or service and increasing your market recognition. A full lead report is provided to the sponsor.

**Rates:** 1X: \$1,500 • 3X: \$1,250  
• 8X: \$1,000

### Materials

- 50- to 75-word description; and
- Four-color 300-dpi photo (jpg or gif).

To participate in our website and e-newsletter programs, contact your T&T Integrated Media Consultant or Brandon Williamson at 512.739.2102.

\*Publisher's Data

## 2018 Ad Rates

### DIGITAL EDITION 4-COLOR RATES

Ad Size	1x	2x	3x	4x
2-Page Spread	\$3,850	\$3,655	\$3,490	\$3,325
Full Page	2,070	1,955	1,865	1,770
½-Page Island	1,370	1,290	1,230	1,175
½ Page	1,240	1,185	1,120	1,060
⅓ Page	930	880	840	800
¼ Page	750	705	670	635



## 2018 Ad Material Guidelines

### ACCEPTED DIGITAL FORMATS

Press-optimized PDF using Acrobat Distiller's PDF/X-1a job options is the required format (300 dpi, CMYK color). PDFs prepared for use on the web are unacceptable. Unless a SWOP ad proof is submitted, publisher will not accept responsibility for the integrity of the ad.

### MECHANICAL SPECIFICATIONS

**Publication Trim Size:** 8" x 10-3/4" **Printing:** Web offset **Print Edition Binding:** Saddle Stitched

**AD SIZES:** All live matter should be kept 1/2" from all four sides.

### AD ART UPLOAD INSTRUCTIONS

For instructions and additional format information, visit [www.adshuttle.com/sgc](http://www.adshuttle.com/sgc)  
<http://www.adshuttle.com/sgc>  
Please see our terms and conditions, short rates and cancellation information at <https://scrantongillette.com/advertising-terms-and-conditions>.

### SPRING EDITION (PRINT) 4-COLOR RATES

Ad Size	1x
2-Page Spread	\$10,390
Full Page	5,735
½-Page Island	4,180
½ Page	3,875
⅓ Page	3,095
¼ Page	2,635

### MAILING INSTRUCTIONS

Advertising material, contracts and insertion orders should be sent to: Traffic Department, Traffic & Transit, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025; 847.391.1005; F: 847.390.0408

Space Unit	Specification	
	Non-bleed	Bleed
2-Page Spread	15" x 10 1/4"	16 1/4" x 11"
Full Page	7 1/2" x 10 1/4"	8 1/4" x 11"
½-Page Vertical	3 3/8" x 10 1/4"	
½-Page Island	4 5/8" x 7 3/8"	
½-Page Spread	15" x 5 1/8"	
½-Page Horizontal	7" x 4 7/8"	8 1/4" x 5 1/2"
⅓-Page Square	4 5/8" x 4 7/8"	
⅓-Page Vertical	2 3/8" x 10 1/4"	
¼ Page	3 3/8" x 4 7/8"	
	Width x Depth	

### INFRASTRUCTURE TEAM

ROADS & BRIDGES

CONSTRUCTION EQUIPMENT

TRAFFIC & TRANSIT

SWS

WATER & WASTES DIGEST

IWWD  
Industrial Water & Wastes Digest

WQP



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Connecting buyers and sellers with exceptional content and data