

# The Canadian Urban Transit Association



## MEDIA KIT



**Reach nearly 100% of Canada's  
public transit industry!**

*Annual Membership Directory & Resource Guide  
Online Buyers' Guide And Directory  
Canadian Transit FORUM*



[www.cutaactu.ca](http://www.cutaactu.ca)

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## Enhance your brand with CUTA

- The Canadian urban transit industry is worth **\$10.5 billion** in revenue annually.\*
- We represent nearly **100%** of the public transit industry in Canada.
- CUTA members spend approximately **\$7.4 billion** on operating expenses and **\$4.8 billion** on capital expenses every year.

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## About Us

We are a member-based association that links the transit industry from coast-to-coast and are the voice of public transit in Canada. When you advertise with CUTA your message will be delivered to:

- **Senior Transit System Managers**
- **Federal, Provincial and Municipal Government Agencies**
- **Suppliers and Manufacturers**
- **Consultants**
- **Affiliated Companies**
- **Members of Parliament**

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**Connect to those who are making the buying decisions for Canada's urban transit industry!**

**Contact your Naylor Account Executive today!**



*Canadian Transit FORUM*



*Annual Membership Directory & Resource Guide*



*CUTA Online Buyer's Guide  
[directory.cutaactu.org/](http://directory.cutaactu.org/)*

**CANADIAN URBAN TRANSIT ASSOCIATION**

**Canadian Transit FORUM/FORUM canadien sur le transport collectif  
Annual Membership Directory & Resource Guide/Répertoire des membres et guide  
de ressources**

**Net Advertising Rates**

All rates include an Ad Link in the digital edition of the magazine & directory.

**Revisions and Proofs: \$50  
Position Guarantee: 15% Premium**

Full-Colour Rates*	1x	2x	3x	4x	5x	6x
Double Page Spread	\$4,239.50	\$4,029.50	\$3,819.50	\$3,599.50	\$3,389.50	\$3,179.50
Outside Back Cover	\$3,809.50	\$3,669.50	\$3,529.50	\$3,379.50	\$3,239.50	\$3,099.50
Inside Front or Inside Back Cover	\$3,399.50	\$3,259.50	\$3,119.50	\$2,969.50	\$2,829.50	\$2,689.50
Full Page	\$2,829.50	\$2,689.50	\$2,549.50	\$2,409.50	\$2,259.50	\$2,119.50
1/2 Page	\$1,969.50	\$1,869.50	\$1,769.50	\$1,669.50	\$1,579.50	\$1,479.50
1/3 Page	\$1,679.50	\$1,599.50	\$1,509.50	\$1,429.50	\$1,339.50	\$1,259.50
1/4 Page Vertical	\$1,119.50	\$1,059.50	\$1,009.50	\$949.50	\$899.50	\$839.50
1/8 Page Horizontal	\$769.50	\$729.50	\$689.50	\$649.50	\$619.50	\$579.50

**Digital Edition Branding Opportunities**

**Sponsorship | \$575.00 per issue**

**Toolbar | \$325.00 per issue**

**Skyscraper | \$775.00 per issue**

Black-and-White Rates*	2x	2x	3x	4x	5x	6x
Full Page	\$1,989.50	\$1,889.50	\$1,789.50	\$1,689.50	\$1,589.50	\$1,489.50
1/2 Page	\$1,269.50	\$1,209.50	\$1,139.50	\$1,079.50	\$1,019.50	\$949.50
1/3 Page	\$969.50	\$919.50	\$869.50	\$819.50	\$779.50	\$729.50
1/4 Page Vertical	\$739.50	\$699.50	\$669.50	\$629.50	\$589.50	\$549.50
1/8 Page Horizontal	\$429.50	\$409.50	\$389.50	\$369.50	\$339.50	\$319.50

\*CUTA members receive a 10% discount off net rates.

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.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

## Digital Edition – <http://www.naylornetwork.com/cut-nxt/>

In addition to print, *Canadian Transit FORUM/FORUM canadien sur le transport collectif* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on CUTA's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Sponsorship (550 x 480 pixels) | \$575 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Toolbar (250 x 50 pixels) | \$325 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

### Digital Skyscraper (200 x 783 pixels) | \$775 per issue

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

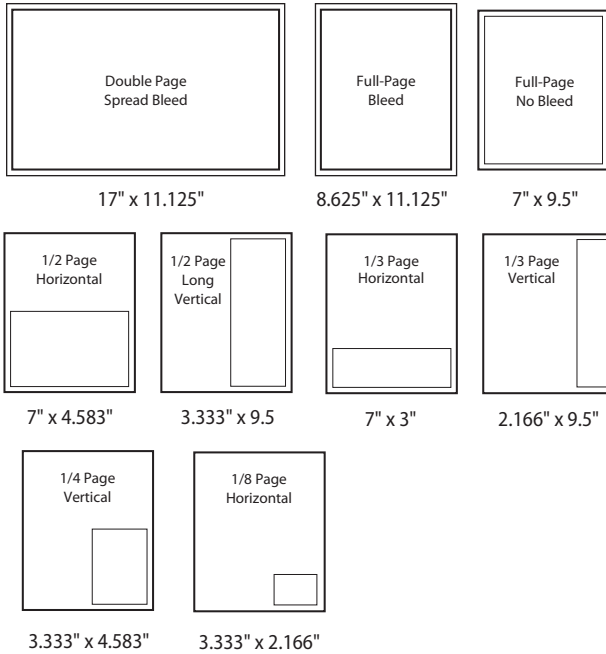
Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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## Print Advertising Specifications

**Directory/Magazine 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.

**DPS Live Area: 15.417" x 9.5"**

**Full-Page Live Area: 7" x 9.5"**

## Specs for Outsert/Inserts

### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

## 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](http://www.naylor.com)

## 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.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

## About the CUTA *Online Buyer's Guide and Directory*: [directory.cutaactu.org](http://directory.cutaactu.org)

The CUTA *Online Buyer's Guide and Directory* is a user-friendly forum designed to bring producers and consumers together. Our interactive *Online Buyer's Guide and Directory* makes it easy to locate products and professional services geared to the Canadian urban transit industry. With hyperlinks, multiple search capabilities and richer search results, our *Online Buyer's Guide and Directory* is designed to drive the purchasing process and bring customers to your site with a few clicks.

The CUTA *Online Buyer's Guide and Directory* is a reference at your fingertips:

- Cross-promoted in other CUTA publications and communication pieces.
- Optimized to drive traffic from search engines and the CUTA home page.
- Categorical layout allows efficient browsing with fewer clicks.
- The Add Search to Browser function allows users to set the *Online Directory* as their default browser, bringing them directly to your listing when they search the Web.
- Directs visitors to the landing page of your choice to learn more about your business.
- Vertical search capability with Google™ integration returns richer results.
- Consumers come to you when they are ready to buy.
- Various ad sizes and display options make it easy to customize your listing and enhance content.



### CUTA *Online Buyer's Guide and Directory* Averages:

- More than 2,000 page views per month
- 709 visits per month
- 628 unique visitors per month
- Viewers average nearly 3 page views per visit
- Over 80% of views are from new visitor.

\* stats from January 2015 - July 2015



### Banner Package (728 x 90 pixels) – \$3,000.00

This option rotates through the top and bottom leaderboards, as well as the top 2 rectangles on the home page and sub pages. Only 8 advertisers allowed.

### Featured Company (120 x 60 and 120 x 120) - \$800.00

6 advertisers will rotate through these 2 spots which are prominently displayed on the home pages and all sub pages.

### Super Category Rectangles (300 x 250 and 180 x 150) | - \$1000.00

The Category Rectangles appear on the right-hand side in the third rectangle on the home page and all related sub-category pages. This will ensure your message impacts those in the market for your specific product or service. Two per category.

### Product Showcase - \$550.00

4 advertisers will rotate through these 2 spots on the home page and all sub pages.

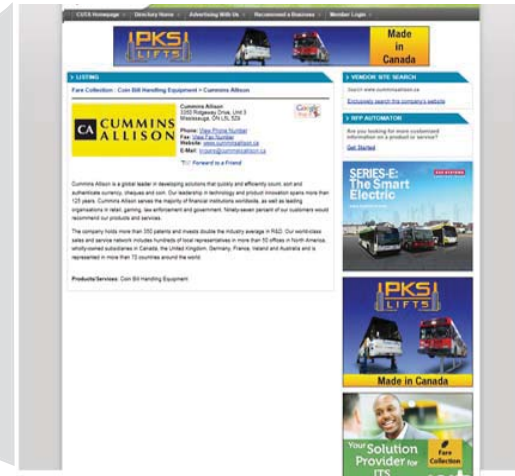
Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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# Canadian Urban Transit Association *Online Buyer's Guide and Directory*

The purchase of any *Online Buyer's Guide and Directory* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$325 value!



## Premier Listing Package | \$325 with VIDEO UPGRADE OPTION | \$500

Premier Listings are designed to offer heightened visibility within the *Online Buyer's Guide and Directory*. Premier Listings appear in alphabetical order on top of all basic listings, ensuring they are seen first.

Premier Listings contain all basic listing information, including company name, address, phone and fax.

*Includes three (3) 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 Buyer's Guide and Directory*, your Premier Listing is certain to be noticed.

- First Tier: \$800**
- Second Tier: \$700**
- Third Tier: \$600**

## Premier Listing additional features:

- Full-color company logo
- Active Web link, e-mail 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! feature — displays a Google™ map of your business location
- Google™ site search feature — allows users to search your company Web site directly from your Premier Listing
- Request for information feature — generates a form through which users can contact a designated representative from your business directly

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.

## Premier Listing Categories

Our *Online Buyer's Guide and Directory* allows visitors to locate your business quickly and easily. Your Premier 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 Premier 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

### **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 Locks, 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 Premier Listing. Additional listings are \$50.00 each. No limit.*

**Additional Categories X \$50.00 = \$ \_\_\_\_\_**

**Initial: \_\_\_\_\_ Date: \_\_\_\_\_**



**Canadian Transit FORUM/FORUM canadien sur le transport collectif  
Annual Membership Directory & Resource Guide/Répertoire des membres et  
guide de ressources**

## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Urban Transit Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CUTA.

A. Girardin, Inc.	Enghouse Transportation	MTB Transit Solutions
A. Mergl Industries	Enseicom	MVT Canadian Bus, Inc.
ABC Comapnies	Europump Systems, Inc.	NATSCO Transit Solutions
AECOM Canada Ltd.	FAAC, Inc.	Overland Custom Coach (2007), Inc.
Alexander Dennis, Inc.	Fare Logistics	Pacific Western Transportation (PWTransit Canada)
All Tool Canada, Inc.	Forster Instruments, Inc.	Parker Hannifin Corp.
Allison Transmission	Fort Garry Industries Ltd.	Pattison Outdoor
Altro USA, Inc.	Garival, Inc.	PKS Equipment & Engineering, Inc.
American Seating Company	GEC Architecture	Plan Group
Apollo Video Technology	GENIVAR Consultants LP	PNR Railworks, Inc.
ARBOC Speciality Vehicles	GIRO, Inc.	PowerTrucnk, Inc.
Associated Engineering Group Ltd.	Great Northern Battery Systems	Prevost Car, Inc.
Associated Industrial Brush Co. Ltd.	Hatch Mott MacDonald	Provincial Sign Systems
Axis Communications, Inc.	HDR	PSECO, Inc.
BAE Systems Controls	Holdsworth Fabrics	Q'Straint
Bank of Canada	IBI Group	RGS Consulting International, Inc.
BRC Group	Infodev Electronic Designers, Inc.	Roche Ltd. Consulting Group
Calgary Transit	Init, Inc.	RouteMatch Software
Canada Ticket, Inc.	Intl Power Systems	Scheidt & Bachmann Canada, Inc.
Care Accessible Transportation	ISL Engineering and Land Services	Seon Systems Sales, Inc.
CBM NA, Inc.	ISR Transit	STV Incorporated
Champion Bus	Kenneth R. Peel, Barrister & Solicitor	STV, Inc.
CIMA	Kleenoil Filtration Canada Ltd.	Sure-Lok, Inc.
Clean Energy	Lucid Management Group (LMG)	Thales
Clever Devices Ltd.	Luminator-Twin Visions, an LTG Company	Tokmakjian Group
Condor Signal & Communications, Inc.	MAN Engines & Components, Inc.	Trapeze Group, Inc.
Connectall Ltd.	Marathon Brake Systems	URS Canada Inc.- Consulting Engineers & Geoscientists
Crestline Coach Ltd.	Marcon - DDM	Vapor Bus International - A Wabtec Company
CSched	Mass Electric Construction Company	Voith Turbo, Inc.
Cubic Transportation Systems	McCann Equipment Ltd.	Vossloh Kiepe
Cummins, Inc. (Cummins Canada Limited)	MGM Brakes	Wajax Power Systems
Cummins-Allison ULC	Micro Bird, Inc. (Formerly Girardin Minibus, Inc.)	Westvac Industries, Inc.
Daytech Limited	MMM Group Limited	Xerox
Delcan Corporation	Morrison Hershfield	York Region Transit
Denso Sales Canada, Inc.	Motor Coach Industries	
Dixie Electric Ltd.		