

CITA News Bulletin

REACH 1,000

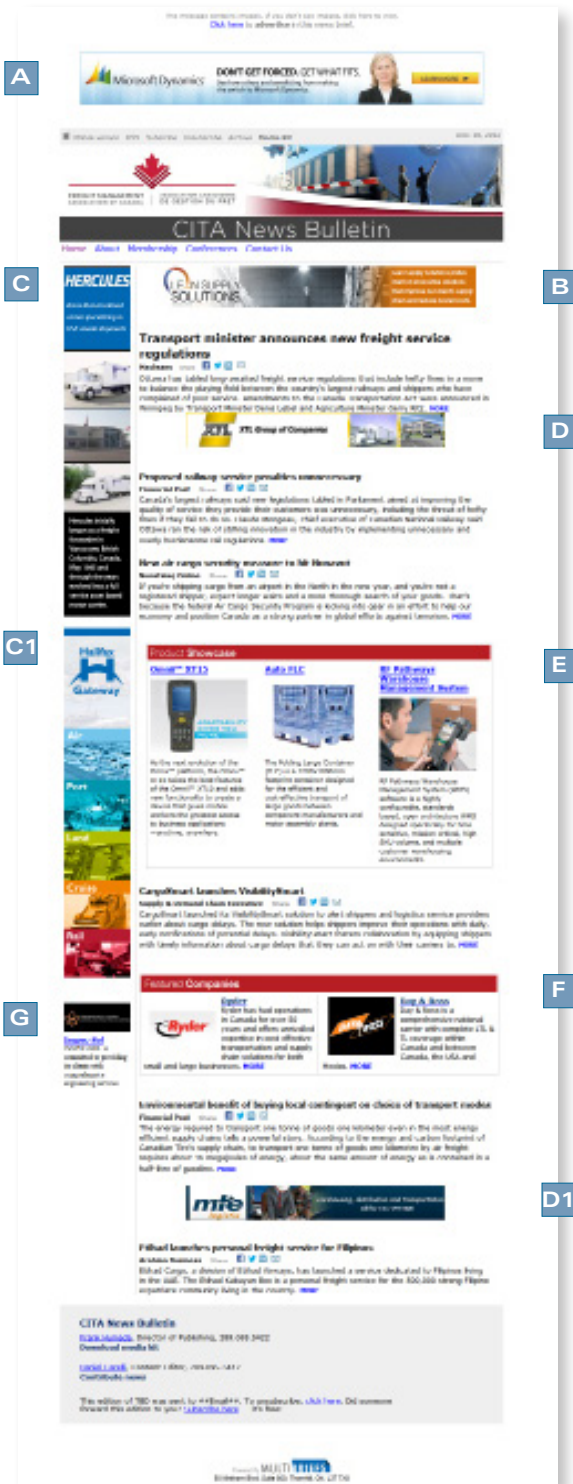
PROFESSIONALS IN THE CANADIAN INDUSTRIAL TRANSPORTATION INDUSTRY

BI-WEEKLY

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET



## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/C1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/D1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 7 emails to the 1,000 professionals in the Canadian industrial transportation industry. (One 90 day cycle)



Leaderboard  
\$3100

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
\$2800

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
\$2500/\$2200

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
\$2500/\$2200

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lorem ipsum dolor  
Lorem ipsum dolor  
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veniam, quis nostrud  
exercitation ullamco  
laboris nisi. More

Product Showcase  
\$2300

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum  
Lorem ipsum  
dolor sit amet,  
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Featured Company Ad  
\$1500

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
Lorem ipsum  
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adipiscing elit,  
eiusmod. More

Traditional Text Ad  
\$1250

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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CITA NEWS BULLETIN, POWERED BY  
MULTIBRIEFS, PROVIDES BI-WEEKLY  
NEWS AND INFORMATION TO  
PROFESSIONALS IN THE CANADIAN  
INDUSTRIAL TRANSPORTATION INDUSTRY.

CITA News Bulletin tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of professionals in Canada's industrial transportation industry.

CITA News Bulletin  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN CITA NEWS BULLETIN:



## CREDIBLE SOURCE

For 96 years, our members have turned to the association as the informational authority of the industry. Advertising in CITA News Bulletin solidifies your place among bi-weekly information provided to CITA members.



## TARGETED DISTRIBUTION

Advertising in CITA News Bulletin allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to CITA News Bulletin have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a bi-weekly publication, CITA News Bulletin ensures your ad will be seen bi-weekly by over 1,000 subscribers.



## AFFORDABLE

Advertising in CITA News Bulletin is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of CITA News Bulletin has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in CITA News Bulletin.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.