

## REACH

DECISION-MAKING PUBLIC TRANSPORTATION LEADERS WHO HAVE MORE THAN \$18 BILLION IN PURCHASING POWER

## TARGET

PUBLIC TRANSPORTATION OFFICIALS FROM EVERY FACET OF THE INDUSTRY

## ACCESS

AMERICAN PUBLIC TRANSPORTATION ASSOCIATION MEMBERS



AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION



# ABOUT PASSENGER TRANSPORT

## READERS WHO REACT

As a result of reading *Passenger Transport*, our readers report having taken action on one or more of these:

- 43%** have discussed ads with others in their organization
- 28%** have saved ads for future reference
- 36%** have requested/contacted advertisers for further information

Source: *Passenger Transport Reader Survey*

## PURCHASING POWER WITH PUNCH

Nearly 80 percent of *Passenger Transport* readers report having purchase influence within their organizations.

- 39.8%** Authorize/approve
- 27.2%** Recommend/specify
- 11.2%** Review products/services

Source: *Passenger Transport Reader Survey*



*Passenger Transport*, the flagship publication of the American Public Transportation Association, is the leading publication for public transportation industry news and analysis.

Now in its 70th year of reporting on the public transportation industry, *Passenger Transport* is the publication that public transportation executives, policy makers, elected officials, department heads, managers, and employees have come to depend on.

Published bi-weekly, *Passenger Transport* has as its mission to provide readers with timely and useful news and information about the events, trends, and issues that affect public transportation.

## You Cannot Find A Better Marketing Partner:

A superior editorial platform, an influential readership, and cost-effective pricing combine to make *Passenger Transport* advertising opportunities far and away the best marketing avenue to reach public transportation industry buyers.

In 2012, *Passenger Transport* will publish several theme issues as well as four conference editions in conjunction with major APTA meetings.

We will also produce a Looking Ahead issue in January and a Preview issue in the summer—highlighting the October Annual Meeting—and will conclude the year with our traditional Year in Review edition.

## 2012 Schedule: Issue Dates and Deadlines

### **JANUARY 16**

#### **Looking Ahead**

What will happen in our industry in the coming year? What kind of federal funding will be authorized? From technology to training, from software to standards, industry experts weigh in.

### **FEBRUARY 13**

#### **Technology**

The PTC mandate, crashworthiness, cyber security – these and many other issues involving technology and public transit will be examined.

### **MARCH 12**

#### **APTA Legislative Conference**

What subjects are heating up Capitol Hill? Authorization? Special infrastructure funding? Transit security? Greening America? And what is public transportation's relationship to these and other issues?

### **MAY 7**

#### **APTA Bus & Paratransit Conference**

This issue, one of our largest, will feature timely stories from bus systems on such topics as operations, management, marketing, security, and facilities.

### **JUNE 4**

#### **APTA Rail Conference**

This will also be a very large issue. There will be stories on planning, design, and operations relating to all modes of rail, including commuter, heavy, and light.

### **JULY 2**

#### **High-Speed Rail (UIC World Congress)**

The first *Passenger Transport* to highlight the UIC World Congress will welcome stories from high-level government officials from around the world as well as experts from international rail authorities and organizations. These stories will share information on technical and practical matters in terms of implementing and running high-speed rail systems.

### **JULY 30**

#### **APTA Annual Meeting Preview**

Want an advance look at the workshops and sessions to be featured at the 2012 APTA Annual Meeting in Seattle? This issue will also contain travel information, lodging availability, and sights to see in the host city.

### **SEPTEMBER 24**

#### **APTA Annual Meeting**

Make plans to contribute to our largest issue of the year! It will be chock full of stories on the latest information in public transportation – from management and security innovations to case studies on doing more with less – an issue not to be missed.

### **NOVEMBER 19**

#### **APTA/TRB Light Rail & Streetcar Conference**

Published every three years, this issue will focus on the most recent development and openings of light rail and the re-emergence of streetcars as a favored public transportation mode.

### **DECEMBER 17**

#### **Year in Review**

The last issue of the year, this is a comprehensive look back at significant events – including legislation actions – and the people who made news in public transportation.

# 2012 PASSENGER TRANSPORT CALENDAR

ISSUE	AD CLOSE	MATERIAL CLOSE
January 2	December 23	December 26
January 16 <b>Looking Ahead</b>	January 6	January 9
January 30	January 20	January 23
February 13 <b>Technology</b> <b>Bonus Distribution: APTA TransITech</b>	February 3	February 6
February 27	February 17	February 20
March 12 <b>APTA Legislative Conference</b> <b>Bonus Distribution: APTA Legislative Conference</b>	March 2	March 5
March 26	March 16	March 19
April 9	March 30	April 2
April 23	April 13	April 16
May 7 <b>APTA Bus &amp; Paratransit Conference</b> <b>Bonus Distribution: APTA Bus &amp; Paratransit Conference</b>	April 27	April 30
May 21	May 11	May 14
June 4 <b>APTA Rail Conference</b> <b>Bonus Distribution: APTA Rail Conference</b>	May 25	May 28
June 18	June 8	June 11
July 2 <b>High-Speed Rail - UIC World Congress</b> <b>Bonus Distribution: UIC World Congress</b>	June 22	June 25
July 16 <b>Safety and Security Issue</b>	July 6	July 9
July 30 <b>APTA Annual Meeting Preview</b>	July 20	July 23
August 13	August 3	August 6
August 27	August 17	August 20
September 10	August 31	September 3
September 24 <b>APTA Annual Meeting</b> <b>Bonus Distribution: APTA Annual Meeting</b>	September 14	September 17
October 8	September 28	October 1
October 22	October 12	October 15
November 5	October 26	October 29
November 19 <b>APTA/TRB Light Rail &amp; Streetcar Conference</b> <b>Bonus Distribution: APTA/TRB Light Rail &amp; Streetcar Conference</b>	November 9	November 12
December 3	November 23	November 26
December 17 Year In Review	December 7	December 10
December 31	December 18	December 20

## FOUR COLOR

### FREQUENCY

	1X	6X	12X	24X
Full	\$3,375	\$3,155	\$3,025	\$2,790
2/3	2,595	2,445	2,355	2,100
Half	2,280	2,160	2,090	1,965
1/3	1,825	1,760	1,705	1,625
1/4	1,665	1,605	1,570	1,505
1/6	1,435	1,395	1,370	1,330

## BLACK AND WHITE

### FREQUENCY

	1X	6X	12X	24X
Full	\$2,360	\$2,135	\$2,005	\$1,770
2/3	1,580	1,430	1,340	1,185
Half	1,265	1,145	1,075	950
1/3	810	735	690	610
1/4	650	585	550	485
1/6	415	375	355	315

- Non-APTA members add 25% to rates listed above.
- All rates are considered net.

## INSERTS

Inserts must be provided by the advertiser. Charges may vary depending on edition. Please call for rates, quantity, and availability of a particular issue.



# 2012 MECHANICAL REQUIREMENTS

## Specifications

**HOW TO SUBMIT AD MATERIALS:** All ad files should be posted to our FTP site (please compress your files before posting them). Your ad representative will provide FTP address, username and password.

Bleeds: Allow additional 1/8" for trim.

## Advertising Policies

**ACCEPTANCE:** The acceptance of paid advertisements within *Passenger Transport* does not constitute an endorsement of such products or services by the American Public Transportation Association. *Passenger Transport* reserves the right to reject any advertisement considered unsuitable for or not in the best interests of APTA. Paid advertising in *Passenger Transport* will be within the generally accepted bounds of taste and quality appropriate to a national publication of public transit news and policy. *Passenger Transport* reserves the right to reject advertising that promotes public transit trade shows that are national and international in scope.

**COMMISSION:** Agency commission – 15% of gross billing allowed to recognized agencies on space and color. No cash discount.

**PAYMENT:** Payment due within 30 days of invoice date. Accounts may be subject to a late payment charge on any balance 30 days after billing date.

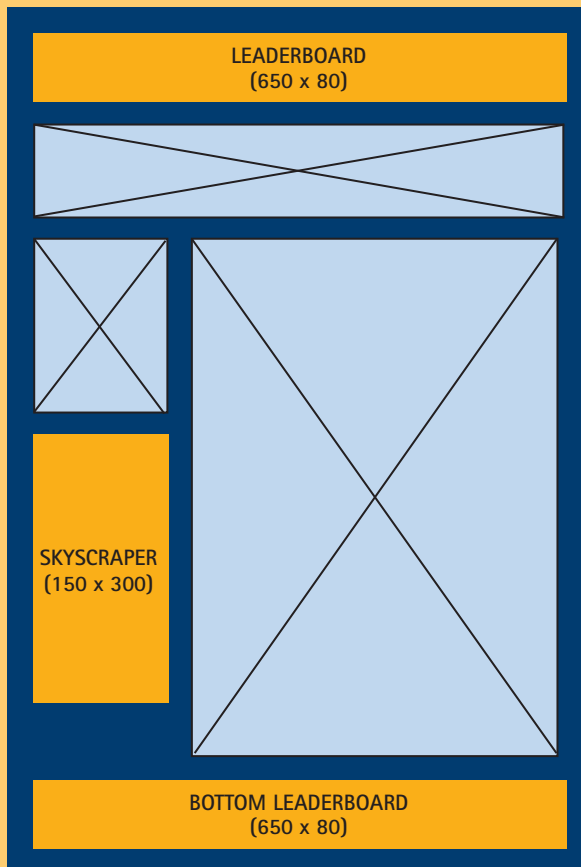
TRIM SIZE: 10-5/8" (W) X 14" (D)		
AD SIZES	W X D	W X D
Full	—	9 1/4 x 12 3/4
2/3	—	7 3/8 x 9
Half	9 1/4 x 5 3/4	4 1/2 x 12 3/4
1/3	7 3/8 x 4 1/2	4 1/2 x 7 3/4
1/4	4 1/2 x 5 3/4	—
1/6	5 1/2 x 3 1/2	—



# PASSENGER Transport

e-newsletter

PAGE  
SIX



Reach 27,000 public transportation industry professionals and decision-makers with *Passenger Transport's* e-newsletter. This electronic version of *Passenger Transport* delivers key industry news and analysis.

	1x	4x	8x	12x
Skyscraper (150 x 300)	\$1,450	\$1,375	\$1,290	\$1,190
Leaderboard (650 x 80)	\$1,200	\$1,150	\$1,070	\$975
Bottom Leaderboard (650 x 80)	1,200	\$1,150	\$1,070	\$975

- Non-APTA members add 25% to rates listed above.
- All rates are considered net.

### ADVERTISING FILE SPECIFICATIONS

- Advertisements cannot be FLASH-based.
- Advertisements must be GIF, JPEG or animated GIF files.

All URLs for ads will open a new browser window when clicked.

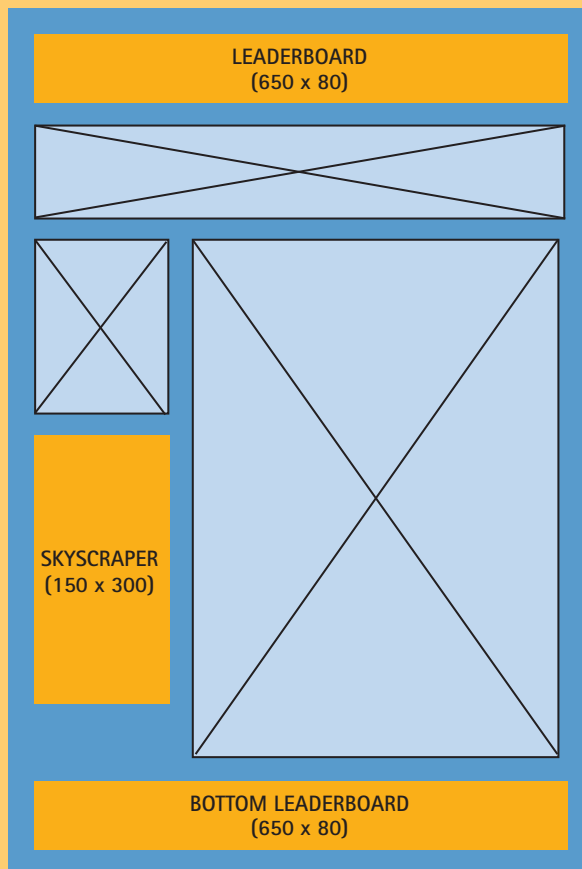
**For more information,**  
contact a *Passenger Transport* sales representative  
at [adinfo.psg@foxrep.com](mailto:adinfo.psg@foxrep.com) or 800-440-0232.

# PASSENGER TRANSPORT E-EDITION DATES & DEADLINES

ISSUE	AD CLOSE	MATERIAL CLOSE
January 2	December 23	December 26
January 16 <b>Looking Ahead</b>	January 6	January 9
January 30	January 20	January 23
February 13 <b>Technology</b>	February 3	February 6
February 27	February 17	February 20
March 12 <b>APTA Legislative Conference</b>	March 2	March 5
March 26	March 16	March 19
April 9	March 30	April 2
April 23	April 13	April 16
May 7 <b>APTA Bus &amp; Paratransit Conference</b>	April 27	April 30
May 21	May 11	May 14
June 4 <b>Rail Conference</b>	May 25	May 28
June 18	June 8	June 11
July 2 <b>High-Speed Rail - UIC World Congress</b>	June 22	June 25
July 16 <b>Safety and Security Issue</b>	June 6	June 9
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November 19 <b>APTA/TRB Light Rail &amp; Streetcar</b>	November 9	November 12
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December 17 Year In Review	December 7	December 10
December 31	December 18	December 20

# PASSENGER Transport

EXPRESS



Reach more than 27,000 public transportation industry professionals and decision-makers with *Passenger Transport EXPRESS*, an e-newsletter featuring breaking news, Congressional updates, and pertinent media coverage.

	1x	4x	8x	12x
Skyscraper (150 x 300)	\$1,450	\$1,375	\$1,290	\$1,190
Leaderboard (650 x 80)	\$1,200	\$1,150	\$1,070	\$975
Bottom Leaderboard (650 x 80)	1,200	\$1,150	\$1,070	\$975

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# 2012 PT EXPRESS CALENDAR

ISSUE	AD CLOSE CLOSE	MATERIAL
January 6	December 31	January 2
January 20	January 13	January 16
February 3	January 27	January 30
February 17	February 10	February 13
March 2	February 24	February 27
March 16	March 9	March 12
March 30	March 23	March 26
April 13	April 6	April 9
April 27	April 20	April 23
May 11	May 4	May 7
May 25	May 18	May 21
June 8	June 1	June 4
June 22	June 15	June 18
July 6	June 29	July 2
July 20	July 13	July 16
August 3	July 27	July 30
August 17	August 10	August 13
August 31	August 24	August 27
September 14	September 7	September 10
September 28	September 21	September 24
October 12	October 5	October 8
October 26	October 19	October 22
November 9	November 2	November 5
November 23	November 16	November 19
December 7	November 30	December 3
December 21	December 14	December 17

## PROFESSIONAL SERVICES

### Reach the Transit Industry for as Little as \$260!

Passenger Transport's Professional Services section (Business Card Directory) appears once each month, typically the last issue of the month, unless that edition is a special edition. Then the Professional Services section will appear in the previous edition.

Professional Services contracts are available on a 3-, 6-, or 12-month basis.

#### \*RATES

SIZE Width x Depth	PER CONTRACT		
	3-month	6-month	12-month
1-column x 2 inches	\$260	\$435	\$780
1-column x 3 inches	\$390	\$650	\$1,170
1-column x 4 inches	\$520	\$865	\$1,560
2-column x 2 inches	\$435	\$725	\$1,300
2-column x 3 inches	\$650	\$1,085	\$1,950
2-column x 4 inches	\$865	\$1,445	\$2,600

\*APTA non-members add 25% to rates listed.

1-column width is 2-1/8 inches. 2-column width is 4 1/2 inches. Advertisers must supply ad material and ads must conform to above size limits.

### Professional Services Will Publish in the Following 2012 Issues:

January 30	July 16
February 27	August 27
March 26	September 10
April 9	October 22
May 21	November 5
June 18	December 31

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INFORMATION,**

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AMERICAN  
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ASSOCIATION

*Passenger Transport c/o*  
American Public Transportation Association  
1666 K Street, NW, Washington, DC 20006

[www.apta.com](http://www.apta.com)