

Transportation Association of Canada / Association des transports du Canada

2323, boul. St-Laurent Blvd., Ottawa (ON) Canada K1G 4J8

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TAC Website: 2015 Rate Card

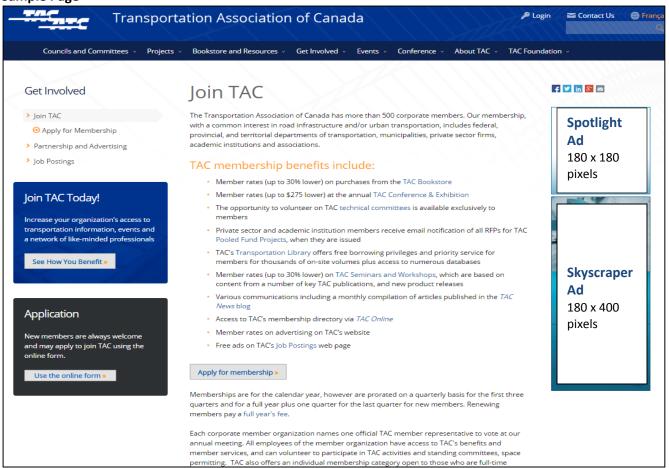
The Transportation Association of Canada (TAC) website is an often visited resource, featuring industry updates, technical materials, key resources and member information. It was recently redeveloped to be easily navigated, more interactive and quickly accessible for both members and non-members.

<u>www.tac-atc.ca</u> is an ideal advertising opportunity for any organization wishing to be seen by thousands of transportation industry professionals. Ad space is limited and sold on a first-come, first-serve basis.

Rates (taxes extra):

	One Year	6 months	3 months
Skyscraper – TAC member	\$1900	\$1150	\$725
Skyscraper – regular	\$2300	\$1450	\$950
Spotlight – TAC member	\$1150	\$725	\$475
Spotlight – regular	\$1450	\$950	\$650

Sample Page



How ads work:

- Ads are across all TAC website pages except the Home Page.
- 2 ads per page, randomized by advertiser, size and placement, meaning there could be 2 skyscrapers, 2 spotlights or 1 of each, in either the top or bottom position, on each page.

Specifications:

- The preferred formats are .tif, .jpg or .eps at a resolution of 300 dpi or greater.
- Ideally, ads will be either separate English / French or bilingual.

Artwork:

We will require completed artwork within one week of your order. Your ad can be changed throughout the
contract, but you must provide the completed artwork for any changes. Please allow 2 business days for
your ad updates to be made.

For more information or to book an ad, please contact <u>services@tac-atc.ca</u> or 613-736-1350 x235.

Current www.tac-atc.ca stats:

- 30,000+ pageviews/mth
- 8,000+ visits/mth
- 3.5+ pages/visit (2.5+ pages featuring ads)
- 4+ minutes/visit

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