



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.

www.tac-atc.ca 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

Transportation Association of Canada

Navigation: Councils and Committees, Projects, Bookstore and Resources, Get Involved, Events, Conference, About TAC, TAC Foundation

Get Involved

- Join TAC
 - Apply for Membership
 - Partnership and Advertising
 - Job Postings

Join TAC Today!

Increase your organization's access to transportation information, events and a network of like-minded professionals

[See How You Benefit >](#)

Application

New members are always welcome and may apply to join TAC using the online form.

[Use the online form >](#)

Join TAC

The Transportation Association of Canada has more than 500 corporate members. Our membership, with a common interest in road infrastructure and/or urban transportation, includes federal, provincial, and territorial departments of transportation, municipalities, private sector firms, academic institutions and associations.

TAC membership benefits include:

- Member rates (up to 30% lower) on purchases from the TAC Bookstore
- Member rates (up to \$275 lower) at the annual TAC Conference & Exhibition
- The opportunity to volunteer on TAC technical committees is available exclusively to members
- Private sector and academic institution members receive email notification of all RFPs for TAC Pooled Fund Projects, when they are issued
- TAC's Transportation Library offers free borrowing privileges and priority service for members for thousands of on-site volumes plus access to numerous databases
- Member rates (up to 30% lower) on TAC Seminars and Workshops, which are based on content from a number of key TAC publications, and new product releases
- Various communications including a monthly compilation of articles published in the TAC News blog
- Access to TAC's membership directory via TAC Online
- Member rates on advertising on TAC's website
- Free ads on TAC's Job Postings web page

[Apply for membership >](#)

Memberships are for the calendar year, however are prorated on a quarterly basis for the first three quarters and for a full year plus one quarter for the last quarter for new members. Renewing members pay a full year's fee.

Each corporate member organization names one official TAC member representative to vote at our annual meeting. All employees of the member organization have access to TAC's benefits and member services, and can volunteer to participate in TAC activities and standing committees, space permitting. TAC also offers an individual membership category open to those who are full-time

Spotlight Ad
180 x 180 pixels

Skyscraper Ad
180 x 400 pixels

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 services@tac-atc.ca 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

Transportation Association of Canada Association des transports du Canada

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