

# TLPA 2019 E-Newsletters Advertising/ Sponsorship Order Form



TAXICAB, LIMOUSINE &  
PARATRANSIT ASSOCIATION

FLEETForward▶

TLPA publishes six e-newsletters, providing the latest information regarding the taxicab, limousine, sedan service, airport shuttle, paratransit, non-emergency medical and TNC segments of the local passenger transportation for hire industry. We offer a variety of advertising/sponsorship options, all with discounts available if you advertise/sponsor for all of 2019 and prepay before the end of January 2019.

**TLPA E-Newsletters (fees listed are for members; nonmembers add 35%)**



Provides all TLPA members with summaries of and links to published media articles on the most important industry news. *Media Watch* is issued Monday through Friday, approximately 245 times per year.

*Annual Sponsorship/Ad:* Only one ad appears in *Media Watch* and the sponsor is named in each issue. This exclusive sponsorship costs \$3,450 per

quarter (\$13,800 annually), or if taken for the full year and prepaid, the fee is reduced by 15% for a total payment of \$11,730. The ad size is 560 px. (W) x 180 px. (H).

Provides all TLPA members with the latest news on important developments affecting the industry, including legislative, legal, operations, technology and other key issues. *Dispatch* is issued six times per year—in February, April, June, August, October and December.



*Annual Sponsorship/Ads:* Up to six ads are accepted in each issue of *Dispatch*. Ads are accepted on a first-come, first-served basis and each costs \$300 per issue (\$1,800 annually), or if an ad is placed in all six issues and the fee is prepaid, the fee is reduced by 15% for a total payment of \$1,530. The ad size is 250 px. (W) x 250 px. (H), and it should be presented as a JPG file at 72 dpi.



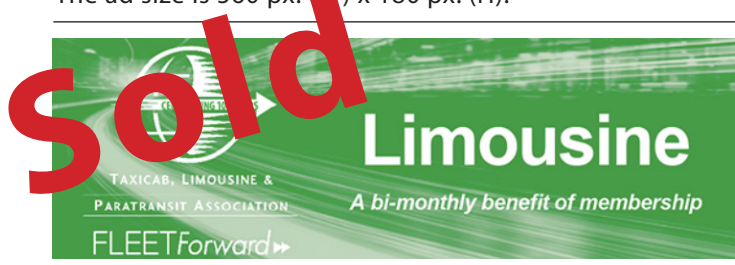
Provides all TLPA members with the latest news on important innovation affecting the local passenger transportation for-hire industry. *Innovations* is issued six times a year along with our *Dispatch* e-newsletter.

*Annual Sponsorship/Ad:* Only one ad appears in *Innovations* and the sponsor is named in

each issue. This exclusive sponsorship costs \$1,530 for the year and must be prepaid. The ad size is 560 px. (W) x 180 px. (H), and it should be presented as a JPG file at 72 dpi.

Provides all TPLA members with the latest news on important developments affecting the taxicab segment of the industry. *Taxicab* is issued six times a year along in January, March, May, July, September and November.

*Annual Sponsorship/Ad:* Only one ad appears in *Taxicab* and the sponsor is named in each issue. This exclusive sponsorship costs \$1,530 for the year and must be prepaid. The ad size is 560 px. (W) x 180 px. (H).



Provides all TPLA members with the latest news on important developments affecting the limousine/livery/shuttle segment of the industry. *Limousine* is issued six times a year along with our *Taxicab* e-newsletter.

*Annual Sponsorship/Ad:* Only one ad appears in *Limousine* and the sponsor is named in each issue. This exclusive sponsorship costs \$1,530 for the year and must be prepaid. The ad size is 560 px. (W) x 180 px. (H).

Provides All TPLA members with the latest news on important developments affecting the paratransit/nonemergency-medical/contracted services segment of the industry. *Paratransit* is issued six times a year along with our *Taxicab* e-newsletter.

*Annual Sponsorship/Ad:* Only one ad appears in *Paratransit* and the sponsor is named in each issue. This exclusive sponsorship costs \$1,530 annually and must be prepaid. The ad size is 560 px. (W) x 180 px. (H).



## TLPA Advertising/Sponsorship Order & Payment Form for 2019

### Media Watch:

- Full Year (Prepaid): \$11,730
- 1st Quarter: \$3,450
- 2nd Quarter: \$3,450
- 3rd Quarter: \$3,450
- 4th Quarter: \$3,450

### Dispatch:

- Full Year (Prepaid): \$1,530
- February Issue: \$300
- April Issue: \$300
- June Issue: \$300
- August Issue: \$300

### Dispatch continued:

- October Issue: \$300
- December Issue: \$300

### Innovations:

- Full Year (Prepaid): \$1,530

### Taxicab:

- Full Year (Prepaid): \$1,530

### Limousine:

- Full Year (Prepaid): \$1,530

### Paratransit:

- Full Year (Prepaid): \$1,530

Link for Your Ad(s): \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Enclose your check payable to the Taxicab, Limousine & Paratransit Association for the total amount due. Full payment must accompany this order form to take advantage of the 15% discount offered for prepayment.

All checks must be drawn on a U.S. bank in U.S. currency.

Payment by credit card is also accepted. Charge to:  American Express  Mastercard  Visa

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Amount Charged: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Signature: \_\_\_\_\_