



## RATE CARD

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Established in 1917, The Transportation Alliance is a non-profit trade association of and for the private passenger transportation industry. Our extensive community spans the globe and includes taxicab companies, executive sedan and limousine services, airport shuttle fleets, nonemergency medical transportation companies, and paratransit services. **Our database includes U.S.-based and International fleet owners, managers and other key personnel.**





## OVERVIEW



Transportation Insights includes articles written by TTA experts on important developments affecting the industry, including legislative, legal, operations, technology and other key issues. Each issue is sent to over 10,000 industry leaders on a bi-monthly basis.



Industry News provides all TTA members with curated news stories important to the industry. The newsletter is issued once a week, approximately 50 times per year to the entire TTA membership.



We offer one vendor-sponsored webinar per month which includes a 20-30 minute presentation followed by an interactive question-and-answer period. These webinars are promoted to over 10,000 industry leaders.



Opportunity to send promotional emails to our contact lists with a “Most Valuable Partner” header.



We are offering the opportunity for premium exposure with this opportunity to place a pop-up ad on the TTA website.





## MAXIMIZE YOUR EXPOSURE

Boost your brand's visibility with our 2026 Transportation Insights ad opportunity. Place your graphic in our e-newsletter and connect directly with over 10,000 U.S.-based and International fleet owners, managers and other key personnel.

### WHAT YOU GET

- Your banner ad placed in 6 editions of Transportation Insights.
- Logo placement on social media posts highlighting each article within the newsletter.
  - There are 8 articles in each edition totaling 48 social posts throughout the year.
- Your ad will be placed on each article posted on the TTA website.

### PRICING

**TTA Members:** \$500

**Non-Members:** \$2,000







## EXPAND YOUR REACH

TTA's Industry News Weekly Newsletter, designed exclusively for our valued TTA members. Delivered directly to inboxes once a week—approximately 50 times a year—this curated digest features the most relevant and impactful news stories in the transportation sector. This is an opportunity for your company to place a banner ad graphic within Industry News

### WHY ADVERTISE?

- Targeted Audience: Connect with industry leaders and decision-makers.
- High Engagement: Delivered weekly, reaching your audience directly.

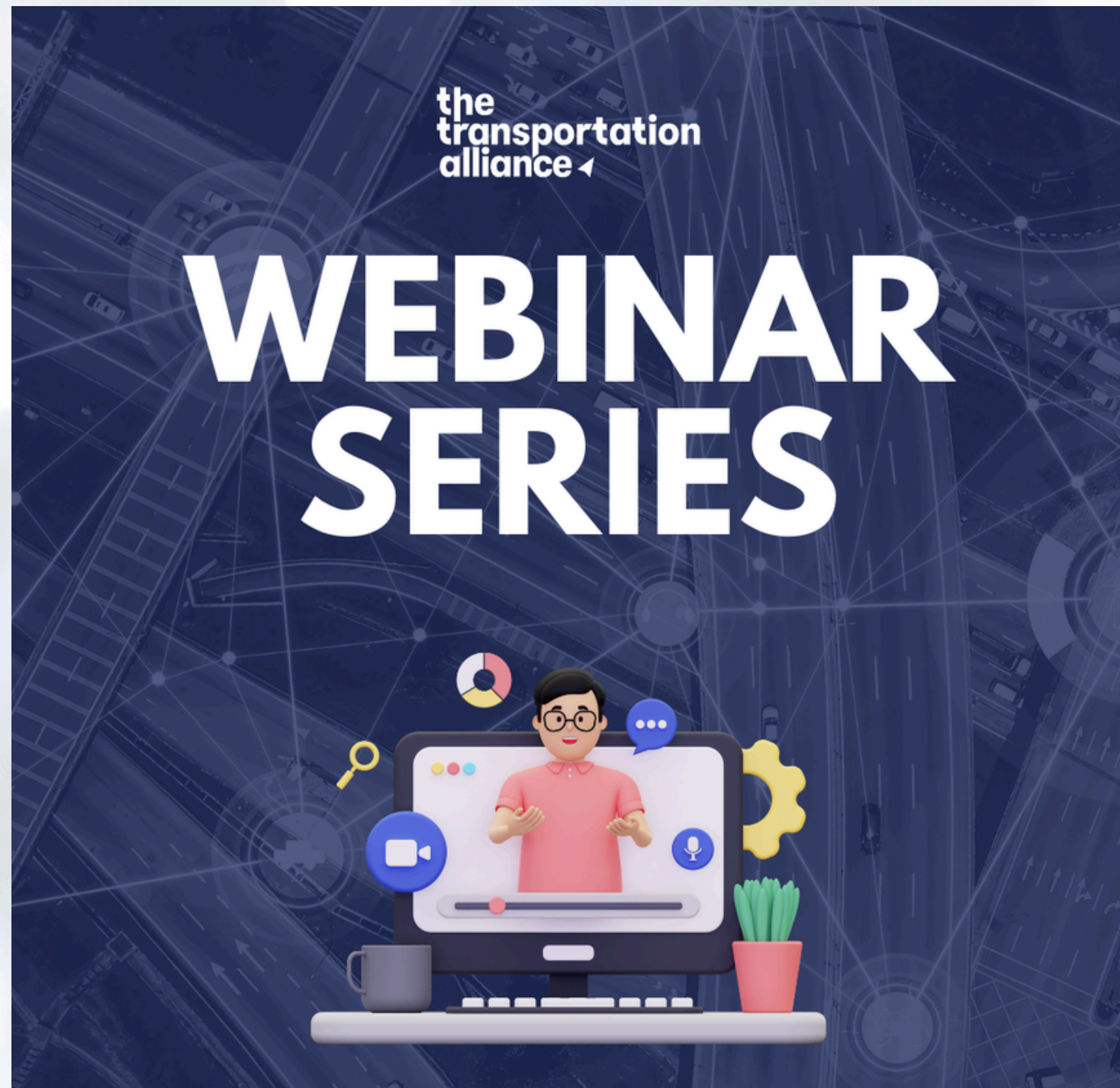
### PRICING

**TTA Members:** \$250

**Non-Members:** \$1,000







## ELEVATE YOUR BRAND

Join our Webinar Series to engage with TTA members and industry professionals eager for the latest in for-hire transportation.

### WHY SPONSOR?

- Reach 10,000+ industry contacts focused on safety, efficiency, and innovation.
- Showcase your products and solutions in a 20-30 minute presentation followed by an interactive Q&A. Up to 1 hour total.
- Promotion: Each webinar is advertised through our mailing list, social media channels, and recorded for our members-only Resource Center.
- Exclusive Opportunity: Only one vendor-sponsored webinar per month—don't miss your chance!

### PRICING

**TTA Members:** \$500

**Non-Members:** \$1,000







## BOOST YOUR REACH

Connect with fleet owners and industry leaders through The Transportation Alliance's email database.

### WHY PURCHASE?

- Targeted Audience: Access U.S. and international contacts.
- Trusted Format: Emails will include a "TTA Most Valuable Partner" header, enhancing your brand credibility.

### PRICING

**TTA Members:** \$500

**Non-Members:** \$2,000







## PREMIUM EXPOSURE

This ad opportunity on TTA's website is designed to enhance visibility and engagement for businesses targeting fleet owners and transportation industry professionals.

### WHY PURCHASE?

- Stand out to fleet owners and industry pros.
- Direct links to your website or offers.

### PRICING

**TTA Members Per Quarter: \$1,000**

**Non-Members Per Quarter: \$5,000**





# BUNDLE OPPORTUNITIES

	BUNDLE 1	BUNDLE 2
<div>Industry News</div>	1 Quarter (12 Editions)	1 Quarter (12 Editions)
<div>Transportation Insights</div>	2 Editions	2 Editions
<div>Partner Email</div>		1
<div>Cost</div>	TTA Members: \$650 Non-Members: \$2,500	TTA Members: \$900 Non-Members: \$4,000





# WANT TO LEARN MORE?

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