

The Transportation Alliance is excited to offer a variety of opportunities to engage with our members through advertising in its publications, e-blasts and vendor-sponsored webinars. Our members are looking to stay on top of the latest technology, products, and business models and want to hear directly from top industry vendors about how you can help their business and increase their bottom line.

This packet includes media kits for all 2024 advertising opportunities within TTA.

If you have any questions as you look through these forms, please call the TTA office at 301-984-5700 or email us at info@thetransportationalliance.org.

Transportation Insights

Transportation Insights provides all TTA members with the latest news on important developments affecting the industry, including legislative, legal, operations, technology and other key issues. Each issue will link to approximately seven articles. *Insights* is issued once per month, 12 times per year.

Website Ads

TTA's website is a vital destination for industry personnel looking to stay engaged and informed. It provides leading decision-makers and innovators with the tools they need to help their companies and industry be more competitive... and it offers you the chance to tell them how you can help!

Webinar Series

Attendance is free for TTA members. This highly informative series provides access to important topics in for-hire transportation. TTA's Webinar Series is where members can learn directly from top industry vendors like you about how you can help their business and increase their bottom line. We offer one vendor-sponsored webinar per month and include a 20-30 minute presentation followed by an interactive question-and-answer period.

Partner Emails

TTA has email addresses for U.S.-based fleet owners, managers and other key personnel in its database that we use for our membership, event and other promotions. Our list is as fresh as possible and now, it is available to you in the form of an e-blast. An e-blast is an email written by you that we send on your behalf to our list of U.S.-based operator personnel.

Media Watch

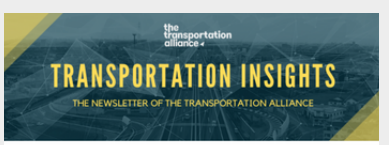
Our highest rated publication, *Media Watch* provides all members with summaries of, and links to, published media articles on timely and relevant industry news. The newsletter is issued two or three times per week, approximately 100 times per year.

Member Value Program (MVP)

A program where TTA member vendors offer significant special discount offers to TTA operator members.

TRANSPORTATION INSIGHTS

THE INDUSTRY BRIEFING



Edition: October 2023

We are thrilled to bring you the October edition of *Transportation Insights*, infused with the energy and insights from our recent Mobilize 2023 conference. The echoes of engaging discussions, innovative ideas and meaningful connections are still resonating and we are excited to share a recap of some of the conference highlights with you. Get ready to dive into reflections and updates that amplify the spirit of collaboration and progress that defines TTA. Be on the lookout for membership renewal notices in your inboxes this month. Happy reading!

In this month's edition:

- 🔥 [Getting to know new TTA President Bill Yuhnke](#)
- 📄 [CEO LaGasse's Convention Farewell Address](#)
- 📄 [President Jeb Corey's Address at Mobilize 2023](#)
- 📄 [TLPF Update](#)
- 📄 [Democracy Can Be Messy, But Does It Have To Be Petty](#)
- 📄 [Creating Contracting Opportunities](#)
- 📄 [Taxi Tales: Athens, Greece -- Fire and Fellowship!](#)
- [Abena Bonso-Bruce, Executive Director](#)



Getting to Know New TTA President Bill Yuhnke

I am honored and excited to address you as the newly appointed President of The Transportation Alliance. As we embark on this journey together, I extend my heartfelt gratitude for you entrusting me with the responsibility to lead this esteemed association. My name is Bill Yuhnke, and I was born and raised in Buffalo, NY. I am the owner of Liberty Cab, which is based in Buffalo. Liberty opened its doors in 1987. Shortly thereafter, I attended my first TTA conference, where I began to learn about the industry and the benefits of the TTA. I also began to learn about the many struggles that our industry faces. Throughout the years, the TTA has been a tremendous source of knowledge that has helped me implement multiple strategies and programs that were very beneficial to Liberty Cab.

I want to express my admiration for the incredible work done by my predecessor Jeb Corey. Jeb's dedication and tireless efforts have laid a sturdy foundation, and I am committed to building upon it to further advance the mission, vision and value of TTA for all members.

[READ HERE](#)

Mock E-Newsletter*

* Banners 3 and 4 are not shown in the mock E-newsletter but will be placed at the lower end of the newsletter.

Artwork Submission

Please electronically email files to info@TheTransportationAlliance.org

File Type

Submit artwork files in either a png, or jpeg format

File Size

Artwork dimensions should be sized to 560 x 180 pixels

The Transportation Alliance (TTA) publishes a monthly e-newsletter, providing members with the latest information regarding the taxicab, limousine, sedan service, shuttle, paratransit and non-emergency medical segments of the for-hire passenger transportation industry. We offer a variety of advertising options, all with discounts available if you prepay by January 16, 2024 for your 2024 ads.

Transportation Insights provides all TTA members with the latest news on important developments affecting the industry, including legislative, legal, operations, technology and other key issues. Each issue will link to approximately seven articles. Insights is issued once per month, 12 times per year.

Ads: TTA can accept up to four ads in each issue of Insights. Ads are accepted on a first-come, first-serve basis and are tiered based on their location within the newsletter and within the articles on the website. Preference will be given to 2024 Associate members who contract for a banner ad for all 12 issues in the calendar year.

Please see the below table with a breakdown of the cost per ad per issue based on the location within the newsletter:

Position	1 to 3 ads	4 to 6 ads	7 to 9 ads	10 to 12 ads
Top Banner 1	\$525	\$500	\$475	\$450
Banner 2	\$425	\$400	\$375	\$350
Banner 3	\$375	\$350	\$325	\$300
Banner 4	\$325	\$300	\$275	\$250

Additionally, TTA is offering an exclusive opportunity for your company to write the introductory paragraph at the top of each issue of *Transportation Insights*. Please see graphic to the left. The below table is a breakdown of the cost per issue.

Position	1 to 3 issues	4 to 6 issues	7 to 9 issues	10 to 12 issues
Top	\$650	\$625	\$600	\$575

Transportation Insights Advertising Order & Payment Form

Link for Your Ad(s): _____

Company: _____ Contact Person: _____

Email: _____ Ad Position: _____

Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Phone: _____

Issue Months: Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sept. Oct. Dec.

- Prepay by 1/16/24 to obtain 15% discount
- Invoice company for full fee for each issue
- Enclose your check payable to The Transportation Alliance for the total amount due. Full payment for the year 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: _____ Security Code: _____ Amount Charged: _____

Billing Address (if different from above): _____

Signature: _____



WEBSITE ADVERTISING

The Transportation Alliance's website is a vital destination for industry personnel looking to stay engaged and informed. It provides leading decision-makers and innovators with the tools they need to help their companies and industry be more competitive...and it offers you the chance to tell them how you can help!

Below are a few pages on the TTA Website that are open for advertisements:

The Transportation Alliance Homepage

www.TheTransportationAlliance.org

Quantity: One ad on the homepage of the The Transportation Alliance newly redesigned website

Fees: \$3,740 for the Full-Year Special or \$1,100 per quarter

Member Value Program (MVP)

<https://www.thetransportationalliance.org/mvp>

A program where TTA member vendors offer significant special offers exclusively to TTA operator members. If you are interested in becoming an MVP contact Abena at abonsobruce@thetransportationalliance.org.

Events Page

<https://ttamembership.wildapricot.org/events>

This landing page keeps visitors—members and non-members—up to date on TTA's innovative educational and networking opportunities. It also serves as a gateway to past events, demonstrating to industry professionals the scope of what TTA has to offer.

Quantity: One ad appearing on the Meetings & Education landing page

Fees: \$3,740 per ad per the Full-Year Special or \$1,100 per ad per quarter

The Transportation Alliance Website Advertising Order & Payment Form

Link for Your Ad (s) _____

Company: _____ Phone: _____

Contact Person: _____ E-mail: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Order	Homepage	Events Page
Full-Year	<input type="checkbox"/> \$3,740	<input type="checkbox"/> \$3,740
Special 1st	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100
Quarter	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100
2nd Quarter	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100
3rd Quarter	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100
4th Quarter	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100

Payment

Full payment must accompany this order form by January 16, 2024 to take advantage of the Full-Year Special.

Make checks payable to

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

Charge to: American Express MasterCard Visa

Name on Card: _____ Card #: _____

Exp. Date: _____ Security Code: _____ Amount Charged: _____

Billing Street Number and Zip/Postal Code: _____

Signature: _____

WEBINAR SERIES



Attendance is free for The Transportation Alliance’s (TTA) members. This highly informative series provides access to important topics in for-hire transportation. TTA members are looking to stay on top of the latest technology, products, and business models to maximize safety and efficiency. TTA’s Webinar Series is where members can learn directly from top industry vendors like you, how you can help their business and increase their bottom line.

Each webinar is promoted to our members and recorded and presented with supporting materials in our members-only Resource Center.

We are only offering one vendor-sponsored webinar per month, so availability is limited. All webinars are scheduled to last for up to one hour, during which you should plan on delivering a 20–30-minute presentation, and then moving into an interactive question-and-answer period.

The fee to host a webinar is \$500. If you have any additional questions, please contact TTA at 301-984-55700 or at info@TheTransportationAlliance.org.

Registration & Payment Form

Vendor-Sponsored Webinar: \$500

Company: _____ Contact Person: _____

Email: _____ Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____

Preferred month to host webinar: _____

Enclose your check payable to The Transportation Alliance for the total amount due.

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: _____ Security Code: _____ Amount Charged: _____

Billing Address (if different from above): _____

Signature: _____



PARTNER EMAILS

The Transportation Alliance (TTA) has email addresses for U.S.-based fleet owners, managers and other key personnel in its database that we use for our membership, event and other promotions. We add new addresses frequently and regularly update or delete those that produce bounce backs. Our list is as fresh as possible and now, it is available to you in the form of a partner email.

A partner email is an email written by you that we send on your behalf to our list of U.S.-based operator personnel. Each email includes our header and footer and is sent from the email address we use for almost all of our own promotions.

The cost for a partner email for TTA members is \$400 per email. For non-members is \$505 per email.

Your options:

- If text only, then
 - TTA can lay out the e-blast
 - E-blast will include a call-to-action button and TTA logo, both of which are built into the template
- If text and graphics, then
 - You lay out the e-blast
 - E-blast will include your graphics, a call-to-action button, and a TTA Partner Email header

When emails are sent:

- Dates are assigned once full payment is received.
- Up to one sponsored e-blast is sent per week.
- Emails are sent on Tuesdays, Wednesdays or Thursdays, except for holidays and during our annual meetings.

Partnership Emails Order & Payment Form

Company: _____ Contact Person: _____

Email: _____ Address: _____

City: _____ State/Province: _____ Zip/PostalCode: _____ Phone: _____

Enclose your check payable to The Transportation Alliance for the total amount due. 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: _____ Security Code: _____ Amount Charged: _____

Billing Address (if different from above): _____

Signature: _____

What You Do

First, decide if you want to send an e-blast with text only or with text and graphics. Then, provide TTA with the following information:

For an e-blast with text only:

- Typed body content with one hyperlink (webpage or e-mail)

For an e-blast with text and graphics:

- Designed ad submitted as a PNG
- Size: 8.5 in. w. x 11 in. h.
- Resolution: High (print compatible)
 - Please note: Avoid using small font sizes in your graphic to ensure text will be clear and readable.
- Call-to-action button
- Typed text (e.g., Sign Up Today!)
- Webpage or e-mail address

For all e-blasts:

- Typed subject line
- Typed pre-header subject line
- Three preferred distribution dates (see “When E-blasts Are Sent” above). We will do our best to accommodate your request, but we cannot guarantee you will receive one of those dates, especially in the last few weeks before an annual meeting
- Complete billing contact information
- Full payment within three business days of your invoice being generated or prior to your earliest preferred distribution date, whichever comes first

To Place Your Order

- Send everything listed under “What You Do” (above) except for the payment to info@TheTransportationAlliance.org
- TTA will review your content for relevance to the industry and send you an invoice
- You pay the invoice with a credit card online or by check through the mail or overnight delivery. Payment is due seven days prior to your earliest preferred distribution date.
- TTA will confirm your distribution date

MEDIA WATCH



Our highest rated publication, *Media Watch* provides all members with summaries of, and links to, published media articles on the timely and relevant industry news. The newsletter is issued two times per week, approximately 100 times per year.

For 2024, the price for this exclusive sponsorship is \$2,100 per quarter (\$8,400 annually). If taken for the full year, and prepaid, the fee is reduced by 15% for a total payment of \$7,140 received by January 16, 2024.

Artwork Submission

Please electronically email files to info@TheTransportationAlliance.org

File Type

Submit artwork files in either a png or jpeg format

File Size

Artwork dimensions should be sized to 560 x 180 pixels

Media Watch Order & Payment Form

Full Year (Prepaid): \$7,140

1st Quarter: \$2,100 2nd Quarter: \$2,100 3rd Quarter: \$2,100 4th Quarter: \$2,100

Link for Your Ad(s): _____

Company: _____ Contact Person: _____

Email: _____ Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Phone: _____

Invoice company for full fee prior to each quarter. Enclose your check payable to The Transportation Alliance for the total amount due. Full payment for the year must accompany this order form to take advantage of the 15% discount offered for prepayment due on January 16, 2023.

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: _____ Security Code: _____ Amount Charged: _____

Billing Address (if different from above): _____

Signature: _____