

# TRANSPORTATION INSIGHTS

The Industry Briefing

the  
transportation  
alliance

## E-Newsletter Advertising Order Form

The Transportation Alliance (TTA) publishes e-newsletters, 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 advertise for all of 2020 and prepay by January 15, 2020.

### *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 ten articles. Insights is issued once per month, 12 times per year.

Annual Ads: TTA can accept up to four ads in each issue of Insights. Ads are accepted on a first-come, first-served basis and are tiered based on their location within the newsletter and within the articles on the website. Preference will be given to 2020 Associate members who contract for a banner ad for all 12 issues in our 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, for each issue TTA is offering an exclusive advertisement at the top of each article in each issue of Transportation Insight. The below table is a breakdown of the cost per ad, per issue.

Position	1 to 3 issues	4 to 6 issues	7 to 9 issues	10 to 12 issues
Banner ad for each <i>Insight</i> article per issue	\$650	\$625	\$600	\$575

#### The Transportation Alliance

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W: [www.TheTransportationAlliance.org](http://www.TheTransportationAlliance.org)

**TRANSPORTATION INSIGHTS** The Industry Briefing  
the transportation alliance

December 18, 2019  
Transportation Insights is a monthly resource available exclusively to TTA members, so please share it within your organization only.

BLACK CAR LEGISLATIVE NEMT PARATAXIST SHUTTLE TAXICAB

**TOP BANNER 1**

What does CA AB 5 mean for you and your business?  
Members of The Transportation Alliance have spoken up in various news outlets in response to the law, highlighting why it shouldn't affect taxis, and outlining potential business-model pivots.

What's the word on Capitol Hill?  
On Wednesday, October 16, The Transportation Alliance was front and center on Capitol Hill testifying. Can you guess who wasn't there? Here are all the video highlights.

**BANNER 2**

Who doesn't love free money?  
The Transportation Alliance attended the Access and Mobility for All Summit hosted by the U.S. Department of Transportation (DOT) last month, where federal officials announced nearly \$50 million of dollars in new transportation grants. Robbie Werth, past TTA president, states his key takeaway from the summit for TTA members.

The New Opportunities in NEMT  
In our Learning Lab "NEMT: New Opportunities for Medicare, Private Pay and More" at the 10th Annual Convention & Expo in Las Vegas, our panel of experts discussed new opportunities for business and best advice for operators.

Interesting news for our L.A. members  
Via has a major new client: the Los Angeles Metro. L.A. Metro has launched a one-year pilot program with Via.

**BANNER 3**

What's the word on Capitol Hill?  
On Wednesday, October 16, The Transportation Alliance was front and center on Capitol Hill testifying. Can you guess who wasn't there? Here are all the video highlights.

## Mock E-Newsletter

## Mock Article

the transportation alliance

\$ MARKETPLACE FIND A RIDE MEMBER LOGIN Search...

HOME JOIN MEETINGS & EDUCATION ADVOCACY INSIDER REPORTING IN THE NEWS ABOUT MEMBERS CONTACT US

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**TOP BANNER 1**

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## Artwork

## Submission

Please electronically email files to amunger@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**

## Advertising Order & Payment Form

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

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

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

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

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

Fax: \_\_\_\_\_ Banner Position: \_\_\_\_\_

Prepaid by 1/15/20 to obtain 15% discount  Invoice company of full fee for each issue

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

Enclose your check payable to The Transportation Alliance 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: \_\_\_\_\_