Advertise at the TRB Annual Meeting through one or more of the six (6) issues of TRB AM Express — the meeting’s digital daily newsletter — distributed to all registrants before and during the TRB 103rd Annual Meeting, January 7-11, 2024.

Open Rate That’s 2.5 Times the Industry Average

For the 2023 meeting, the open rate for six issues of the TRB AM Express averaged 50%.

Advertising Placement / Pricing

- Slot “A” below the second story in the Express
- Slot “B” below the fourth story in the Express
- Slot “C” below the sixth story in the Express
- Discounts for purchases of four or more slots

TRB AM Express Advertising Pricing Per Issue

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot A</td>
<td>$1,200</td>
<td>$1,140</td>
<td>$1,080</td>
</tr>
<tr>
<td>Slot B</td>
<td>$1,050</td>
<td>$995</td>
<td>$945</td>
</tr>
<tr>
<td>Slot C</td>
<td>$900</td>
<td>$855</td>
<td>$810</td>
</tr>
</tbody>
</table>

Advertising Content / Specifications

- Content must focus on the advertising organization’s transportation-related products and services and/or the organization’s participation at the Annual Meeting.
- Each advertisement will link to a website of the advertising organization’s choosing. *(Tracking UTM's are not permitted in the URLs.)*
- TRB will provide click counts on advertisements after the meeting, upon request.
- Advertisements must be exactly 740px wide and no higher than 200px.
- Advertisements must be in JPG format.

Advertising Cancellations / Refunds

- Advertisements may not be cancelled.
- No refunds will be provided.

Advertising Submission Deadlines and Process

- All advertisements are due by November 30, 2023.
- Advertisements cannot be accepted in a compressed file or Zip format.
- Submit advertisement and URL to Russell Houston at RHouston@nas.edu