



104th **ANNUAL MEETING**
 January 5–9, 2025 • Washington, DC

TRB AM Express — Daily Advertising

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 104th Annual Meeting, January 5-9, 2025.

Open Rate That’s 2.5 Times the Industry Average

For the 2024 meeting, the open rate for six issues of the *TRB AM Express* averaged 50% with a high of 71% and a low of 35%.

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			
	1X	4X	6X
Slot A	\$1,250	\$1,190	\$1,030
Slot B	\$1,080	\$1,025	\$975
Slot C	\$930	\$885	\$850

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. TRB suggests that advertising text be no less than 18 pt size font.
- 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 29, 2024.
- Advertisements cannot be accepted in a compressed file or Zip format.
- Submit advertisement and URL to Russell Houston at RHouston@nas.edu