

TRB Annual Meeting Printed Program — Advertising Opportunities

Draw attention to your organization’s goods and services by advertising in the *TRB Annual Meeting Printed Program*. Each year, TRB distributes more than 10,000 copies of the program to meeting attendees, including transportation policy makers, administrators, practitioners, and researchers, from government, industry, and academic institutions.

Pricing and Sizing

Ad Placement	Price	Max Live Area	Trim	Bleed
Inside front or inside back cover	\$4,850	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
Two-page spread	\$3,925	16.5”w x 10.5”h	17”w x 11”h	17.5”w x 11.5”h
Full page	\$2,685	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
Half page (horizontal only)	\$1,630	8”w x 5”h	8.5”w x 5.5”h	9”w x 6”h
Quarter page	\$875	3.625”w x 5”h	4.125”w x 5.5”h	4.625”w x 6”h

Ad Submission

- Deadline: Ads are due no later than November 1, 2024.
- Submit ad via email to rhouston@nas.edu. Do *not* compress the file or save it in zip format.

Content Requirements and Cancellation Policy

- Content must focus on the advertising organization’s transportation-related products and services and/or the organization’s participation at the Annual Meeting.
- All advertising in the *Annual Meeting Printed Program* is subject to TRB approval.
- TRB reserves the right to refuse or reject any advertisement at its sole discretion, for any reason.
- Ads may not be cancelled. No refunds will be provided.

Ad Format

- Print-optimized, press-quality PDF files are preferred. Alternatively, digital files are acceptable in the following formats: Adobe InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS, QuarkXPress, JPG, or GIF.

Questions?

- Contact Russell Houston, rhouston@nas.edu, 202-334-3252.

Purchase

- To purchase space visit the [Annual Meeting Sales Page](#) and click on the tile that corresponds to the size of the space you would like to purchase.