

## 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](mailto: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](mailto: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.