



## **TRB AM Express — Daily Advertising**

Advertise at the TRB Annual Meeting through one or more of the seven (7) issues of *TRB AM Express* — the meeting’s digital daily newsletter — distributed to all registrants before and during the TRB 105th Annual Meeting, January 11-15, 2026.

### **Open Rate That’s 3 Times the Industry Average**

On average, 60% of the *TRB AM Express*’ 13,623 recipients opened the newsletter every day.

### **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

| <b>TRB AM Express Advertising Pricing Per Issue</b> |           |           |           |
|---|-----------|-----------|-----------|
|   | <b>1X</b> | <b>4X</b> | <b>7X</b> |
| 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 28, 2025.
- Advertisements cannot be accepted in a compressed file or Zip format.
- Submit advertisement and URL to Russell Houston at [RHouston@nas.edu](mailto:RHouston@nas.edu)