



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, during, and after the TRB 106th Annual Meeting, January 10-14, 2027.

Open Rate that’s three times the Industry Average

On average, 60% of the *TRB AM Express*’ 10,000+ recipients open the newsletter each 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

TRB AM Express Advertising Pricing Per Issue			
	1X	4X	7X
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. **Advertising text font size should be no smaller than 18 points.**
- 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 27, 2026.
- Advertisements cannot be accepted in a compressed file or Zip format.
- Submit advertisement and URL to Louis Helms at lhelms@nas.edu.